SOLUTION OVERVIEW

IMPROVE ENGAGEMENT WITH REAL-TIME DATA AND CONTEXTUAL MARKETING

The rapid adoption of Wi-Fi-enabled smartphones and location technologies are enabling retailers to gain new insights into how customers shop and move about in brick-and-mortar stores. And they’re using that information to improve the way they engage customers.

SKYFII ANALYTICS AND ARUBA’S ANALYTICS AND LOCATION ENGINE

The SkyFii Layer 4 analytics and content delivery platform helps businesses analyze and visualize customer behavior data. Leveraging contextual data about users, devices, applications and location from the Aruba Analytics and Location Engine (ALE), SkyFii gives retailers a better understanding of behavior and lets them engage shoppers with highly targeted advertising and marketing calls to action.

The SkyFii HQ system can monitor and report on a wide range of parameters:

- Footfall frequency plus unique versus repeat visits.
- Dwell-time of unassociated and associated users.
- Movement patterns in and around venues.

WHY ARUBA NETWORKS AND SKYFII

- Real-time location data and network analytics.
- Preconfigured dashboards, widgets and reporting tools.
- Measure and understand visitor behavior.
- Identify high-frequency zones for location-based marketing.
- Access dwell-times and how guests move within the venue.
- Multi-venue support.
- No impact on network performance.

- Cross-shopping behavior observed at different locations.
- Customer demographics and Web surfing analytics.

SkyFii’s easily accessible dashboards and widgets make it easy to observe patterns and trends from high volumes of data, allowing retailers to quickly respond with actions tailored to shopper behavior and location.

Figure 1: The SkyFii platform pulls data from ALE and provides intuitive dashboards that make it easy to see how shoppers move and interact in brick-and-mortar stores.
HOW IT WORKS
ALE feeds presence status and x/y location of unassociated and associated Wi-Fi clients – as well as device type, URLs visited, and other data for associated clients – to SkyFii for processing. ALE aggregates the contextual data and pushes them in real-time. By default, all personally identifiable information is anonymized by ALE.

IMPROVE ENGAGEMENT AND THE BOTTOM LINE
SkyFii and Aruba empower retailers to capture, understand and act upon real-time customer data from brick-and-mortar venues. The results lead to better operational decisions, deeper shopper engagement, and higher customer retention.

ABOUT SKYFII
SkyFii is a data services company whose HQ product captures, analyzes, and visualizes customer behavior. Venue partners are provided with actionable insights to drive more informed decision-making and deliver targeted content in real-time. In addition to the collection of customer behavioral data through Wi-Fi, SkyFii’s HQ platform can ingest other data sources such as those captured through Bluetooth beacons, Infrared, Video surveillance, POS and CRM to provide a more informed view of a customer.

Based in Surry Hills, Australia, SkyFii currently services customers in Australia, Indonesia, South Africa, and Brazil. To learn more please visit www.skyfii.com.

ABOUT ARUBA NETWORKS
Aruba Networks® is a leading provider of next-generation network access solutions for the mobile enterprise. The company designs and delivers Mobility-Defined Networks™ that empower IT departments and #GenMobile, a new generation of tech-savvy users who rely on their mobile devices for every aspect of work and personal communication.

To create a mobility experience that #GenMobile and IT can rely on, Aruba automates infrastructure-wide performance optimization and trigger security actions that used to require manual IT intervention. The results are dramatically improved productivity and lower operating costs.

Listed on the NASDAQ and Russell 2000® index, Aruba is based in Sunnyvale, California, and has operations throughout the Americas, Europe-Middle East-Africa and Asia-Pacific-Japan regions. To learn more, visit Aruba at www.arubanetworks.com. For real-time news updates follow Aruba on Twitter and Facebook, and for the latest technical discussions on mobility and Aruba products visit Airheads Social at http://community.arubanetworks.com.