

SOLUTION OVERVIEW

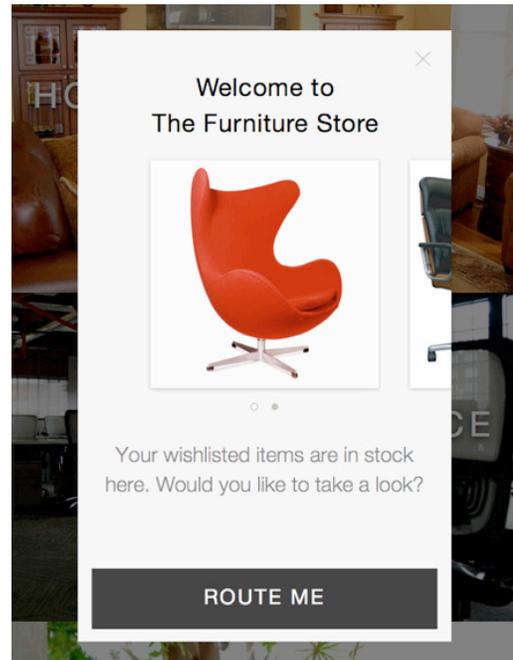
THE NEXT WAVE OF RETAIL—BRIDGING THE PHYSICAL AND DIGITAL SHOPPING GAP

Advancements in Internet connectivity, web technology, and shopper analytics have completely redefined the retail landscape over the past decade. While purchasing big ticket items online has been popular for some time, people are now turning to online shopping for everyday items. Even traditional brick-and-mortar retailers who have invested significantly in their online operations continue to experience profitability pressures from fierce online-only competitors.

From the shopper's perspective, they just want to complete their purchase quickly and easily. E-commerce and its ability to give online shoppers a fast and easy experience have definitely affected the entire retail industry. To address this challenge, retailers are looking at implementing mobile point-of-sale systems that enable retail staffers to engage with customers and check them out right there on the spot — no searching for a register, no waiting in lines. This mobile-first strategy makes good business sense. It helps prevent customers from walking out the door without a sale, and it increases customer loyalty by giving them a fast, easy, and personal shopping experience.

Because retail environments are highly mobile with numerous devices and people moving around, IT organizations and line-of-business organizations are looking to gather actionable data about their customers. IT is looking at it from the perspective of supporting a new networking service at a store. How easy is it to deploy? How is the Wi-Fi performance? Are my cloud-powered, mobile business apps running as intended?

Line-of-business is looking at it from the perspective of same store sales and conversion rates. Do they have the right products that resonate with customers? Are people staying outside the store and just window-shopping, or is my latest marketing campaign increasing foot traffic? It is possible to gather these insights today, with Wi-Fi-based analytics.



- **Shoppers** are always looking for the best service and best deals
- **Retail staff** demand mobile-first sales tools
- **Marketing and store ops** want more actionable data to ultimately boost sales

Mobile technology gives retailers an unprecedented opportunity to redefine the in-store experience. Rather than sit behind a counter, untethered sales associates can have sophisticated tools at their fingertips that let them quickly engage customers, check inventory and current promotions, place orders, even collect payment without leaving the customer's side. With the right wireless technology, mobile engagement strategy and analytics tools, retailers can connect with customers to drive an immediate purchase decision, up-sell products, and boost brand loyalty.

START WITH RELIABLE WI-FI RIGHT OUT OF THE BOX

Before retailers can benefit fully from mobility's potential, they need an in-store Wi-Fi solution that securely and seamlessly addresses the needs of customer-facing staff, smartphone-carrying customers, store operations, and PCI/EMV-compliance auditors. The network should be easy to join, visually inviting, and a primary artery for the digital relationship. While protecting personal privacy, the network should collect user presence and other connectivity metadata to create actionable business intelligence for associates through analytics solutions. The network also needs to be easy to set-up without relying on constant IT support.

Controllerless Aruba Instant APs are perfect for retailers that need enterprise-grade Wi-Fi that's simple to deploy and manage. All enterprise-grade features and controller functionality like authentication and configuration are embedded in Aruba Instant APs, which eliminates the need for controller hardware.

Instant APs can easily convert to controller-managed APs, which protects your AP hardware investments as requirements change and your network grows.

The simplicity of a controllerless Aruba Instant network is in the set-up. One dynamically-elected Instant AP automatically distributes the network configuration to other Instant APs in the same network. Simply power-up one Instant AP, configure it over the air or in the cloud, and plug in the other APs – the entire process takes about five minutes.

Aruba Instant requires no onsite network expertise to deploy and manage. Centralized resources like guest access and authentication services are easily accessed by Instant APs in the branch through a secure VPN connection to corporate headquarters. Aruba Instant networks are equally unique in their resiliency and survivability. The embedded Mobility Controller functionality transitions seamlessly from one Instant AP to the next with no disruption or administrator intervention.

