



Engage customers and secure transactions with Aruba MOVE™

Smartphones and tablets have handed retailers an unprecedented opportunity to deliver exceptional customer service and create new efficiencies for retail staff.

Sales associates can use Apple iPads and other tablets as virtual assistants, allowing them to help customers find the perfect item, answer questions, check inventory and even place orders without leaving the customer's side.

Mobile applications can deliver information to customers' smartphones and tablets the moment they walk through the door, so customers can download rich content when and where they want. Shoppers can receive personalized messages, rewards and coupons right on their smartphones. Retailers can use mobile marketing strategies to up-sell and cross-sell based on customers' interests and location in the store.

But before retailers can benefit fully from the possibilities of mobility, they need an in-store Wi-Fi solution that securely and seamlessly addresses the needs of customer-facing staff, smartphone-carrying customers, store operations and payment card industry (PCI)-compliance auditors.

The Aruba Networks® solution for in-store mobility allows retailers to engage customers, optimize store operations and manage risk.

New opportunities for in-store mobile marketing

The economic recession hit retailers hard and put significant pressure on profitability. The need to improve customer service while holding the line on payroll costs was the top business challenge for retailers, according to a 2010 survey from Retail Systems Research.

The explosion of smartphones and tablets – and their inherent Wi-Fi capabilities – offers retailers myriad new ways to attract, sell to and service customers. Retailers can incorporate mobility into their multichannel sales to drive new revenues, so that future

earnings aren't as dependent on cost-cutting measures as they were during the recession.

In fact, 34 percent of retailers planned to buy tablets and handhelds for their managers and associates within 12 months, according to a 2011 study by RIS Store Systems.

This mobility trend is evident among Aruba's retail customers as well. Offering Wi-Fi hotspots for customer access and using wireless or mobile point-of-sale (POS) systems were the top IT priorities for retailers in 2011, according to an Aruba study. In-store mobility initiatives out-ranked inventory management, associate productivity, self-shopping and even PCI compliance as priorities.

The Aruba Advantage:

Scalable Wi-Fi guest access with integrated advertising module enhances in-store customer engagement.

- Automatic provisioning and access control for associate and customer smartphones simplify consumer-grade mobile device roll-out and management.
- Role-based security enables customer and staff access on a shared network while exceeding PCI compliance.
- Self-optimizing wireless coverage maximizes available bandwidth and minimizes interference.
- Rightsized architecture reduces the total cost of ownership by consolidating network and security services for in-store mobility.

Aruba's unified services for in-store mobility

The Aruba Mobile Virtual Enterprise (MOVE™) architecture delivers in-store mobile access to engage customers and drive top-line growth. With Aruba MOVE, retailers can deploy high-performance Wi-Fi across any location – stores, warehouses, campuses, outdoor locations and teleworker home offices. Aruba MOVE uniquely consolidates network and security services for Wi-Fi and wired access, rightsizing network infrastructure, and ensuring end-to-end mobility.

Aruba secures all mobile devices used by staff as well as customers, including smartphones and tablets, thereby protecting the store. Retailers can ease the challenges of deploying mobile devices with Aruba Mobile Device Access Control (MDAC) technology, which secures, provisions and manages network access for Apple iPads, iPhones and other personal mobile devices

MDAC employs device fingerprinting to automatically classify a wide variety of wired and Wi-Fi enabled devices, such as shopper's smartphones and sales associates' tablets.

Retailers can then enforce network access and quality-of-service (QoS) policies for mobile devices, based on who they are, where they are, and what

device and application they are using to ensure that business applications get priority access to the network.

Aruba delivers enterprise-grade application performance – even when a store is crowded with people using a mix of mobile devices and applications. A high-performance wireless LAN (WLAN) is especially important to support employees' and customers' smartphones and tablets in stores.

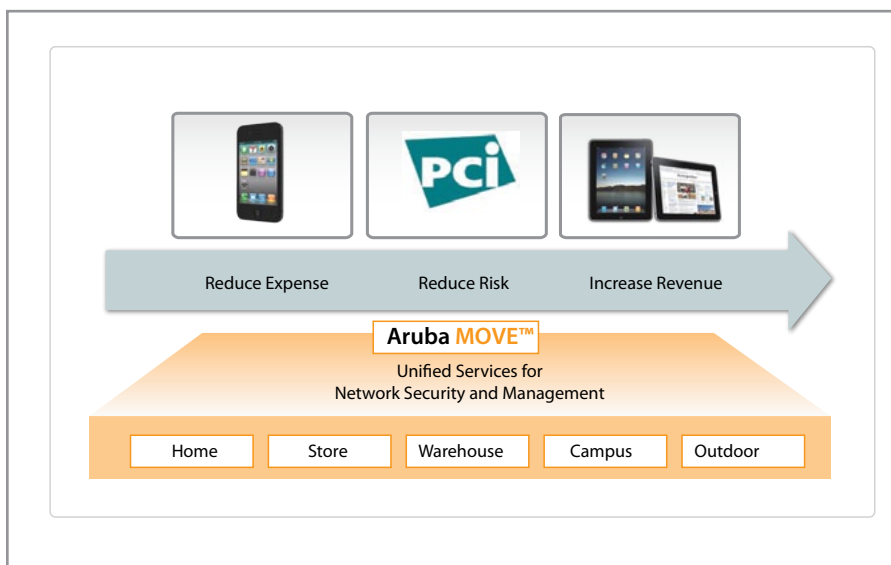
With Aruba, the performance of Wi-Fi clients using legacy technology, such as barcode scanners and IP phones, won't be negatively impacted by high-performance 802.11n devices, such as iPhones.

