

SOLUTION BRIEF

SPACE MATTERS: OPTIMIZING BUILDING USAGE WITH AUTOMATED OCCUPANCY ANALYTICS

Aruba-Lone Rooftop Partnership Overview

NETWORK AS OCCUPANCY SENSOR

We commonly think of Wi-Fi networks as access ramps onto corporate networks and the Internet, but Aruba access points do much more. They are also Internet of Things (IoT) platforms that securely relay IoT device data and contextual information, like location and identity, to a wide range of business-critical services and applications.

Location data identifying the position of people and assets are especially valued because they can be applied in so many ways including space utilization, facility operations, process optimization, safety, and energy management. Successful exploitation of location starts with simplifying the collection and dissemination of location data, and then extracting deep insights by leveraging a powerful analytics engine.

Aruba's Analytics & Location Engine (ALE) software simplifies location data collection by calculating the x/y position of all associated and unassociated Wi-Fi enabled smartphones, laptops, tablets, and IoT devices within range of Aruba access points. These data are then aggregated and streamed to analytics applications over a secure link. Aruba has built a stable of analytics partners that consume ALE data to deliver location-enriched business insights.

SAY GOODBYE TO THE CLIPBOARD

Lone Rooftop is an ArubaEdge certified technology partner that leverages ALE data to show facility and real estate managers in real-time how many people are in the building, and where and when they're present. Their Position Intelligence Engine (PIE) is a cloud-based technology platform that uses ALE to automate occupancy data collection traditionally undertaken manually by staff members equipped with clipboards and spreadsheets.

Understanding the utilization, frequency, recency, and other parameters impacting how space is used can better inform space optimization and spending decisions. Oversubscribed spaces can be identified and expanded, while underutilized floors or even entire buildings can be decommissioned or subleased.

Real-time reporting and alerts broaden the number of use cases. For example, optimizing cleaning based on actual space usage and real-time cleaning demand lowers costs and directs

WHY ARUBA AND LONE ROOFTOP

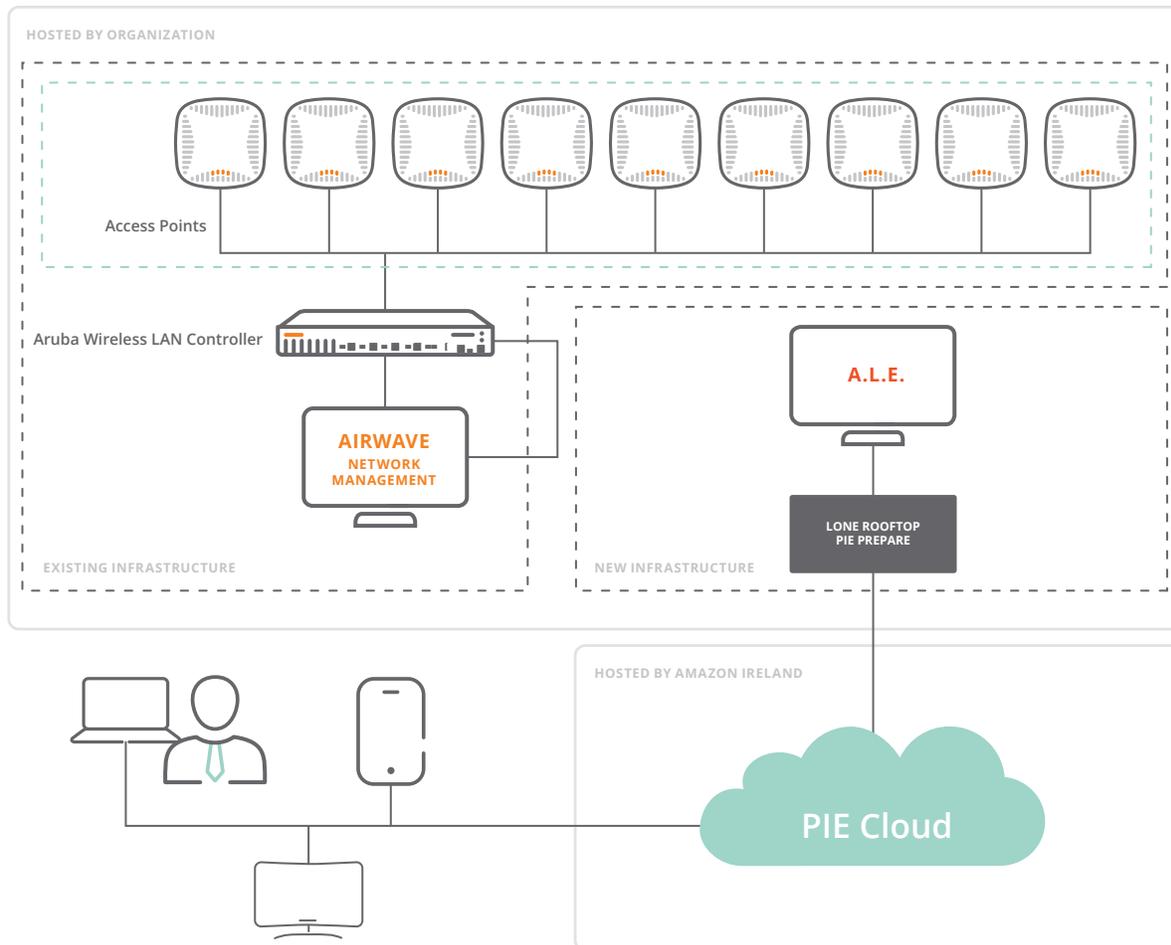
- Uses existing Aruba infrastructure to deliver informed space planning and spending decisions
- Leverages historic, real-time and predictive data to optimize services such as building maintenance
- Quickly identifies available flex work spaces to eliminate searching for open areas
- Implementation does not require occupancy, footfall, or video sensors
- Simple set-up and adds/moves/changes
- Certified interoperability across product portfolios

