

**PARTNER SOLUTION OVERVIEW**

# Aruba & AVSystem

## Data Driven Marketing Leveraging Aruba WLAN

From shopping malls to airports, public venues require a secure method to connect guests and visitors to the network. According to iGR, guest Wi-Fi boosts sales 72% of the time when it is used in conjunction with personalized marketing campaigns. The most effective marketing campaigns combine Wi-Fi with location-based data to deliver personalized messaging.

Aruba's Wi-Fi 5 (802.11ac) and Wi-Fi 6 (802.11ax) indoor and outdoor wireless access points (APs) combine high-speed connectivity with fully featured location services. Aruba APs deliver reliable connectivity along with location context making it well suited for large deployments.

Aruba has partnered with AVSystem, a global software provider for large-scale device management, IoT and Wi-Fi solutions, to integrate Aruba wireless with AVSystem Linkyfi. Linkyfi is a guest Wi-Fi marketing platform that allows venues to grant secure access, pull visitor data, and run targeted marketing campaigns.

### WHY ARUBA AND AVSYSTEM?

- Customizable dashboards provide at-a-glance customer behavior data that can be used to drive marketing campaigns and increase basket size
- Real-time location data to optimize venue usage and improve the effectiveness of digital signage
- Personalized captive portals and communication options to ensure that shoppers see relevant content
- Leverages existing, secure wireless infrastructure - no additional hardware required
- Validated interoperability

Together, the Aruba and AVSystem joint solution provides secure guest W-Fi connectivity and targeted marketing for large venues. By leveraging existing wireless infrastructure, venues can analyze customer data to attract retailers and shoppers of target demographics, increase brand loyalty, and drive in-store and online sales.

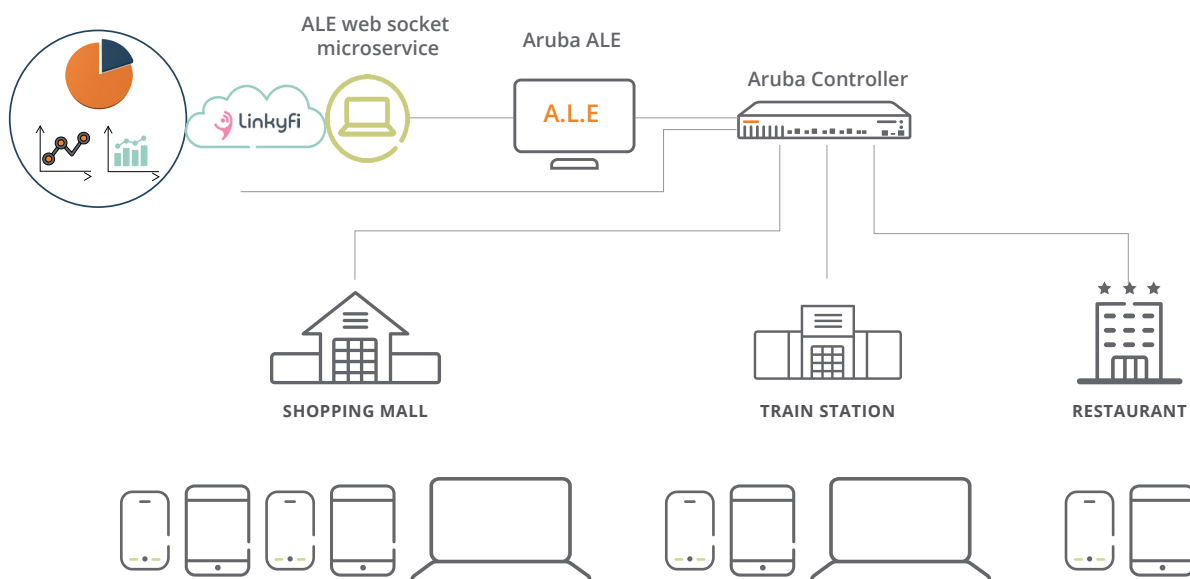


Figure 1: Aruba and AVSystem joint solution diagram



## HOW IT WORKS

The joint solution includes Aruba Wi-Fi access points (APs), Aruba's Analytics and Location Engine (ALE), and AVSystem Linkyfi. ALE works with Aruba APs to collect presence and location data from mobile devices and forward them to Linkyfi to help inform business decisions. The Aruba infrastructure collects mobile device probe requests that are generated prior to a network connection when devices are searching for available Wi-Fi networks. These data are used to estimate the number of devices (and ultimately people) in a physical location at a particular time. If a visitor connects to the Wi-Fi through a captive portal, then additional information about the visitor also becomes available.

