

PARTNER SOLUTION OVERVIEW

ARUBA AND MOBIMESH

LOCATION-BASED TARGETED MARKETING AND ANALYTICS

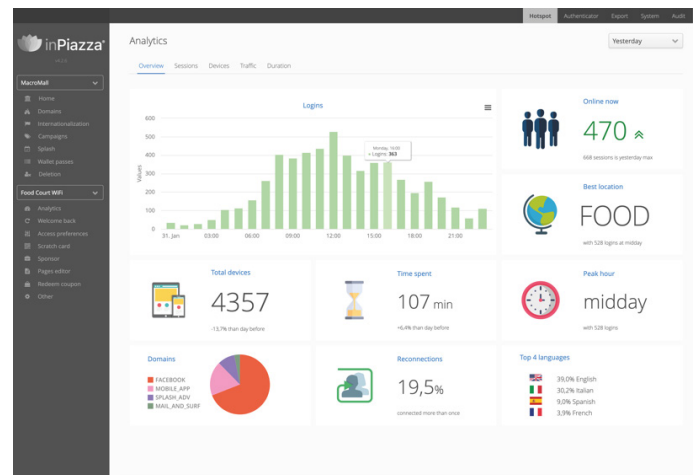
Highly targeted marketing campaigns drive profitable customer engagements, improve sentiments, and foster repeat business. Engagement opportunities start from the moment a customer walks into a store, large public venue, or transit hub until the time they leave. Welcome messages, electronic displays, virtual in-store interactions, and personalized advertisements – all can be leveraged to create more meaningful on-site experiences.

Leading location-based marketing solutions provide a full set of tools to improve customer engagement, create actionable behavioral analytics, and mine CRM data sets. Sales, marketing, and operations teams all benefit from the insights provided by location-based solutions.

MOBIMESH INPIAZZA

MobiMESH InPiazza, a Milan based technology company, creates customized captive portals that profile and engage with customers. MobiMESH's inPiazza platform features an easily customized cloud-based dashboard that is used to track traffic, usage, and messaging in compliance with local privacy regulations.

The platform features a full set of CRM and IDP connectors to make the most of location-based omnichannel marketing. Notification and call-to-action mechanisms are linked to the customer's physical presence in the venue. Traffic and policy management rules allow the site owner to create time, identity, and traffic-based network access and throttling rules for the captive portal.



ARUBA AND MOBIMESH INPIAZZA

Aruba and MobiMESH have partnered to couple existing Aruba Wi-Fi infrastructure and location services with InPiazza's targeted advertising, couponing, and analytics application. The joint solution works with Aruba's Instant, controller-based, and Central cloud-managed networks. Aruba's Analytics & Location Engine (ALE) provides real-time customer location. Customer captive portal activity, and ALE's real-time location data, are streamed to inPiazza's cloud platform.

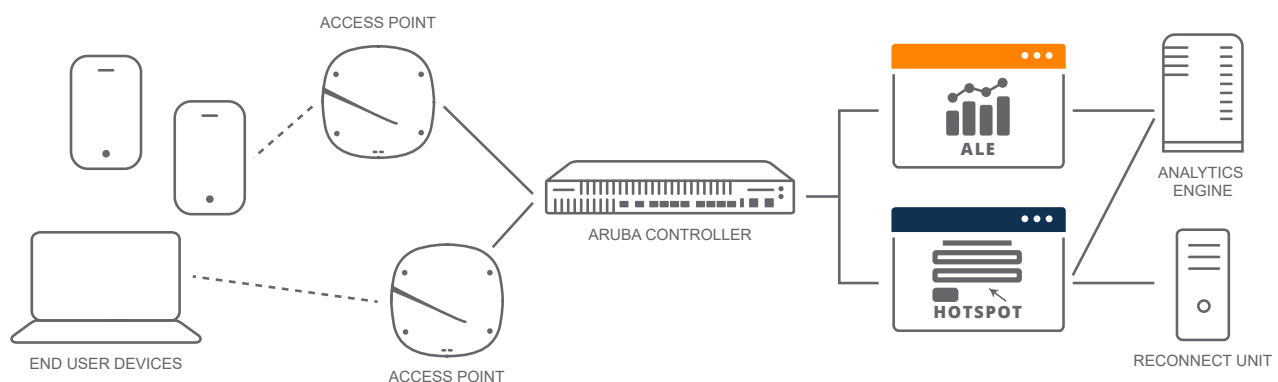


Figure 1. Aruba and MobiMESH InPiazza joint solution diagram



inPiazza is a modular platform the main components of which include:

- **Wi-Fi Engagement:** leverages the Aruba Wi-Fi infrastructure to obtain data about end users and then create new digital touch points. The Captive Portal module onboards users into the CRM systems, the Splash ADV module provides location-based advertising during the Wi-Fi onboarding process, and the ReConnect module pushes targeted messages via e-mails, SMS, and instant messaging;
- **Proximity Marketing:** uses Wallet Passes to push notifications without the need for a mobile app. Notifications can be triggered by GPS-based geo-fencing, proximity to an Aruba BLE beacons, and via API;
- **Location and Tracking:** gathers data from passive Wi-Fi probe requests and active sessions, video sensors, and real-time location systems to observe customer behavior in a physical space. Heatmaps, chord diagrams, and flow diagrams help narrow the focus of targeted marketing campaigns.

FEATURES AND BENEFITS

Key benefits of the joint solution include:

- Holds down the cost of deployment by using existing Aruba Wi-Fi infrastructure;

- Customizable captive portal, including access rules and throttling, improves both the customer journey and the cost of Internet access;
- Tailored marketing messages can draw from CRM and IDP databases to improve relevance and build loyalty;
- Behavioral analytics show how the site is being navigated to optimize the location of displays and electronic signage.

CERTIFIED INTEROPERABILITY

Aruba and MobiMESH have worked together to take the guesswork out of location-based marketing. The joint solution had been tested with both on premise and cloud-managed Aruba Wi-Fi infrastructure to simplify set-up.

SUMMARY

Aruba and MobiMESH deliver the benefits of intelligent guest access and targeted marketing. Simple to set up and maintain, the joint solution offers a new way to create personalized marketing programs to venues of any size. Contact your sales representative for more information.

To learn more about Aruba's wireless portfolio please visit

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

To learn more about MobiMESH inPiazza visit

<https://inpiazza.cloud>

DEPEND ON MOBIMESH



inPiazza is a powerful cloud-based platform that enables digital interactions to engage CRM customers, and that provides people behavior analysis in open public spaces.

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

inpiazza.cloud

Phone Number: 39 0270633354

Via Benigno Crespi, 57, 20159 Milano



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