



## **BIAL Elevates Airport Retail with GrayMatter's StoreSense**

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## Overview & Client Speaks

Bangalore International Airport Limited (BIAL), operator of Kempegowda International Airport — one of India’s busiest travel hubs — manages an extensive network of retail and F&B concessionaires across Terminals 1 and 2. The airport sought a modern, data-driven solution to eliminate delays in billing, ensure transparency in retail performance, and improve decision-making.



Akash Awasthi, Sr. Product Manager,  
Bangalore International Airport Ltd.

“GrayMatter’s solution has given us real-time transparency in retail revenue reporting and invaluable insights for informed decision-making at BIAL.”

# Challenges & Impact



## Challenges

- 45–50-day lag between concessionaire sales and billing reconciliation
- Manual reporting prone to errors and data inconsistencies
- Revenue leakage caused by lack of automated verification
- No real-time view of concession performance or category trends



## Impact

- 100% live data capture from 300+ PoS systems across terminals
- Billing cycle reduced from 45 days to real time
- Automated reconciliation ensuring zero leakage and full accuracy
- Interactive dashboards providing real-time sales and revenue insights
- Empowered commercial teams with actionable, on-demand intelligence

## The Solution

### (Condensed Overview)

GrayMatter implemented StoreSense, a non-intrusive, IoT-based platform designed to capture live sales data from PoS systems without altering hardware or existing processes. The solution integrates seamlessly with SAP and other enterprise systems, ensuring full automation from data capture to reconciliation.

### Core Features

- Real-time capture of PoS data across all outlets
- Automated billing and reconciliation aligned with contract terms
- Role-based dashboards for performance tracking
- Seamless integration with SAP, finance, and airport systems



## Conclusion & Summary



With StoreSense, BIAL transformed its retail and F&B management into a real-time, data-intelligent operation. The platform streamlined data flows from over 300 PoS systems, integrating them into a unified analytics ecosystem that automates billing, detects revenue gaps, and supports faster financial closure.


Beyond automation, StoreSense has enhanced strategic decision-making by providing live visibility into product performance, footfall-linked sales, and contractual compliance. BIAL's commercial teams now operate with unprecedented agility, responding to market changes and passenger demands with data-backed confidence.

StoreSense continues to serve as a critical pillar in BIAL's digital transformation, driving efficiency, profitability, and superior passenger experiences through intelligent retail analytics.

Explore StoreSense:

<https://graymattersoftware.us/products/storesense-for-airport/>



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