WIRELESS THAT GROWS WITH YOUR BUSINESS

As your business grows, the wireless network can grow, too. By deploying Aruba Instant access points with the Aruba 7000 series Cloud Services Controller, retailers can just connect to the Internet, and the 7000 series controller will configure itself. The 7000 Series controller adds WAN survivability, via multiple WAN Ethernet ports and a USB for 3G/4G/LTE connectivity, offering true store-in-a-box always-on branch connectivity.



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Aruba Instant can be managed locally, in the cloud or onsite. Out of the box, it comes with a management interface that offers visibility and enterprise level controls into a single Instant network. Multiple Instant networks are easily managed and monitored by cloud-based Aruba Central or onsite by the Aruba AirWave management system.

PRIORITIZE BUSINESS CRITICAL APPS

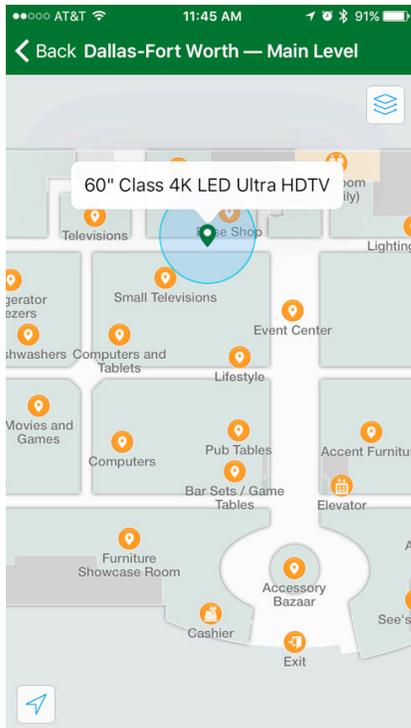
Being able to provide Quality of Service (QoS) profiles and PCI compliance for the apps running across your network is key to a seamless retail experience. Aruba Instant's integrated AppRF and Policy Enforcement Firewall makes this happen, by prioritizing and segregating your mission critical apps like POS/mPOS and Voice, so you can ensure that the most important things are available when you need them. AppRF also allows for intelligent business insights—understanding how your visitors are using the network, recognizing the apps that customers are running and the web destination that they're accessing—these insights can help retailers learn more about their customers.

RAMP UP CUSTOMER EXPERIENCE WITH MOBILE ENGAGEMENT

Mobile engagement can transform the shopping experience by letting retailers deliver relevant context sensitive information so customers can easily find products and retailers can manage their digital and physical properties. The key technologies required include:

- **Aruba Beacons** leverage Bluetooth Low-Energy (BLE) technology to power indoor location-based services like wayfinding, proximity-aware push notifications, and location sharing for retailers. This allows shoppers to search for a specific product, locate it within the store, and then get wayfinding directions directly to it. The solution can also be used to push personalized location triggered notifications and allow customers to locate store associates.

- **Aruba Meridian SDKs** for iOS or Android operating systems makes integrating mapping into your existing customer-facing mobile app simple. Turn-by-turn directions, blue-dot, push based notifications and location sharing can be easily added to an app with just a few lines of code. Your maps, waypoints, along with beacon manageability are easily managed by cloud-based Meridian editor tools.



LEVERAGE ANALYTICS TO MAKE SMARTER BUSINESS DECISIONS

Aruba has partnered with a growing number of companies to offer Wi-Fi-based analytics tools designed for retailers. These products leverage Wi-Fi data to analyze traffic patterns so retailers can track a wide range of data, including first time vs. repeat visitors, customer loyalty, dwell times, walking paths, outside traffic flow, conversion rates, per department usage, and store-to-store comparisons.

The Aruba Analytics and Location Engine (ALE) is a virtual real-time location server (RTLS) that interoperates with third-party analytics solutions to provide visibility into the people, devices and workflows that occur every day at a given location. At the same time, ALE provides the necessary options to protect privacy.

ALE sorts through a sea of Aruba WLAN data and distills the presence and location information of Wi-Fi-enabled devices that are nearby or connected to the network. ALE then converts this data into open API feeds that third-party analytics software can tap into, and once connected, can share that data in real-time.

This device location data translates into actionable business intelligence that venues can use to streamline operations, enhance product placement, improve the customer experience, and increase revenue. By default, all data gathered from ALE is anonymous.

CONCLUSION

Retailers have an opportunity to leverage mobile technologies to totally transform the in-store experience. Sales associates can benefit by quickly engaging customers rather than being tied to a fixed counter space. Retail business leaders can use mobile engagement and analytics tools to connect with customers in new ways to create loyalty and use business insights to ultimately boost revenues. And at the end of the day, customers win with the connected in-store shopping experience they want.