ARUBA & WAVESPOT

Spot The Trend: Location Based Marketing & Analytics

Personalized experiences that create intimate customer engagements are helping to drive repeat business and customer loyalty. From the moment a customer approaches a store until the time they check-out, it's an opportunity to envelope them with tailored in-store and engaging virtual interactions and highly relevant and personalized advertisements.

The use of in-store customer behavior data, combined with CRM data and past shopping experiences allows retailers to create a digital twin of the shopper that can be used to assess what new offers and services will resonate best. Real-time observation of the in-store experience requires merging identity with accurate location services. Combining these data with a customer's browsing behavior, e-mail analytics, and social media reviews form a more complete picture of the individual and his or her likes and dislikes.

According to Gartner, the smartphone is the most ubiquitous generator of location data, and the target platform of choice for both targeted ads and meaningful customer engagement.[1] Combining location with other data sources, such as past buying behavior, can reveal new customers that may not have been recognized in isolation. The insights gained from these relationships can drive more relevant engagements and revenue opportunities.

Installing dedicated infrastructure to gather location data, browsing activity, and other pertinent data is not economically viable. Moreover, many IT departments will not permit overlay networks that by-pass IT security monitoring tools.

To address this need, the use of Aruba access points (APs) eliminates the need for an overlay infrastructure. The wireless infrastructure is capable of relaying location and dwell times in real-time for both associated and unassociated devices. Deep packet inspection built into the access point's software can

WHY ARUBA & WAVESPOT?

- Allows tailored customer engagements throughout locations over secure Aruba wireless infrastructure
- Works with 802.11ac and 802.11ax access points
- Eliminates the cost of purchasing, deploying, and maintaining a separate overlay engagement network
- Can be used as a platform for other retail applications including dynamic pricing and IoT device monitoring
- Simple set-up and adds/moves/changes
- Certified interoperability

also identify which applications are in use and the websites being browsed. These data can then be securely delivered to analytics and marketing applications for processing.

ACCESS POINTS FOR DIGITAL AND IOT ENGAGEMENT

Wavespot, a leading provider of social and analytics-based marketing solutions, and Aruba have partnered to deliver location-based services to retailers, large public venues, and telecom providers. The joint solution leverages existing Aruba 802.11ac and 802.11ax access points as well as, Aruba's Analytics & Location Engine and AirWave Management tool to capture analytics based on location and web behavior that is shared with Wavespot's Machine Learning Engine.

The use of the Aruba infrastructure on-site avoids the deployment and management expense required for operating a separate overlay network. Typical spacing requirements of access points that meet today's mobility and unified communications demands also deliver reliable location accuracy throughout a store.

In addition to supporting available Wavespot services, Aruba access points can reliably support other critical services such as:

· Real-time voice and video communications
· PCI-compliant mobile point of sale systems
· Video surveillance
· Barcode scanners
· Mobile printers
· Electronic shelf labels
· Gunshot detection
· Temperature, leak detection, humidity, and security sensors

