CASE STUDY
Tequila Magic Town

MOCA™ | Sᴵ SOLUTIA INTELLIGENCE

Why MOCA?

"MOCA is a strategic partner for Solutia, their approach on location marketing not only delivers data depth and market reach but it fulfills the promise of real-time marketing based on location with a state of the art UI and friendly usage, turning the IoT business into a reality. For Mexico it represents a big step forward in the evolution to the next generation of e-business."

Jorge Gomez
Mobility Division Manager of Solutia Intelligence

Tequila Magic Town

TEQUILA PUEBLO MÁGICO

Tequila is a town and municipality located in the state of Jalisco about 60 km from the city of Guadalajara which aims to become the first "smart tourist city" in Latin America. With a population of 50,000, Tequila hosted 200,000 visitors in 2014. Following the worldwide trend of urban growth, for 2020 the city is expected to double its population and host 1.4 million tourists per year.

GOALS

For the Tequila Town, the City Council set three primary goals:

·Enhance the visitor experience prior and during their stay by providing context-aware communications.

·Optimize mobility flow and services with a 360º view of visitor data in real time

·Increase the commercial business of the city by enabling the delivery of personalized recommendations

SOLUTION

Solutia Intelligence developed Tequila Pueblo Magico app for iOS and Android devices, deployed BLE beacons, set up geofences, WiFi devices, and video surveillance throughout the city in order to transform Tequila town into a Smart destination.
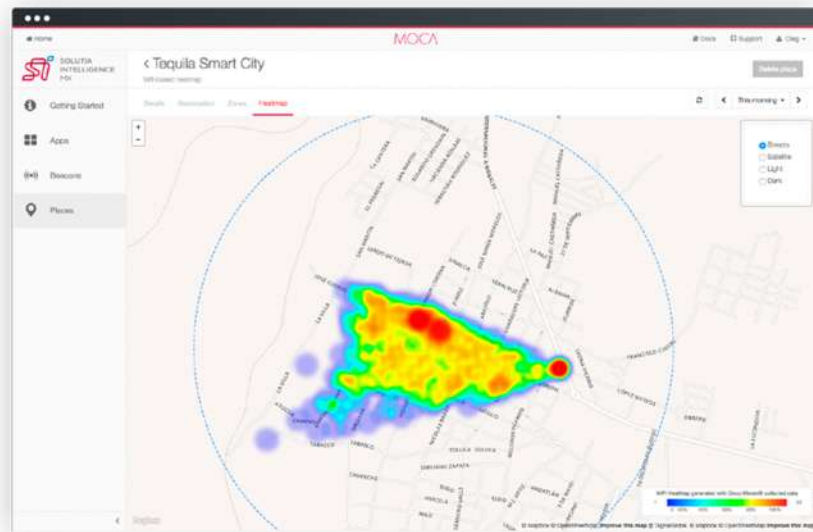
MOCA platform is being used by Solutia Intelligence for providing useful information about touristic places, cultural heritages and transportation at the moment they need it the most.

The platform gathers information and enables the analysis of visitor behavior in real-time through Wi-Fi devices, geolocation and beacons. Moreover, the tequila visitors are able to receive personalized recommendations based on their specific needs and preferences about restaurants and hotels.

"Solutia Intelligence and MOCA platform enable us to have market analytics and provide us key information to understand the town's tourist behaviors facilitating better planning and execution of tourism programs thriving Tequila as the first Smart Destination in the Country."

**José Díaz de Sandi
Tequila Integral Development Council**

RESULTS

The opportunities that MOCA offers for growth and new business models are amazing. During this year, Solutia Intelligence aims to extend their services in Mexico by providing the most complete smart city platform in Latin America. A chart below illustrates how many people visit Tequila Magic Town monthly on average, technology adoption and engagement among mobile visitors.

44,000
Visitors
per month

58
min
Visit length

84%
mobile
Active Users

81%
enabled their
location services

MOCA is a cloud-based solution, standing on **proprietary machine learning algorithms** that leverage geolocation, physical sensors and other contextual information to allow companies to not only deliver timely and highly **personalized experiences** to its users but also to be one step ahead and proactively provide **relevant recommendations** by **predicting context and preempting needs**.

Our software is also distributed through a **Network of Partners** that include digital agencies, app developers, system integrators, marketing technology firms, hardware and solution providers.