

## SOLUTION BRIEF

# SPEAK UP: MOBILE VOICE & PRODUCTIVITY SOLUTIONS FOR ENHANCED WORKER EXPERIENCES

### PEOPLE ARE YOUR MOST EXPENSIVE ASSETS

The cost of personnel for the average business is over \$100 per square foot (\$1,000 per square meter), so making the most of human capital should be a top priority. Retail and service industry workers are typically mobile. To be productive and roam freely they need secure, reliable access to assistive voice and data services throughout their work sites.

Next-generation Wi-Fi deployments increasingly converge voice, data, Internet of Things (IoT), and workplace productivity applications with high speed wireless internet access. With their high performance multimedia support, built-in IoT radios, and support for external USB adapters, Aruba access points have become centralized platforms for a broad range of IoT services.

The challenge comes with the suitability of client devices for retail and service workers. Smart phones lack the right form factor, durability, price points, and user interfaces for these workers. Hands-free natural language interfaces using voice commands and voice synthesis would be ideal choices, but options have been few and roaming voice-over-wireless performance a challenge.

### MAKING YOUR VOICE HEARD

Theatro, a leading provider of voice-controlled collaboration devices and apps, and Aruba have partnered to ensure that Theatro's smart devices and apps can be economically, reliably, and securely deployed over retail and enterprise networks spanning from specialty stores to the largest big box retailers.

Theatro's Intelligent Assistant solution consists of Communicators and the SaaS Conversational Platform. Communicators are Wi-Fi enabled, voice-controlled devices that connect workers with order management, human capital management, and task management enterprise applications using a simple conversational interface.

Aruba's networks have been field-proven in the most demanding retail, hospitality, large public venue and enterprise applications. They deliver the robustness and reliability needed for business-critical IoT, voice, video, data, and workplace productivity services. Network security is best-in-class and PCI compliant.

### WHY THEATRO AND ARUBA

- Enhances worker efficiency and customer experiences
- Voice Quality of Service and fast roaming improves intelligibility and reduces drop-outs
- Enterprise-grade IoT connectivity and security
- Easily retrofits to existing Aruba 802.11ac deployments
- Secure tunneling protects communications
- One common network for IoT, voice, data, and workplace productivity applications
- Certified interoperability across product portfolios

The joint solution uses Aruba access points already deployed on site as secure communications platforms between Communicators and the SaaS Conversational Platform. No additional gateways are required in either new or retrofit deployments.

The access points establish secure tunnels to the SaaS application. Dynamic segmentation is maintained through the Aruba switch fabric, protecting Communicators against attack, and the rest of the network against compromised devices.

Aruba's "colorless switch port" concept automatically establishes the correct secure connections with access points regardless of the switch port into which they're connected. This feature greatly simplifies adds, moves, and changes during remodeling by minimizing opportunities for miswiring.

Aruba's ClearPass Access Manager can automatically on-board and assign the appropriate security policies to Communicators. Doing so simplifies adds, moves, and changes, and ensures that replacement devices can be quickly brought online.

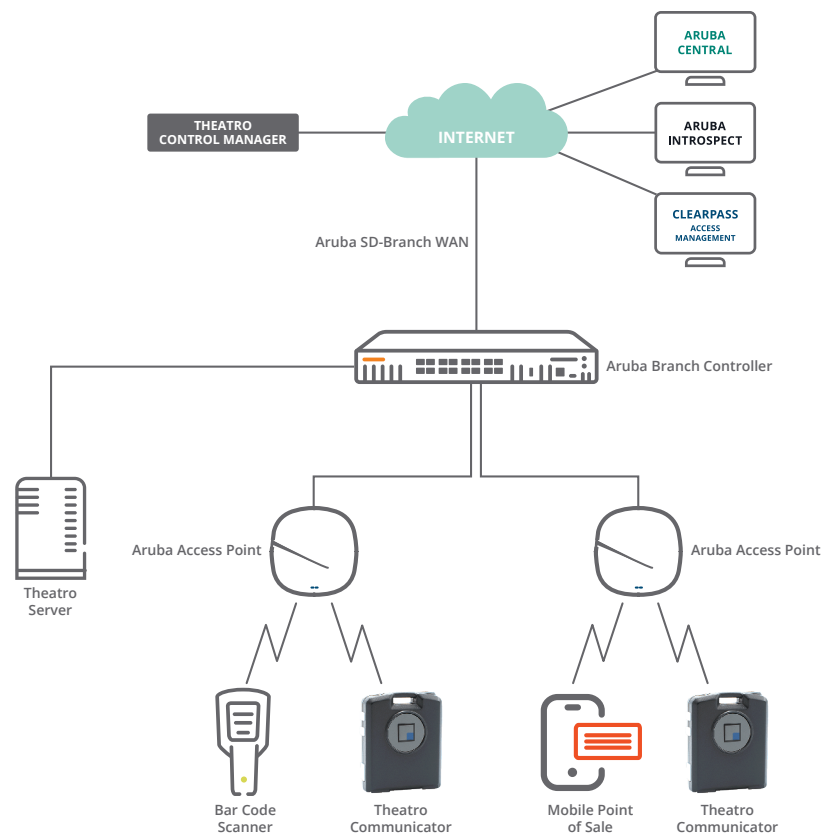


Figure 1: Representative Theatro Block Diagram

### UNIQUE VALUE PROPOSITIONS

Aruba's deep packet inspection engine, supported by voice heuristics and intelligent Quality of Service tagging, bring toll-quality audio to the voice-enabled Communicators. Combined with Aruba's Client Match optimized roaming, joint Theatro and Aruba customers will enjoy higher reliability, fewer drop-offs, and higher-speed 5GHz coverage over larger areas.

Aruba Wi-Fi is Skype for Business certified and Office 365 enabled, so one common Aruba wireless network can be used to improve both front- and back-of-office experiences.

### CERTIFIED INTEROPERABILITY

We've taken the guesswork out of smart building deployments by certifying the interoperability of Theatro Communicators with Aruba infrastructure. Joint deployments go in faster and are easier to maintain.

### SUMMARY

Aruba's secure platform is the ideal way to support Theatro's voice-controlled collaboration devices and apps in deployments of any size. Contact your local sales representative to see how together Aruba and Theatro deliver the most cost-effective, centrally managed voice collaboration solutions in the industry.

