Merchants have hard time to digitalise their shops to create a new customer experience and be ready to answer to new digital needs and behaviors of their customers, in loyalty, mobile payments, customer relations. Current solutions require different devices and non-integrated apps. The majority of merchants have no strong digital and strategic skills to create a full digital transformation strategy for their store, have limited budgets and no clear starting point for their transformation.

The new generation of Olivetti Cash Registers will help Merchants to digitalise their store by creating a connected digital hub, which manages various applications: Payment, Loyalty, Warehouse, Taxation, Digital Touchpoint etc. With just one device and a certificated App store, they will be able to control different aspects, ranging from customer relationship, internal processes, communication, social marketing and free time (e.g. by managing Social Profiles).

Come up with concepts, demos and apps which utilise Olivetti’s next gen cash register as digital hub to better manage shops and create unique customer experiences.

Solution domains we appreciate:
- Interaction between shopkeeper and customer: e.g. proximity marketing, loyalty, multichannel communication, gamification, personalised customer service or others
- Innovative payment methods - e.g. m-payment, bluetooth payment or other payment methods
- Shop IoT control - e.g. doors/windows/air conditioning/light control or other controls
- Digitalisation of internal shop process - e.g. staffing, task assignments, stock management, purchasing or other processes

**PRIZES**
- Cash prize for the winning teams €4,500 (payable in Amazon gift cards)
- Consideration for inclusion in the Olivetti APP Store Partner Program

**HOW TO JOIN**
1. Apply for the challenge at ultrahack.org/trento2019 and complete your profile.
2. Enter a ‘submission’ by adding the project name and thorough description.
3. Add team members. Teams can be up to 5 people. Each team member needs to register individually to join the submission.
4. Shortlisted teams will be invited to the event, where they will code and pitch their solution to the judges.

**REGISTER NOW**
Closing date: 19 SEPT 2019
Ultrahack.org/trentohack2019

**Location:** Trento (EIT Digital Trento CLC)