SOLUTION OVERVIEW

BIG DATA, BIG OPPORTUNITY: BUSINESS INSIGHT VIA ACTIONABLE, REAL-TIME STREAMING ANALYTICS

The widespread use of Wi-Fi-enabled smartphones and tablets, coupled with the data collection and location calculation capabilities of the Aruba Analytics and Location Engine (ALE), enables venues to leverage real-time data about users, devices, applications, and location to improve the on-site customer experience, boost customer loyalty, and achieve operational excellence.

SOFTWARE AG AND THE ARUBA ALE

The Software AG Apama Streaming Analytics platform aggregates data from ALE, point-of-sale, CRM, inventory, traffic, weather, and other live data sources, and identifies patterns, trends, and behavior.

The Apama platform offers real-time processing of extremely large volumes of data files. It then analyzes this data and references historic records to identify predictive patterns. Data can be viewed in real-time through an integrated analytics dashboard or via other automated systems.

WHY ARUBA AND SOFTWARE AG

- Real-time location data and network analytics.
- Rich analytics – aggregation, temporal, filtering and location.
- Actionable analytics – configurable alerts based on location data.
- Blending of real-time and historic data for deeper, richer analytics.
- Business-level tooling.
- Customizable packages.
- Rich visualization and visual analytic tools.
- Extreme scale and performance.
- In-memory architecture.
- Support for predictive analytics and models.

Figure 1: The SoftwareAG Apama Streaming Analytics platform pulls real-time location data from ALE to provide visual dashboards that show how guests move and interact within venues.
The Apama platform also allows any type of immediate action to be taken on the analytics. For example, when there is a sudden surge of devices in a specific area, an email alert can be sent to staff, or a trouble ticket can be opened in your customer service system.

ALE feeds presence status and x/y location of unassociated and associated clients – as well as device type, URLs visited, and other data for associated clients – to the Apama Streaming Analytics Engine for processing. ALE aggregates the contextual data and pushes them in real-time to Apama. By default, all personally identifiable information is anonymized by ALE.

**GREATER INSIGHT IN REAL TIME**

Working together, Aruba and Software AG offer insights into external events, transactions, and live data sets so businesses can predict trends and stay ahead of the competition.

**ABOUT SOFTWARE AG**

Software AG is a leading global provider of big data, integration and business process technologies that enable customers to drive operational efficiency, modernize their systems and optimize processes for smarter decisions and better service. Core product families include Adana’s-Natural, Alfabet, Apama, ARIS, Terracotta and webMethods. To learn more visit SoftwareAG.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.