resources only to spaces that need them. Similarly, predicting corporate cafeteria usage based on building occupancy can minimize food waste.

Real-time analytics can also boost productivity. Lone Rooftop statistics show that 40% of flex space workers routinely waste working time looking for available hoteling desks. PIE-enabled mobile apps and kiosks can instantly identify which spaces are available so workers don't have to hunt on their own.



Example Lone Rooftop Dashboard



Aruba and Lone Rooftop Integration Overview

PIE's Building Intelligence Dashboard draws from real-time location data, and allows cross-comparisons between sites. PIE data are centrally stored and managed, and can be easily shared with new applications that require location data,

LEVERAGE EXISTING INFRASTRUCTURE

The joint solution uses the Aruba 802.11ac and 802.11ax access points and AirWave Management Platform already deployed on site. No access points need to be ripped-and- replaced, no occupancy sensors or people counters are required. All that's needed is an instance of ALE 2.0 or higher.

A secure tunnel protects data traversing between ALE and PIE. PIE anonymizes personally identifiable data: the system counts the number of people in spaces but cannot identify who they are.

PIE is cloud-based and can be quickly brought online. As a result, PIE-based applications can typically be configured and produce meaningful insights in just a matter of weeks.

UNIQUE VALUE PROPOSITIONS

Combining an Aruba mobility network with Lone Rooftop space analytics delivers some very unique value propositions:

- Space analytics can be easily retrofit to existing Aruba deployments;
- Implementation does not require occupancy, footfall, or video sensors, and adds/moves/changes to the building layout are easily accommodated without rewiring; and
- Anonymized data overcome the privacy and union labor restrictions of video-based analytics.

CERTIFIED INTEROPERABILITY

We've taken the guesswork out of smart building deployments by certifying the interoperability of PIE with Aruba infrastructure. Set-up is simple and doesn't require new networking hardware. Joint deployments go in faster and are easier to maintain.

SUMMARY

Aruba's secure mobility platform is the ideal way to support Lone Rooftop's space analytics applications in facilities of virtually any size. Contact your local sales representative to see how together Aruba and Lone Rooftop deliver the most cost-effective occupancy analytics solutions in the industry.