Euclid Analytics Integration with Aruba Networks Wi-Fi Infrastructure

Using Aruba’s Analytics & Location Engine for Wi-Fi Location Analytics

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Introduction
Euclid Analytics provides Wi-Fi location analytics for brick-and-mortar businesses such as retail stores, quick service restaurants, airports and shopping malls. By accurately analyzing visitor traffic, behavior and shopping patterns, Euclid helps the world’s leading brands design the perfect customer experience and drive better business results.

Companies can leverage their existing investments in Aruba Wi-Fi infrastructure to rapidly deploy Euclid across their entire chain of physical stores or locations. This document details integration with Aruba ALE (Analytics & Location Engine).

ALE Service
Aruba’s Analytics & Location Engine (ALE) service can be enabled to send Wi-Fi location data to the Euclid cloud application for further analysis. The data consists entirely of anonymous and non-personal information including the MAC address and location. No other information is collected or transmitted.

Prerequisites
The following Aruba components are needed to enable the Euclid Analytics application:

- AirWave Management Suite for floor maps and infrastructure monitoring
- Mobility Controller and Access Points (APs) or Aruba Instant Access Points (IAPs)
- ALE Server to process location information received from the Mobility Controller

All Aruba controllers, APs and IAPs should be deployed and functional before configuring ALE. It is recommended that the same subnet be used for both AirWave and ALE so they can communicate seamlessly with the controllers, APs and IAPs.
Overview and Integration Environment
The integration environment encompasses a Web-socket tunnel connection between Aruba ALE and the Euclid Analytics Cloud application. This integration is primarily accomplished through the ALE interface. In order to trust the WebSocket Server, a Root CA Cert needs to be installed first.
Step 1: Configure the Root CA Certificate

After receiving the certificate file directly from Euclid, connect to the ALE environment and navigate to `cd /usr/java/jdk1.7.0_21/bin/`

Import the Euclid certificate

```
3.13.3. Downloading the Root CA Certificate on ALE
b) Install the Root CA cert in the Trusted CA store
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Verify that the Euclid certificate has been installed

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3.13.3. Downloading the Root CA Certificate on ALE
c) Verify Root CA cert is now installed on ALE
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Step 2: Configure RSSI Feed to enable communication between the APs and ALE

Ensure recipes Row 6 and 19 are enabled and that `val:1` is configured.
Step 3: Configure the Websocket tunnel on ALE

1. Add the Euclid WebSocket server’s hostname: **ec2-52-0-124-45.compute-1.amazonaws.com**
2. Add the Euclid WebSocket server’s port number: **4433**
3. Check the “Start Tunnel” box
4. Click Save
Step 4: Disable Anonymization

1. Uncheck Enable Anonymization
2. Click Save

Restart the ALE server
**Step 5: Verification, Troubleshooting and Testing**

Verify that the tunnel is working correctly

Finally, verify with Euclid support that a connection has been established. Send an email to support@euclidanalytics.com
Background and Integration Notes

1. If there’s a problem with the tunnel, the debug log is located in the following path: `/opt/ale/var/log/nbapitunnel.log`

2. Verify and ensure that the routing tables are configured for output accept for ports 7779 and 8080.

3. Ensure that the ALE environment can resolve hostnames.