These data are used to personalize captive portal pages and target multichannel marketing campaigns via SMS, e-mail or push notifications based on age, gender, and on-line behavior. The collection of personally identifiable information is compliant with EU and US data protection regulations

## USE CASES

The Aruba and AVSystem joint solution can be used to address the following use cases:

- **Justify higher rent in more highly trafficked areas** via customizable dashboards that show visitor density by area and patterns by time;

- **Offer additional value-added services to retailers as additional revenue streams** for services like space, digital signage, and targeted marketing campaign optimization.
- **Attract retailers that cater to a specific customer profile** using demographic and behavioral data.

The solution can be customized and deployed on-premises or in the cloud depending on the application and venue requirements.

## CERTIFIED INTEROPERABLE

Aruba has validated interoperability between Aruba wireless infrastructure, ALE, and AVSystem Linkyfi so the solution can be more quickly and efficiently deployed.

System set-up includes configuring the captive portal and setting up location services. First, the RADIUS server and captive portal authentication are pointed to Linkyfi, the walled-garden is activated, and access points are entered into Linkyfi. Next, ALE is configured with the client ID, campus ID, building ID, and REST credentials. No additional infrastructure is required or needs to be configured.

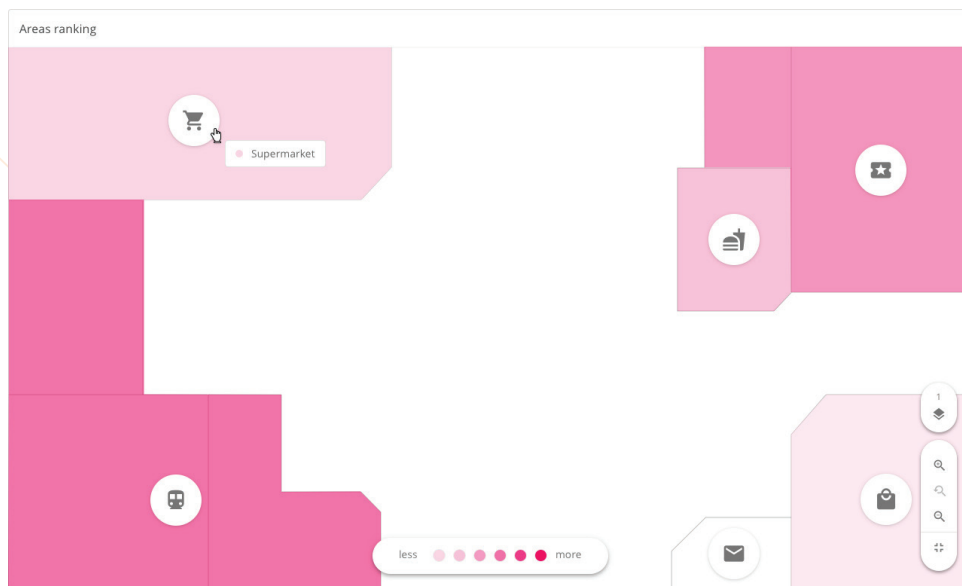


Figure 2: AVSystem Linkyfi Visitor Density View

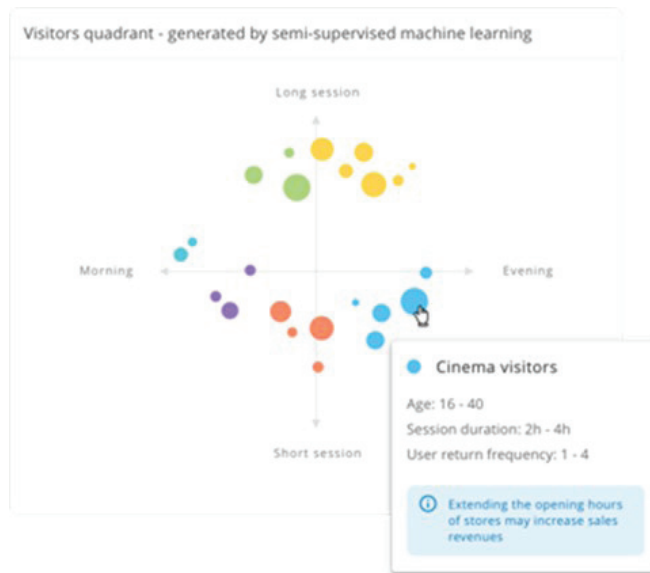


Figure 3: AVSystem Linkyfi Rush Hour View

## SUMMARY

Aruba's secure infrastructure is the ideal way to support Wi-Fi marketing in venues of all sizes. Contact your local sales representative to see how together Aruba and AVSystem deliver the most advanced Wi-Fi marketing and indoor location solution in the industry.

For more information on Aruba wireless, please visit:

<https://www.arubanetworks.com/products/networking/access-points/>

## DEPEND ON AVSYSTEM



AVSystem is a software provider founded in 2006 and based in Krakow, Poland. The company is known for their large-scale device management, IoT and Wi-Fi VAS solutions deployed for major Communications Service Providers and enterprises worldwide.

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