

Case study

[read more](#)



Aliansce Sonae transforms business and accelerates digital through APIs

Brazil's largest shopping centre manager expands partnership with Sensedia platform

Aliansce Sonae, the largest shopping centre management company in Brazil, has 83% of its shopkeepers connected to its sales and services platform.

Its portfolio comprises 39 malls in the five regions of the country and 7,000 shop owners - of which almost 5,000 have already joined the company's digital transformation project. The project, accelerated in the last year, was possible due to the implementation of an API portal and the investments the company has been making in technology in recent years.

Aliansce Sonae's initiatives aim to offer the best experience for customers and store owners throughout their relationship journey with the shopping malls. The changes in consumer habits had already been the focus of the company's operations. In 2018, for instance, the company sought a specialized partner, Sensedia, for the creation of a customized platform of APIs, in order to integrate partners and also add various services and conveniences.



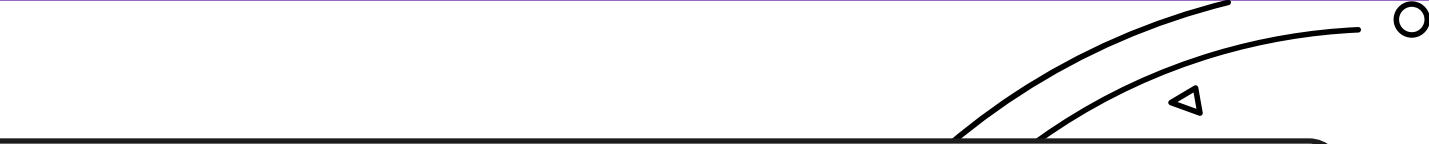
83% of its shopkeepers connected to its sales and services platform.



Its portfolio comprises 39 malls in the five regions of the country



Almost 5,000 have already joined the company's digital transformation project



A leader in its segment, the company has immersed itself in a data ecosystem to present a strategically organised mix of operations to meet specific profiles, considering behaviours, regions and cultures.

At that time, the administrator created a smart site for each of its malls. Services such as movie ticket sales, restaurant reservations and parking payment, among others, were integrated into the platform, making the consumer's digital journey fast, intuitive and convenient.



Due to the pandemic and the challenges imposed on the business, all digital transformation processes were inevitably accelerated, creating greater connection between consumers and retailers, also moving towards the creation of Aliansce Sonae's logistics hub, called PEG. On this platform, the retailer can manage its sales and direct contact with customers with the curation of the network.

According to Fabio Moraes, IT director of Aliansce Sonae Shopping Centers, **it was necessary to design an architecture that added value to the journey of the shopkeepers and consumers**, given the need for social distance and interrupted activities during the pandemic, which strengthen the omnichannel presence of the company. **Today, almost 5 thousand of the 7 thousand retailers of Aliansce Sonae's shopping centres are integrated in this platform.**

"The integration provided the basis for us to start developing an ecosystem of online shopping, convenience and logistics solutions already present at Shopping da Bahia and Parque D. Pedro, two of our portfolio references. Later this year we will roll out to all five shopping centres in Rio de Janeiro", said Moraes.



Almost 5 thousand of the 7 thousand retailers of Aliansce Sonae's shopping centres are integrated in this platform.

Rafael Flexa, director of Business Development at Sensedia, says that one of the company's key participations was to enable the expansion of Aliansce Sonae's partner network, creating even more facilities.

"We act as the architecture arm of integration with partners, through the website and app, providing facilities such as payment for parking, cinema tickets and special offers," he says.

In addition, Sensedia helps in the monitoring and control of communication with partners, auditing the information that flows on the platform.

Shopping malls as— Life Centres

In this journey of evolution over the last few years, **Aliansce Sonae gained knowledge, made predictions and designed new business models in a personalized way for each of the shopping centres, promoting a new and much more assertive commercial planning path.**

All of this considering walkway traffic analysis, shop clustering data, being attentive to what the consumer is looking for in each region, by type of product. They heavily invested in analytics.

Who goes to the shopping mall today seeks an experience, guarantees the IT director of the company. "It has become a place where the consumer wants to solve all needs. Thus, the shopping mall has been transforming itself into an experience centre. It is a Life Center. All this has changed the way of interacting with the mall."

According to Moraes, **it was necessary to look at the compounding scenario of the changes in the shopping mall, not just with a sense of business or as mall superintendent:** "we had to look at the data to understand the new consumer and the competition habits, integrating everything."

This advance in digital transformation through Sensedia's APIs platform was key in the integration of Aliansce partners, creating highly customized and convenient marketplaces. APIs were also essential to integrate the marketplaces of each of the malls, with all the particularities of each region. A design for the future that is already happening.





“Aliansce Sonae has a very dedicated and partnering attitude towards its retailers. These initiatives also aim to contribute to their digital maturity, positively impacting their businesses”, says Moraes.



Original article posted in:
(Idiom: Portuguese)

Connecting ideas, people and business

Learn more about other Sensedia's cases

