



GAP Elevates Airport Retail with GrayMatter's StoreSense

Customer: Grupo Aeroportuario del Pacífico (GAP)

www.graymatter.co.in

Overview & Client Speaks

Grupo Aeroportuario del Pacífico (GAP), Mexico's largest airport operator, manages 12 airports in Mexico and two in Jamaica, serving over 63 million passengers annually. Seeking to modernize retail operations, GAP aimed to replace manual reporting with a unified, data-driven system for real-time sales, reconciliation, and analytics.



María José Díaz,
Commercial Analyst, GAP

“After implementing StoreSense, we have seen a great impact on sales from our brands. It has simplified our processes since sales data now flows automatically without depending on manual inputs.”

Challenges & Impact



Challenges

- Manual and error-prone retailer reporting delayed revenue reconciliation.
- Limited visibility into store, product, and passenger-driven sales trends.
- Absence of real-time analytics for store and category performance.
- Need for scalable retail data integration across multiple airports.



Impact

- Up to 30% sales uplift across several brands post-implementation.
- Zero revenue leakage with automated reconciliation and audit trail.
- Real-time data visibility from 150+ PoS systems across 37 concessionaires.
- 4,000+ transactions processed daily and USD 120,000+ sales captured live.
- Improved category planning and store placement based on passenger flow data.
- Full deployment within 4 weeks, delivering immediate operational value.

The Solution

(Condensed Overview)

GrayMatter implemented StoreSense, an IoT-based retail analytics platform connecting all PoS systems to deliver unified, real-time visibility across GAP's airports. The platform captures detailed transaction data, performs revenue computations based on MAG and revenue-share contracts, and reconciles results instantly.

Core Features

- Automated sales capture from 150+ PoS across 12 airports.
- Multilingual dashboards in English and Spanish for accessibility.
- Automated billing reconciliation with configurable business rules.
- Role-based dashboards tailored for commercial, finance, and operations teams.
- Integration with ERP, billing, and concession management systems.



The Solution

(Extended Product Details)

StoreSense integrates advanced analytics and automation to provide end-to-end visibility, forecasting, and performance control across non-aero revenue streams.

Advanced Capabilities

- **Comprehensive Data Capture:** Collects transactions, payments, and boarding-pass-linked data across retail, F&B, rentals, and duty-free.
- **Dynamic Dashboards:** 30+ dashboards for category managers, concession heads, and analysts.
- **Smart Retail Decisions:** Identifies optimal store locations and product mixes based on demand zones and passenger profiles.
- **Predictive Intelligence:** Forecasts category demand trends using AI/ML models.
- **Seamless Integration:** Non-intrusive connectivity with existing PoS and printer systems.
- **Trusted by Leading Brands:** Starbucks, Subway, Hertz, Avis, DFree, Mirror, Areas, and more.
- **Implementation Efficiency:** Fully deployed in under 4 weeks with minimal disruption.

Collaboration & Scalability

Delivered through close coordination between GAP and GrayMatter teams across time zones, the project established StoreSense as an operational cornerstone for real-time decision-making. GAP views StoreSense not as an enhancement but as a necessity for modern airport retail competitiveness.

Summary (Expanded)



DUFY SHOPS TAX & DUTY FREE



StoreSense has transformed Grupo Aeroportuario del Pacífico's retail and F&B operations from manual reporting to automated, insight-driven management. The solution's unified analytics, automation, and predictive capabilities empowered GAP to grow sales by 30% across major brands —without any significant rise in passenger traffic, highlighting operational excellence and smarter retail efficiency.


Today, GAP's commercial teams make data-driven decisions to identify store opportunities, refine product mix, and optimize concession planning. Backed by GrayMatter's collaboration and support, StoreSense continues to power GAP's evolution into a real-time, analytics-led airport retail network that sets the standard for transparency, agility, and profitability.

Explore StoreSense:

<https://www.graymatter.co.in/products/storesense-for-airport/>

© GrayMatter Software Services Pvt. Ltd.



 GrayMatter Software Services Pvt. Ltd.
4th Floor, Building no 1, West Wing,
Arliga Eco World SEZ, Outer Ring Road,
Bangalore, INDIA 560 103

 +44 20 8123 6652

 www.graymatter.co.in