

PARTNER SOLUTION OVERVIEW

Aruba and Wizzie Analytics

Smart Space Analytics and Real-Time Data-Driven Marketing

INTRODUCTION

Smart space analytics is the art of converting contextual information - like visitor identity, location, and applications in use - into intelligible business information about behavior. Behavior of customers in retail stores, behavior of fans in large public venues, behavior of travelers moving through airports.

The sources of contextual information are often many and varied: IT systems, Internet of Things (IoT) devices, and even backend business applications. The artful processing of those data depends on the smart space analytics algorithms that are employed. It is those algorithms that differentiate trends and insights from background noise.

Aruba infrastructure is a rich source of contextual data. The role based access and management systems maintain identity stores, while Aruba's Wi-Fi access points interface with IoT devices and generate location-related data. Aruba's deep packet inspection services can identify application in use, while Aruba's zero trust network access and policy management services provide real-time updates about devices' security posture.

The business insights mined from these data depend heavily on the analytics engines that consume them. For example, a fast query system enhances interactive data exploration and eliminates the need for pre-aggregation thereby yielding faster time to insights.

Wizzie Analytics, based in Madrid, Spain, is a case in point. Wizzie's real time Wi-Fi data analytics engine allows businesses to customize loyalty programs and marketing campaigns on a per-user basis by observing in-store behavior. The results help grow basket sizes, enhance customer loyalty, and improve store layouts for greater impact based on observed trends.

WHY ARUBA AND WIZZIE ANALYTICS

- Leverages existing, secure wireless infrastructure, no additional hardware required.
- Real-time anonymized location data for highly targeted marketing, improved space utilization, and better positioning of end-cap displays and electronic signage.
- Customizable dashboards provide at-a-glance
- Visitor behavior data to drive marketing campaigns, increase revenues and enhance customer experiences.
- Certified joint interoperability for fast deployment and integrable with IoT ecosystem.

BETTER TOGETHER

Aruba and Wizzie Analytics have partnered to apply business intelligence to all types of space utilization challenges. The solution gathers contextual data from Aruba's Analytics & Location Engine (ALE), a component of Aruba Central, which feeds the data streams to Wizzie's Prozzie and Wizzie Data Platform (WDP) services for processing.

ALE collects presence data about Wi-Fi-enabled mobile devices from Aruba infrastructure. This data can then be anonymized before being forwarded to Prozzie, protecting personal privacy without impacting streaming performance.

The contextual data generated by ALE can be used to assess frequency, recency, dwell time, and other customer behavior to improve targeted marketing and store layout.

Prozzie pulls contextual data from and then rapidly indexes these data for processing. Prozzie is fault-tolerant and data persistent for high availability applications.

The Wizzie Data Platform (WDP) uses a microservices architecture to process Prozzie data directly or via plug-ins. WDP is managed through a REST API and is dynamically adaptable to changing needs.

