

## SOLUTION BRIEF

# ARUBA AND SKYFII

With Aruba and Skyfii, location-based analytics help physical venues engage with visitors and better understand their behavior

## BACKGROUND

When marketers and operators of shopping centers, airports, universities, retail chains, and other large physical venues want to create better experiences for their visitors, they face three major challenges:

1. Visitors are often anonymous and there are few effective ways to collect information about them.
2. It can be difficult to understand how visitors behave within a physical space. And it's even harder to tell what factors influence that behavior.
3. Physical venues have few channels to communicate with visitors. They're often left with generic messaging options that don't reflect the varied interests of individual visitors.

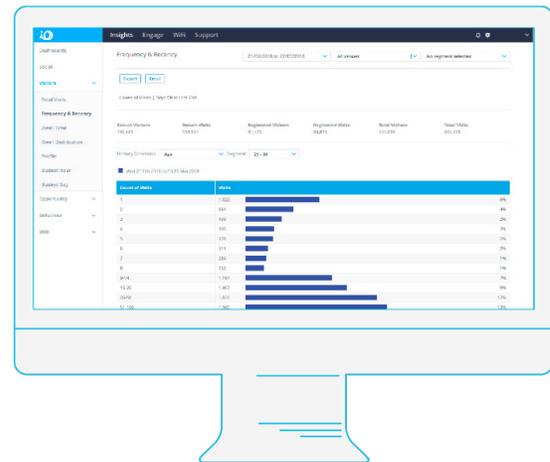
Because of these common challenges, physical venues are left to trial and error when communicating with visitors and improving their experience. However, Skyfii uses a venue's existing Wi-Fi network to collect visitor contact information, profile details, and behavioral data through their mobile devices. Furthermore, Skyfii provides a messaging platform that allows venues to send messages to visitors based on their behavior and over a variety of channels.

## WHY SKYFII

Skyfii offers a unique combination of software and consulting to help its clients understand and engage with visitors:

- **Skyfii IO.** A suite of integrated visitor analytics and engagement software for physical venues.
- **Skyfii Data Consultancy Services.** A team of data science experts who can discover the "why" behind your data.
- **Skyfii Marketing Services.** A flexible team that can help you create and measure data-driven campaigns within Skyfii IO.

By pairing intelligent software with data science and marketing services, Skyfii is positioned to deliver tangible business outcomes. Deployed at over 4,000 locations around the world, Skyfii is a proven enterprise solution.



Understand the frequency of visits using custom dashboards

## HOW SKYFII IO WORKS

Skyfii IO is composed of three product modules that work together to provide a holistic visitor analytics and engagement platform.

1. **IO Connect – Collect data about your visitors.** Collect visitor contact information, profile details, and behavioral data from sources like Wi-Fi, BLE, people counters, POS, and more.
2. **IO Insight – See how your visitors behave.** Access reports that show you insights about the people that visit your venue and what they do while they are there.
3. **IO Engage – Communicate with visitors.** Create visitor segments based on behavior, demographics, shopper affinity, location, and more – then reach out via email, SMS, Wi-Fi, Facebook Messenger, and in-app push notifications.



Engage with your guests using a branded Wi-Fi portal

## SKYFII IO AND ARUBA INTEGRATION

To provide venue operators with new insights about visitor behavior, Skyfii IO can use data from a variety of network sources and aggregate it into a single system of record. However, a key source of this data comes from Skyfii IO's integration with these Aruba products:

- **ClearPass: guest profile and authentication data.** By integrating with ClearPass, Skyfii IO can easily enrich guest profile data when visitors access a venue's Wi-Fi network.
- **Analytics and Location Engine (ALE): Wi-Fi-based analytics of mobile device location.** ALE provides visibility into how visitors, through their Wi-Fi enabled devices, move about the space.

With Skyfii IO Insight, venue operators can turn this raw data into insightful and easy-to-understand reports that help them gain insights about the visitor experience. These same insights also power Skyfii IO Engage, which allow venue operators to create highly targeted visitor segments and send tailored messages based on location, behavior, and profile. Because Skyfii IO is a cloud-based SaaS platform, it can be integrated with an existing Aruba Wi-Fi network remotely without the need to install additional hardware on site.

## USES CASES FOR SKYFII IO

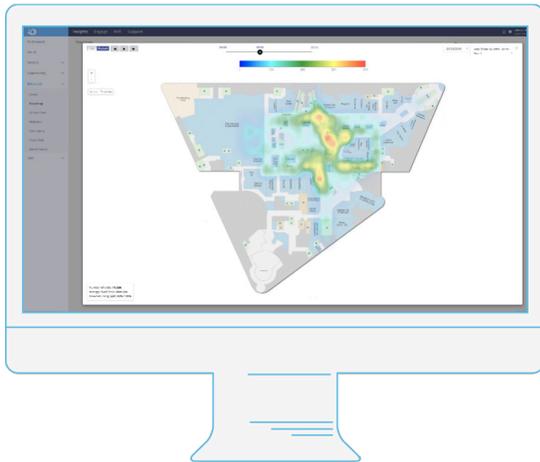
- **Grow your visitor database.** Add new visitors to a CRM and enrich existing records with progressive profiling, all through guest Wi-Fi.
- **Monitor visitor flow.** See which areas are congested or overlooked, measure the impact of layout changes, see where staff levels need to be adjusted, and more.
- **Benchmark performance of your portfolio.** Determine how locations compare on foot traffic, dwell time, window conversion, and shopper affinity.
- **Drive visitor engagement.** Send tailored offers to visitors, capture exit surveys, and better understand visitor demographics for a venue.
- **Attribute Campaigns To Visits and Purchases.** Link data from visitor location, marketing campaigns, and POS to see which campaigns affected behavior.

## SKYFII DATA CONSULTANCY SERVICES

While Skyfii IO shows what happened, its Data Science Team can help venue operators know why it happened. Experts in the fusion of physical and digital data, Skyfii's team of data scientists helps physical venues rapidly increase the value of their data through expertise in both research and engineering.

Services include:

- Visitor behavioral research
- Segmentation, buying personas, and shopping affinities
- Visitor loyalty and lifetime value
- Custom dashboards and automated reporting
- Data enrichment, sourcing, and monetization



Use heatmaps to understand where people dwell in your space

### SKYFII MARKETING SERVICES

Skyfii's marketing specialists are experts in translating venue insights into data-empowered campaigns. Supported by our data science team and by the tools and data provided by Skyfii IO, Skyfii helps clients use behavioral insights to deliver effective marketing outcomes.

Services include:

- Campaign strategy, planning & optimization
- Design and content production
- Digital display optimization
- Visitor sentiment and market research
- Retailer collaborations
- Team training and workshops

### CONCLUSION

The combination of Aruba and Skyfii provides a full-service solution that transforms the visitor experience and improves a venue's bottom line. The solution starts by capturing visitor contact, profile, and behavioral data through Wi-Fi enabled devices. Skyfii then helps venue operators use this information to communicate with visitors in a far more relevant and timely manner. Finally, Skyfii's team of data scientists and marketers can give physical venues the additional resources they need to take full advantage of these insights.

For more information regarding ALE visit:

<https://www.arubanetworks.com/products/location-services/analytics/ale/>

For information regarding Skyfii visit:

<https://www.arubanetworks.com/partners/ecosystem/mobile-applications/#skyfii>



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