

PARTNER SOLUTION OVERVIEW

Aruba and Hanshow

Electronic Shelf Labels for Retailers

As retailers look to boost basket-size, lower operating costs, and deliver differentiated shopper experiences, the role of automated, real-time IoT platforms grows increasingly important. The target is an “intelligent store” that is contextually adaptive to the needs of the retailer and the identity, behavior, and location of the shopper.

Electronic shelf labels (ESLs) are a fundamental building block of the intelligent store. ESLs consist of a wireless transceiver, on-board processor, personal area network (such as NFC), and LCD, TFT, or E-paper display. They connect wirelessly to in-store or cloud price management software, and can be used for dynamic pricing, stock and inventory management, point-of-product payment, locationing, footfall monitoring, customer identification, and targeted marketing.

ESLs perform tasks that directly impact revenue, customer experiences, and regulatory compliance. Accordingly they must be treated as business-critical and work reliably at scale. Regulations regarding pricing accuracy dictate real-time interaction between the tag pricing system and point of sale systems, so low-latency updates are essential. And targeted marketing programs only work if they can be reliably delivered in real time.

ESLs would be prohibitively expensive if they had to be hardwired because the cost of pulling cables during initial deployment and through regular store churns. Consequently ESLs are predominantly wireless, and this mandates that the supporting wireless infrastructure robustly support ESLs even in the face of growing demands from mobile point-of-sale, AIDC, barcode scanning, IoT, and locationing applications.

Next-generation Wi-Fi deployments increasingly converge front- and back-of-store connectivity needs with high speed wireless internet access. With their built-in IoT radios, and support for external USB adapters, Aruba access points have become centralized platforms for a broad range of IoT devices, such as ESL, lighting, refrigeration monitoring, air quality sensing, asset tag, and security systems.

WHY ARUBA AND HANSHOW

- Enhances both the shopping experience and store operations
- Enterprise-grade building IoT connectivity and security
- Eliminates the cost of purchasing, deploying, and maintaining RF gateways
- Easily retrofits to existing Aruba Wi-Fi 5 and 6 deployments
- Secure tunneling protects tag and management communications

ACCESS POINT AS COMMUNICATION PLATFORM

Hanshow, one of the world’s leading IoT device and digital store solution providers, has partnered with Aruba to ensure that Hanshow ISO/IEC 14443 Type A standard ESLs can be economically, reliably, and securely deployed over a retailer’s existing Aruba Wi-Fi network. The joint solution is designed for applications spanning from convenience stores to hypermarkets and big box retailers.



Figure 1. Example Hanshow ESL Display

Aruba’s networks have been field-proven in the most demanding retail deployments, and deliver the robustness and reliability needed for business-critical ESL, data, locationing, voice, video, and IoT services. Network security is best-in-class and PCI compliant.

The joint solution uses Aruba access points already deployed by the retailer. A low-cost Hanshow USB adapter inserted into the access point’s USB port handles all ESL communications. The access points secure communications between the ESLs and associated server.

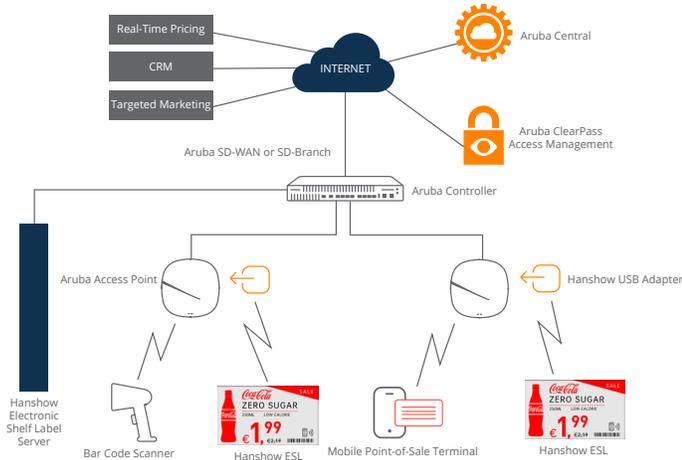


Figure 2. Representative Hanshow and Aruba Joint Solution

Access points accomplish this by establishing secure tunnels over which the ESL data are streamed. If Aruba switching infrastructure is used then dynamically segmented tunnels can be established between the system components as recommended in zero trust frameworks. Aruba WAN communications are similarly protected across data links to data centers and private or public clouds.

Once deployed, the Aruba and Hanshow system allows ESLs to be remotely updated, and communicate in real-time with pricing, CRM, marketing, and loyalty applications without physically accessing the labels.

UNIQUE VALUE PROPOSITION

Key benefits include:

- Pricing automation allows updates in seconds instead of days
- Interactive real-time connection with shoppers allows highly relevant targeted messaging and new service such as scan-and-pay at the shelf
- Out-of-date inventory can be quickly identified to improve staff efficiency and regulatory compliance
- End-to-end security over a PCI-compliant network

CERTIFIED INTEROPERABILITY

We've taken the guesswork out of retail deployments by certifying the interoperability of Hanshow ESLs with Aruba infrastructure. Set-up is straight-forward using drop-down menus for access point configuration and IP destination selection. Joint deployments go in faster and are easier to maintain.

SUMMARY

Aruba's secure platform is the ideal way to support electronic shelf labels, and deliver the benefits of an intelligent store, in retail applications of any size. Contact your local sales representative to see how together Aruba and Hanshow deliver the cost-effective, centrally-managed ESL solutions for small and large retail customers worldwide.

For more information on Aruba wireless, please visit:
arubanetworks.com/products/wireless/access-points/

DEPEND ON HANSHOW



Hanshow Technology is the trusted partner of global retailers. We tackle store challenges of retailers and improve consumer shopping experience by developing cutting-edge technology and providing sophisticated services globally.

CONTACT US TODAY, SO WE CAN START BUILDING YOUR CUSTOMIZED CLOUD NETWORKING SOLUTION.

www.hanshow.com

Floor 4, Building 1, Jiaxing Guangfu Innovation Park,
No.1288 Kanghe Road, Xiuzhou District,
Jiaxing City, Zhejiang Province, China



© Copyright 2021 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

PSO_ArubaandHanshow_RVK_041321 a00106964enw

Contact Us [Share](#)