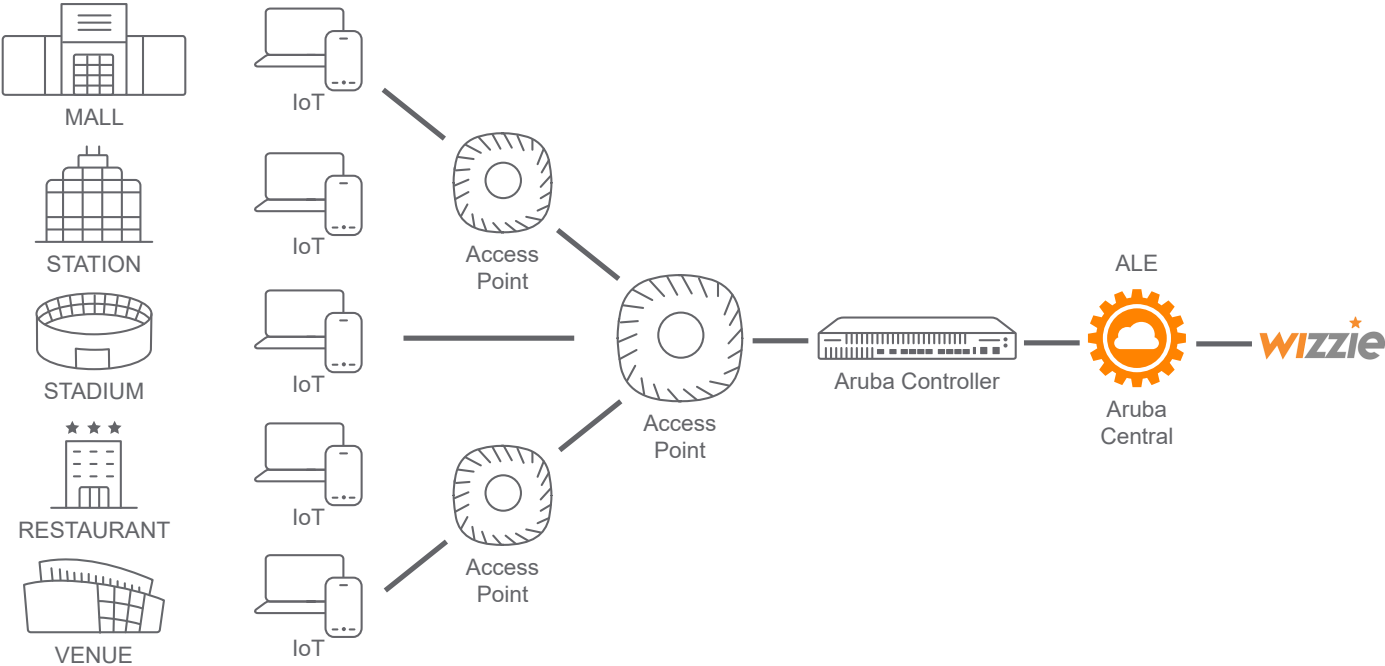


Figure 1: Aruba and Wizzie System Architecture

UNIQUE VALUE PROPOSITION

Used together, Aruba and Wizzie enable real-time spatial data analysis to improve customer experiences, reduce queue times, optimize space utilization, and perfect the layout of features like end-cap displays and electronic signage. The end result is greater return on investment, less wasted space, and enhanced loyalty important assets.

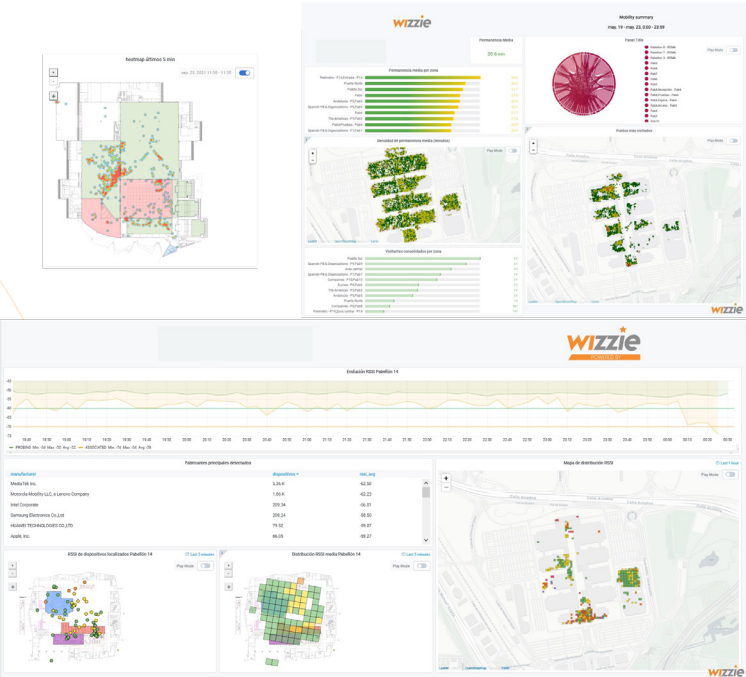


Figure 2: Wizzie Space Analytics



CERTIFIED INTEROPERABLE

We've taken the guesswork out of deploying real-time data analysis by certifying interoperability between the Wizzie Data Platform and Aruba wireless infrastructure and ALE. Set-up is a breeze, and joint deployments go in faster and are easier to maintain.

SUMMARY

In a world in which behavioral data is prized by enterprises, and personal privacy is a legislated right, the combination of data mining and data anonymization ensures that the needs of both parties are satisfied. Contact your local sales representative to see how together Aruba and Wizzie Analytics deliver among the most innovative Wi-Fi and analytics solutions available today.

DEPEND ON WIZZIE ANALYTICS



Wizzie Analytics based in Spain is a software provider that creates software for location analytics, social engagement, and marketing tools, to provide digital insights from Wi-Fi and location data.

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

www.wizzie.io

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