



In-Store Mobile Marketing

Provide highly personalized, location-aware customer interaction with Aruba's enterprise Wi-Fi solution

Half the people in the United States will own smartphones by the end of 2011ⁱ, and two-thirds will use their smartphones in retail stores to research products and prices onlineⁱⁱ. Consumers' rapid adoption of smartphones and tablets, combined with innovative mobile applications, provide retailers with a myriad of new ways to connect with customers, create a better in-store experience and increase sales.

ⁱ The Nielsen company, "US Smartphone Penetration to be over 50% in 2011," March 2010
ⁱⁱ Gartner, "Mobile Consumer Shopping Preferences, 2010: U.S.," December 2010

Today, the role of the in-store Wi-Fi network is more important than ever. In-store smartphone applications designed to deliver an engaging customer experience demand a secure and high-performance Wi-Fi network, rather than cellular connectivity.

Customer access inside the store must not open a backdoor to store systems and cardholder data environments. Network coverage must be robust and pervasive to handle a high density of users throughout the store. Networks must provide presence- and location-awareness to personalize messaging delivered on smartphones.

For retailers to create the "store of the future," they need a powerful and intelligent enterprise-grade wireless LAN (WLAN) to support their efforts for in-store mobile marketing.

Advances in retail mobility

Many retailers first deployed Wi-Fi as part of an effort to automate operations. Wi-Fi-enabled barcode scanners and mobile computers allowed retailers to automate inventory management, which delivered operational efficiencies. Retailers then expanded their use of Wi-Fi as part of Payment Card Industry Data Security Standard (PCI DSS) compliance efforts so they could protect the store against wireless backdoors and security breaches.

Many retailers took additional steps to improve the in-store experience with

self-service initiatives such as kiosks and mobile/wireless point of sale (POS), which called for a more robust Wi-Fi infrastructure.

Today, as innovative retailers look to engage customers more deeply, smartphones and tablets represent an unprecedented opportunity to drive loyalty and sales. Retailers can provide rich product information including reviews and videos to help decision making. They can deliver personalized rewards and coupons to shoppers. They can also take advantage of location-based messaging and social community interaction to reach and tailor their messages to customers.

The rapidly growing role of mobility is prompting dramatic changes in network requirements for in-store Wi-Fi networks.

Retail WLANs must support a variety of scanners as well as other mobile devices commonly used by employees. They must also protect cardholder data and meet PCI compliance requirements. With the addition of mobile POS and self-service kiosks, WLANs must accommodate greater Wi-Fi client densities, provide broader coverage and minimize interference to deliver a reliable, robust user experience.

In-store mobile marketing creates yet another challenge: Retailers must allow customers to access their Wi-Fi networks, the same networks that carry sensitive data about store operations and

Benefits

- Strengthen brand with customized customer access portal
- Retain customers by offering them rich in-store product content
- Cross- and up- sell leveraging presence and location intelligence
- Improve customer satisfaction by offering concierge and in-store navigation capabilities
- Integrated with leading smartphones, tablets and other handheld mobile devices
- Support dense 802.11n client deployments
- Protect the store with integrated security and wireless scanning

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cardholder data. The ability to securely segment retailer and consumer traffic is essential to protect the store and the customer.

Retailers must modernize their Wi-Fi infrastructures to support in-store mobile marketing. Deploying a single wireless platform that supports multiple services across a cloud-based infrastructure has many advantages. It allows retailers to minimize the hardware and software needed in the retail stores, which reduces costs and simplifies IT operations. The platform should also give shoppers the best possible experience with video and other content-rich applications on their mobile devices.

Engage customers and protect the store

The Aruba Wi-Fi solution for in-store mobile marketing allows retailers to establish and maintain direct communications with shoppers based on the retailer's focused promotions and the shoppers' interests and needs.

The Aruba in-store Wi-Fi solution supports:

- Secure and Scalable In-Store Wi-Fi**
 Aruba's 802.11n Wi-Fi solutions include an ICSA-certified stateful firewall to protect retail networks from public access, and adaptive coverage management to ensure uninterrupted operation even when hundreds of customers connect at the same time in the same store. Per user firewall policy enforcement allows quality of service (QoS), bandwidth limits, and time-of-day and location restrictions based on the relationship between the customer and the retailer.
- In-store customer Wi-Fi engagement**
 Aruba Amigopod software enables retailers to securely register customers and reliably deliver personalized access and targeted messages including special merchandise offers and advertisements to them. With Amigopod, retailers can provide time- and policy-based network access to customers and employees while simplifying the complex task of managing large numbers of users. In addition to targeted marketing, retailers can interact with shoppers while in the store and gain feedback and other valuable insight.

- Wi-Fi Optimized Smartphone Applications**

Aruba partner and mobile commerce leader [Digby](#) enables retailers to offer a rich and personalized shopping experience to its customers with smartphone applications. Performance and location intelligence available through Aruba's Wi-Fi improve application responsiveness and increase the relevance of offers made to customers inside the store. Digby integrates with back-end retail systems and the Aruba WLAN to receive and enable live catalog information, product images, transactional information, social engagement and analytics in a secure, enterprise-grade environment.

