THE CONNECTED ECOSYSTEM
TRANSFORMING CUSTOMER AND BRAND INTERACTION
Global service industries are being disrupted. With many new players, options and business models, competition comes in more forms and from more places than ever.

Those that succeed will need to combine best practices and innovation, to create a guest and employee experience that is truly transformational, practical and scalable.
Why Level 11?

Level 11 is an experience design and engineering firm that has been a major contributor to digital transformation across industries, by combining technology and human-centered design.

Our team of designers and engineers have helped fundamentally change the way people experience world class brands. We have been able to extend our expertise and experience into other markets that combine people and space: stadiums, airports, smart buildings, campuses, hotels, theme parks and cities.

We have helped Fortune 500 companies across the globe develop best practices in the IoT, and have prototyped and fully developed the largest and most successful IoT deployment to date.

We partner with clients to envision and deliver seamless and unified guest experiences, as a connected ecosystem, at scale. Our approach fosters amazing solutions, bringing the experience vision to life.

> Trillions of transactions
> Largest IoT project using wearables to date >35M MagicBands
> Mobile order & pay started as a Phase 0 and now represents 16% of global revenue
> 7000 sensors, 700 readers, 100 interactive portals /ship.
> Instrumentation of a complete facility for experience intelligence.
> Scaling to 120+ ships in the future.
Experience Design Engineering (XDE) is a mindset of collaboration through holistic and symbiotic thinking. Our XDE process has a proven track record of curating innovative, personalized experiences for Guest-focused industries. This process includes: reviewing the guest experience, vision brainstorming sessions, designing for context-aware systems and creating a roadmap for seamless experiences.

Orchestr8 is a collection of component services organized to help construct user experience capabilities in connected ecosystems of physical and digital environments. Orchestr8 is based on solutions for Disney and Carnival and has over $40 million in engineering investment.

Experience with Partner Integrations enables the bridging of disparate, best-of-breed systems.

Orchestr8: Experience Management Platform

MODERN, AT-SCALE SOLUTION
- Stateless, multiple-instance services
- Automated monitoring
- Reporting & alerting
- Flexibility (Configuration)
- Evolvability (Future-proofing)
- On-prem and cloud deployments
Connected Ecosystems

DATA & ANALYTICS
> Protected data exchange for stakeholders.
> Identified opportunities for increasing revenue, reducing costs and improving efficiencies.
> Real-time and predictive analytics for collaborative decision making.

EXPERIENCES & PRODUCTS
> Personalized products, services and experiences that connect to authentic culture.
> End-to-end views of operational performance.
> Deeper guest and employee engagement that engenders loyalty.

PARTICIPANTS
> Participants range from individuals and groups to staff and other vendor relationships.
> Stakeholders extend outside the environment to businesses and governments.

INSTRUMENTATION
> Sensors, displays, inputs and processors connect activity to data.
> Senses and responds to the needs of all participants.
> The starting point for a learning environment.

ENVIRONMENT
> The physical space is the foundation for the creation of mutual value between all stakeholders.
> The customer journey starts prior to and beyond the experience, whether they are locals or visitors.
> Includes static/mobile structures and vehicles.
Experience Elements: The Guest Journey

Level 11’s proprietary PAER methodology creates a frictionless experience across the customer journey and lays the groundwork for innovation.

**PLAN**
Engage your guests early, allowing them the opportunity to browse, pre-order, reserve...and open their second wallet.

**ARRIVE**
Let the fun begin by providing your guests frictionless transit, check-in and wayfinding.

**EXPERIENCE**
Provide seamless, real-time experiences via curated personalized services, location awareness and entitlements.

**REMEMBER**
Create lasting memories enticing your guests to come back using photos, social media, feedback and reviews.
Case Studies

DISNEY: MAGICBAND & XCONNECT

Launched in 2013, MagicBand is recognized as one of the largest and most successful launches of a consumer wearable technology in a connected ecosystem. Level 11’s role was to build the xConnect system which today manages all events from the MagicBand to all contact readers, long-range readers, door locks, mobile payment, F&B, and attractions.

Over 30 million guests and 100,000 daily visitors have experienced the xConnect system, which powers over 250,000 events per second.

CARNIVAL: OCEAN

Since 2014, Level 11 has partnered closely with Carnival Corporation to create the world’s largest, most revolutionary guest experience platform. Ocean is the first ever to fully deliver on the promise of personalized experiences based on location, identity, and context.

The Ocean Medallion and Ocean Compass were designed to create seamless IoT integration, location-based services, and unprecedented guest service and personalization. Level 11 has played key roles in all phases of Ocean development, ranging from early ideation to technical engineering and solution deployment.

STARBUCKS: MOBILE ORDER & PAY

In order to make ordering from Starbucks painless and fast while increasing throughput and drink production, Starbucks launched one of the first QSR pre-order systems in the world.

Level 11 designed the key use cases and the operational processes transformations, as well as driving the solution’s design, technology, rollout and adoption. Level 11 launched an initial pilot, which preceded a national rollout.

Level 11’s Mobile Order & Pay solution is enabling some of Starbucks’ busiest stores to move more customers, thereby driving incrementally and significantly more transactions, while helping to improve customer satisfaction.
Level 11 is a user experience and software development firm that helps transform how customers interact with your company and brand.