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.

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.
PARTNER SOLUTION OVERVIEW
ARUBA AND 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.

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

**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**

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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.

 internetworking solution.

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