Engage customers in the store

Aruba simplifies provisioning customer Wi-Fi access to support in-store mobile marketing efforts, which can enrich customer loyalty and drive revenue.

The Aruba in-store mobility solution includes:

- **Secure and scalable Wi-Fi** – Aruba's 802.11n Wi-Fi solution is optimized for smartphones and tablets. Aruba's Adaptive Radio Management (ARM) technology ensures uninterrupted operation even when hundreds of customers and employees connect at the same time in the same store.



The Aruba MOVE architecture delivers in-store mobile access to securely serve both staff- and customer-facing mobile devices, while protecting the store.

An ICSA-certified, stateful Policy Enforcement Firewall™ (PEF™) allows retailers to securely enable customers, employees and credit card transactions to share the same network.

- **Customer Wi-Fi portal** – With Aruba Amigopod access management software, retailers can build a powerful marketing database by registering shoppers and capturing demographic information. Retailers can use the Amigopod advertising module to launch targeted campaigns to deliver personalized offers and other relevant content to enhance shopping. The highly scalable Amigopod portal can support tens of thousands of concurrent sessions and millions of users.
- **Mobile Device Access Control** – Aruba MDAC technology lets retailers arm their customer-facing staffs with tablets and smartphones. By enforcing network access and QoS policies for mobile devices, MDAC enables Wi-Fi networks and helpdesk processes to scale in support of bring-your-own device initiatives.
- **Mobile applications** – Retailers can offer loyalty programs, product information, marketing offers and concierge services to shoppers in the store through mobile apps. Aruba partners with mobile commerce leader Digby to allow retailers to offer a richer shopping experience through Wi-Fi-optimized smartphone apps.
- **Location-awareness** – Retailers can use a shopper's presence information to tailor up-sell and cross-sell offers by product as well as by aisle. Retailers can use Aruba AirWave® management to enable per-device monitoring, reporting, location tracking and inventory control. AirWave can pinpoint location to within three meters. In addition, Aruba integrates with AeroScout, Ekahau and Nearbuy location management software.
- **Content Security Service** – Aruba's integrated Content Security Service (CSS) allows retailers to support Wi-Fi access for associates and shoppers while blocking inappropriate content, botnets and malware. Eliminating unwanted web traffic and malware frees the air for business-critical traffic.

Manage risks and simplify compliance

Aruba helps retailers manage security risks and simplify compliance. Retailers can streamline compliance with PCI Data Security Standard 2.0 (PCI DSS 2.0) and enhance physical security with IP video surveillance by relying on the same Wi-Fi infrastructure to handle both tasks.

The Aruba MOVE architecture gives retailers the ability to control network access across wired and wireless infrastructures, in support of PCI requirements. Retailers can segment their networks to protect the cardholder data environment and enforce role-based access so that cardholder data can only be accessed by authorized personnel.

Retailers can rely on Aruba's WLAN and mesh network solutions to support high-definition video surveillance that will protect customers, workers and the merchandise – whether in the store, in the warehouse or in the parking lot. Deploying IP video surveillance over a WLAN is more flexible and cost-effective than using wired networks.

Aruba's secure virtualized access services deliver fully integrated firewall and wireless intrusion protection, which simplify PCI compliance and eliminate the need for deploying and managing separate rogue scanners, firewalls and intrusion protection software.

Optimize operations

Aruba enterprise-grade Wi-Fi allows retailers to consolidate inventory management and other store operational functions on the same infrastructure that is used for customer engagement. A unified architecture allows retailers to rightsize their networks by eliminating redundant devices and applications, and this efficiency delivers a lower total cost of ownership.

Mobilizing inventory-management workflow allows retailers to make decisions based on up-to-the-minute data. Aruba WLANs are certified for interoperability with the leading barcode scanners, including Motorola Symbol, Honeywell, Intermec and Psion Teklogix.

Retailers can also manage a wide variety of handheld scanners and other mobile devices with integrated AirWave and SOTI MobiControl solutions.

In-store mobility that fits like a glove

Aruba offers a comprehensive portfolio that allows retailers of all sizes to deliver mobility-centric networks, security and management services that are tailored to the needs of their stores, corporate headquarters, warehouses and outdoor environments.

The Aruba WLAN solution delivers near-gigabit capacity providing retailers the confidence that their infrastructure investments will scale to meet the simultaneous demands of in-store customer engagement and retail operations.

Leading retailers like Petco and Sainsbury already rely on Aruba to keep their businesses moving. These retailers – and hundreds more – have mobilized and rightsized their networks by consolidating Wi-Fi and wired network access and security services so they can engage customers in compelling new ways and drive new levels of profitability.

INDUSTRY BRIEF Retail Solution



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