



a Hewlett Packard
Enterprise company

IMPROVING PERFORMANCE, EFFICIENCY, AND OUTCOMES

From retail to education to real estate,
better networking equals better business



CASE STUDY

DECATHLON

Counting on Aruba to improve
the customer experience



With operations in more than 50 countries, Decathlon is one of the world's largest sporting goods retailers. Their goal: to deliver seamless mobility and omnipresent wireless coverage across all their UK stores. When Decathlon's UK flagship store in Surrey Quays, London, was due for a major refurbishment, the sporting goods giant sought to build a new, more versatile, more comprehensive network.

Aruba, a Hewlett Packard Enterprise company, came up with a cloud-based solution that was quick to roll out. Equipped with zero-touch deployment and centralized management capability, the solution ensured minimal disruption to store environments. It also included monitoring and management of store infrastructure on the [Aruba Central](#) cloud-based platform.

Customers are the number-one priority

Why is seamless mobility and wireless coverage so important? All 150 floor staff at the new Decathlon flagship store work from tablets or mobile devices, answering customer questions in real time. Store employees can check stock, find an item in another store, or show instructional videos. In addition, devices can be shared flexibly and securely, with staff members logging in through a unique profile.

Customers can also use the Decathlon app to browse 50,000 items of stock remotely while remaining connected to the in-store experience. Wayfinding features lead customers directly to any item—a

COMPANY PROFILE

Decathlon

INDUSTRY

Sporting goods retailer

LOCATION

Re-opening UK flagship store in Surrey Quays, London

REQUIREMENTS

- Seamless mobility
- Omnipresent wireless coverage
- Monitoring and management
- Minimal disruption to store environment

SOLUTIONS

- [Aruba Instant Access Points](#)
- [Aruba 2930F Campus Edge Switches](#)
- [Aruba ClearPass](#)
- [ArubaOS 8](#)
- [Aruba Central](#)

OUTCOMES

- All staff are equipped with tablets, mobile devices, and individual logins
- Store staff can check stock, finding items in any store
- Network supports building management systems, access controls and in-store digital signage
- Wayfinding leads customers directly to any item in the store
- Customers can buy directly in-store and have any item delivered within 2 hours

useful feature in the huge store. The app also offers multiple-language support, and allows customers browsing the shop floor to purchase items for home delivery within two hours.

Using data to understand customer needs

The new infrastructure provides more comprehensive and reliable wireless coverage around Decathlon's flagship store. Thanks to the versatile Aruba-based network, and the data generated by in-store digital touchpoints as customers interact with the app, Decathlon is better able to understand each customer's journey. That helps the company plan its future retail strategy, from optimizing store layouts to understanding consumer demographics. Ongoing data collection enables Decathlon to experiment with new ideas, from merchandising to promotions, and get actionable data instantly.

CASE STUDY

DECATUR CITY SCHOOLS

Preparing students for a brighter future



In order to prepare students for working and living in a technology-driven world, The Decatur City School district in Decatur, Alabama, needed to transform students' educational experience by updating their decades-old infrastructure.

The goal of the school district's leadership was to provide bandwidth to support the district's 'one-per-student' laptop initiative for 8,700 students. This meant that Decatur needed to increase their use of cloud-based educational software without negatively affecting network performance.

The question was, where should they start? Decatur began its multi-year update by deploying high-performance [Aruba Instant Access Points](#) backed by access switches along with cloud-based [Aruba Central](#). This provided the network management capabilities needed to cost-effectively support the advanced technology required for the initiative.

Keeping students safe is the first priority

To keep students safe, Decatur uses multiple IoT devices like security cameras, door locks, intercoms and telephones. In the case

COMPANY PROFILE

Decatur City Schools

INDUSTRY

Education (High schools)

LOCATIONS

Austin High School and Decatur High School
in Decatur, Alabama

REQUIREMENTS

- Transform educational experience with technology
- Engage students
- Update antiquated IT infrastructure
- Smoothly transition to advanced technology

SOLUTIONS

- [Aruba Instant Access Points](#)
- [Aruba Switches](#)
- [Aruba Central](#)

OUTCOMES

- Single solution for authenticating students, teachers, guests, and staff
- Support for IoT systems, including security cameras, door locks, intercoms, and telephony devices
- New network is future-proofed to support new systems as needed
- New system has exceeded the district's technology and educational expectations

of an emergency, they rely on those devices to function simultaneously, and without interruption. To give Decatur this peace of mind, the wired network with Aruba switches is future-proofed so it can support new solutions as they are developed.

Outcomes that exceed expectations

Aruba's support for cloud applications, combined with its wired and wireless infrastructure, enables students, teachers, and staff to harness technology in ways that have exceeded their expectations. Thanks to the partnership with Aruba, Decatur is surpassing its goals—reducing absenteeism, increasing graduation rates, and keeping students safe.

CASE STUDY

PRIME GROUP

Improving the customer experience with SD-WAN



Prime Group is a leading real estate equity, investment, and management organization that includes two divisions—Prime Residential and Prime Finance. Together, Prime's offices are spread over more than 1,300 miles, presenting a significant networking challenge.

Prime Group was struggling with the limitations of an aging, rigid Cisco network. They needed to move to a modern, flexible network solution that could scale with their business. That's where Aruba stepped in to help. After evaluating several options, Prime Group selected a comprehensive [SD-WAN](#) and [SD-Branch](#) solution for a two-phase deployment.

20X Performance Boost with Aruba SD-WAN

The first phase of the project focused on deploying SD-WAN across both divisions. This involved adopting [Aruba Access Points](#) and [edge switches](#), as well as [cloud-based Aruba Central network management](#), and [Aruba Foundation Care](#) for ongoing support.

Once deployed, Prime Group's new SD-WAN quickly delivered exceptional value, with performance improving twentyfold and reliability increasing dramatically along with corresponding cost savings.

Next, the team embarked on the SD-Branch phase, which leveraged Aruba Central. This phase included upgrading to higher-performance indoor and outdoor Aruba APs and [Branch Gateways](#) as well as migrating to Access Switches for improved continuity, productivity, and security.

Another benefit came from Aruba's Zero Touch Provisioning and the [Installer app](#), which enabled IT staff to create templates that could support workspaces with similar attributes across Prime locations. That meant lobbies, back offices, maintenance locations, and resident common areas could be provisioned using simple, automated configurations.

COMPANY PROFILE

Prime Group

INDUSTRY

Real Estate Equity and Investment

LOCATIONS

New York, Chicago, San Francisco, and Los Angeles

REQUIREMENTS

- Overcome limitations of MPLS-based WAN and aging network
- Single SDN vendor
- Deploy SD-WAN across properties

SOLUTIONS

- [SD-WAN](#)
- [SD-Branch](#)
- [Aruba Access Points](#)
- [Aruba Foundation Care](#)
- [Aruba Central](#)
- [Edge Switches](#)

OUTCOMES

- Improved productivity, efficiency, and security across every property
- Improved network performance by 20x and slashed deployment times by 50%
- Provided significant cost savings
- Expanded support of IoT devices across properties, assisting maintenance teams, and provided a better experience for customers

Continuity, IoT, and other enhancements

Like most organizations, Prime Group plans to take advantage of IoT opportunities, including adding intelligent environmental controls in common areas, and smart walkway lighting to reduce maintenance and enhance physical security.

By engaging with Aruba's engineering team, Prime Group has designed and deployed flexible, scalable networking solutions that will evolve with the ever-changing needs of high-end residential properties and their residents.



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