As a platform for IoT devices, Aruba access points establish secure tunnels using dynamic segmentation based on IoT device type and traffic to protect the rest of the network against compromised IoT devices. Dynamic segmentation can be used for wireless as well as Aruba access switches. This feature simplifies an initial deployment of switches and minimizes opportunities for misconfiguring switches during adds, moves, and changes over the life of the deployment.
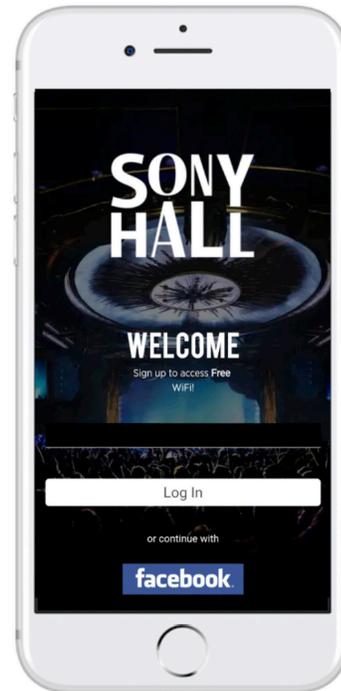
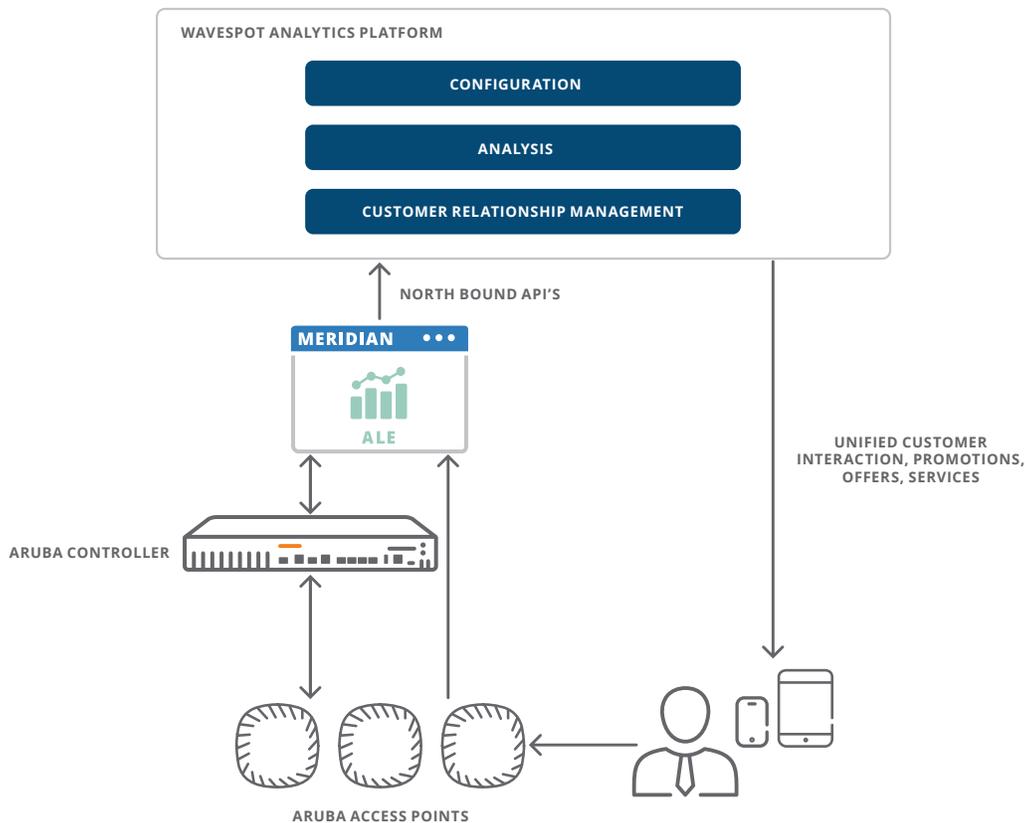**Figure 1: Wavespot captive portal to onboard customers and drive engagement**

Figure 2: Aruba and Wavespot joint solution

UNIQUE VALUE PROPOSITION

Key benefits of a jointly deployed solution include:

- Wavespot can be easily added to existing Aruba deployments
- No client software required reducing friction with customer adoption
- Cloud based services can be quickly implemented and updated
- Leverages and does not circumvent Aruba cybersecurity solutions
- Dynamic segmentation of IoT for protection of devices and traffic

CERTIFIED INTEROPERABILITY

We've taken the guesswork out of deploying this joint solution by certifying the interoperability of Wavespot solutions running on Aruba infrastructure. Set-up is also a breeze and allows for joint deployments to be deployed more quickly while simplifying the maintenance of the complete solution.

SUMMARY

Aruba's secure mobility infrastructure, used in conjunction with Wavespot analytics and marketing services, are the ideal platform for delivering personalized experiences, driving repeat business, and building customer loyalty. The solution is easy to deploy, requires no client installation, and leverages existing IT capital investments. Contact your local Aruba sales representative for more information or to schedule a joint demonstration.

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