- Presence and Location Intelligence**

Aruba's 802.11n Wi-Fi provides real-time presence information to enable store-level message targeting. Aruba's partnership with [Nearbuy Systems](#) allows retailers to perform granular, product and area-level message targeting as well as in-store navigation capabilities. Real-time location aware-applications improve the shopping experience, increase revenue and strengthen brand awareness among customers who utilize mobile devices.

Enterprise-grade WLAN capabilities

With Aruba, retailers can use the same Wi-Fi infrastructure for inventory management and employee enablement as well as for directly engaging thousands of customers that are using smart mobile devices – with strong confidence in security and performance.

Key to enabling this is the Aruba RFProtect™ Spectrum Analyzer, which provides unprecedented visibility into Wi-Fi and non-Wi-Fi sources of RF interference to ensure over-the-air quality of service (QoS) and minimize traffic congestion.

Working in conjunction with the RFProtect Spectrum Analyzer, Aruba's Adaptive Radio Management (ARM) technology optimizes Wi-Fi client behavior and automatically ensures that Aruba access points (APs) stay clear of interference. The result is a more reliable, higher performance WLAN that supports dense mobile device environments.

Partners



One Network, Many Environments

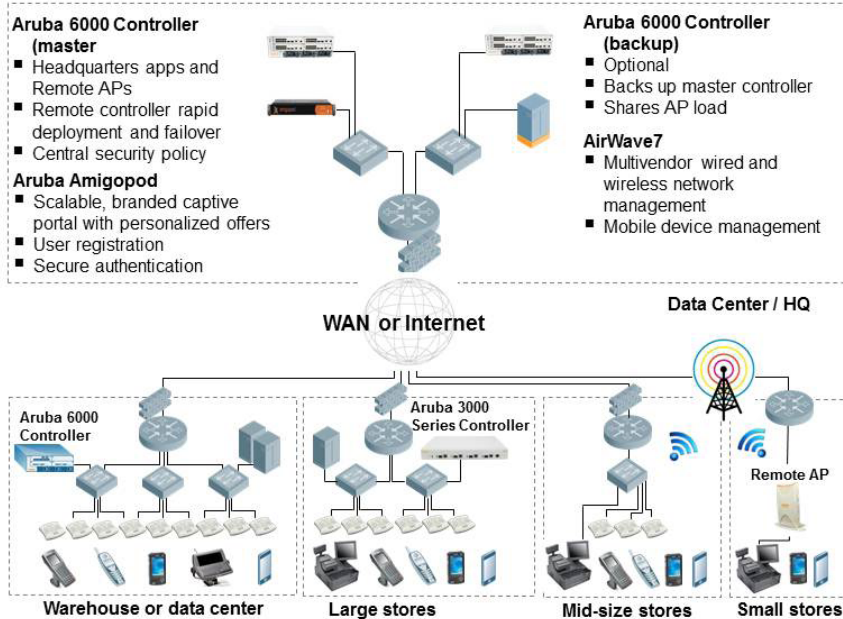


Figure 1: Retailers can leverage Aruba's multiservice Wi-Fi platform for in-store mobile marketing to establish and maintain direct communications with shoppers based on targeted promotions and the shoppers' interests and needs.

For security, the Aruba RFPProtect Wireless Intrusion Protection prevents unauthorized access to private data and the network infrastructure by automatically scanning the air to detect and neutralize threats. While providing Wi-Fi client access, Aruba APs perform real-time wireless threat detection, attack prevention, policy enforcement and compliance reporting.

In addition, Aruba's stateful Policy Enforcement Firewall (PEF) provides secure segmentation between cardholder, store and public Wi-Fi traffic. Certified by ICSA Labs, the industry-recognized benchmark for firewalls, Aruba PEF prevents unauthorized traffic from bypassing access controls.

Finally, Aruba provides retailers with an easily customizable customer Wi-Fi portal. Customer Wi-Fi portals are a powerful way for retailers to capture customer intelligence through user registration, deliver targeted merchandise offers and advertising to shoppers, strengthen the brand through customized registration and home pages.

Role-based security tightly controls

access to the Wi-Fi network based on an individual's identify and by their device. Aruba also provides logging and audit trails so retailers can meet PCI requirements.

Low total cost of ownership

Cost is a critical factor for large retail chains, because a single IT purchase decision is propagated across multiple store locations. With Aruba, retailers have a single, common WLAN infrastructure that supports in-store mobile marketing as well as future state-of-the-art applications while delivering a low total cost of ownership (TCO).

Aruba delivers a significantly lower TCO than its competitors. In a 1,000-store chain with two APs per store providing 2.4-GHz and 5-GHz Wi-Fi coverage, Aruba costs three times less than leading competitors.

Furthermore, capabilities such as spectrum analysis, Adaptive Radio Management, wireless intrusion protection, stateful Policy Enforcement Firewall and role-based access controls are tightly integrated into the Aruba WLAN solution.

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