

## SOLUTION OVERVIEW

# CONTEXT-BASED ANALYTICS DELIVER ACTIONABLE INSIGHTS INTO TODAY'S RETAIL, HOSPITALITY, AND LARGE PUBLIC VENUE CUSTOMERS

HPE VERTICA & ARUBA ALE

Market transitions brought about by e-commerce, mobile networks, and the Internet are fundamentally changing how, what, and where customers buy. The resulting disruption to traditional commerce is creating unparalleled opportunities for businesses that embrace change and harness tools to master it.

Focus groups and consultants can take you only so far. Understanding cross-channel buying behavior, shifting brand loyalty, and emerging preference and trends requires actionable business intelligence. The kind that comes from direct observation of in situ customer behavior.

The Aruba and HPE Vertica groups have teamed to gather, harvest, and analyze real-time contextual, behavioral, and location information. The combined solution enables customers to tease out trends and glean behavioral information in record time by leveraging Aruba networking infrastructure they already have in place.

### ARUBA: TAILORED FOR A MOBILE WORLD

A world leader in high-speed Wi-Fi networks, Aruba powers retailers, hoteliers, convention centers, airports, and other large public venues worldwide. With solutions spanning from SMB to the world's largest businesses, Aruba delivers an unparalleled guest wireless experience with fast onboarding, PCI-compliant secure access, and high performance multimedia support.

### WHY VERTICA AND ALE

- **Deeper insights:** leverages extracted contextual data about users, devices, location, applications
- **Faster insights:** queries run 50-1000x faster, HPE Vertica available on Microsoft Azure and AWS for quick bring-up
- **Lower CAPEX:** leverages existing Aruba Wi-Fi network
- **Open architecture:** supports Hadoop and R plus leading BI and visualization tools
- **Enterprise-class security:** protects confidentiality
- **Massively scalable:** runs on-premise or in the cloud, supports deployments of any size

Aruba's Analytics & Location Engine (ALE) software extracts context from virtually any Aruba Wi-Fi network, and makes it accessible via APIs. Extracted context includes:

- **Location:** Identifies the x/y position of passers-by and connected customers. Frequency, recency, dwell times, travel paths, and entry/exit routes can all be monitored.
- **Geofences:** Allows virtual borders to be created and triggered when entered or exited. Allows areas of special interest to be defined and observed.
- **Devices & URLs:** Identifies the type, model, and OS of devices on the network, and the URLs being surfed, i.e., to flag showrooming or responsiveness to promotions.



## HPE VERTICA: POWERING A DATA-DRIVEN WORLD

As companies transform into algorithmic businesses, powered by the insights they derive from the data they amass, competitive differentiation hinges on how quickly, reliably, and affordably structured and semi-structured data are managed and analyzed. The winners will accept no limits and make no compromises.

HPE Vertica is the most advanced SQL database analytics portfolio. Blazing-fast speed, petabyte-scale, open architecture, and just 30% of the cost of traditional data warehouse solutions.

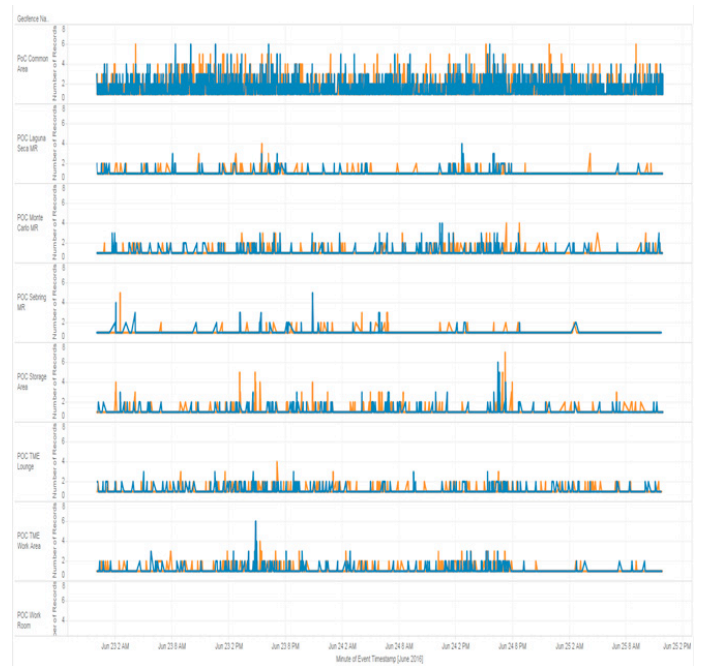
Combining ALE's contextual data with Vertica's advanced database and analytics enables customers to conduct analytics computations close to the data source, and derive immediate results without additional processing.

## THE POWER OF PRESENCE

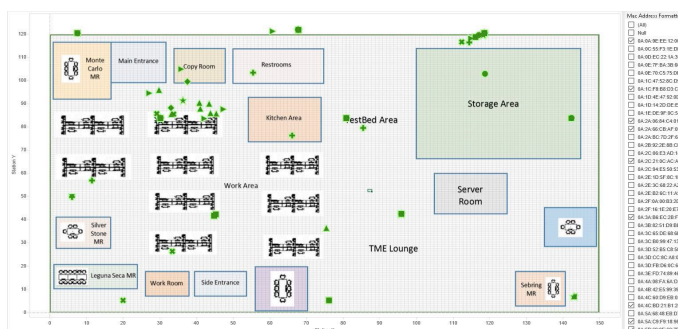
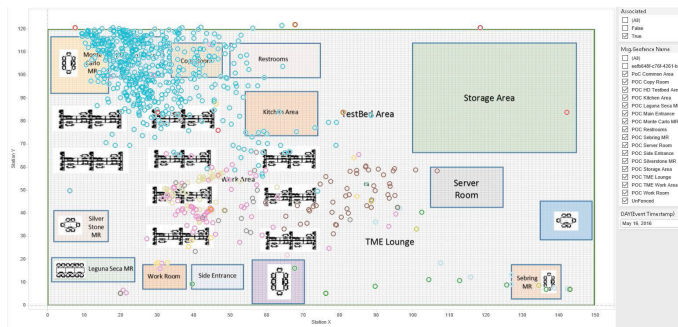
ALE feeds HPE Vertica a rich stream of real-time contextual data (presence, location, device type, urls in use) and site maps that are processed in real-time and fed to visualization applications. The insights provided by these data can enhance loyalty, boost basket size, and drive profits. Some examples follow below.

**Maintenance:** schedule cleaning, air filter replacement, and painting based on site usage

**Customer service:** monitor queue times, staff-to-associate ratios, abandonment rates, and showrooming



**Marketing:** assess the impact of marketing campaigns and electronic signage on walk-bys, walk-ins, and dwell times



**Rent adjustments:** set and update space rental pricing based on actual traffic flow

**Social:** determine which social media sites get the most hits by time, day, and location to better target ad spending

### NEXT STEPS

To find out more about how ALE and HPE Vertica can help your business, please contact an HPE salesperson or authorized reseller near you.

