![aruba — a Hewlett Packard Enterprise company]

SUPPORT NEW SHOPPER BEHAVIOR BY LEVERAGING ARUBA'S MOBILE FIRST ARCHITECTURE

Smartphones and tablets have handed retailers an unprecedented opportunity to deliver exceptional customer service and create new efficiencies for retail staff.

Sales associates can use Apple iPads and other tablets as virtual assistants, allowing them to help customers find the perfect item, answer questions, check inventory and even place orders without leaving the customer's side.

Mobile applications can deliver information to customers' smartphones and tablets the moment they walk through the door, so customers can download rich content when and where they want. Shoppers can receive personalized messages, rewards and coupons right on their smartphones. Retailers can use mobile marketing strategies to up-sell and cross-sell based on customers' interests and location in the store.

But before retailers can benefit fully from the possibilities of mobility, they need in-store Wi-Fi, wired, and SD-WAN solutions that securely and seamlessly addresses the needs of customer-facing staff, smartphone-carrying customers, store operations and payment card industry (PCI)-compliance auditors.

Aruba's in-store mobility solutions allow retailers to engage with customers, optimize store operations and manage risk.

NEW OPPORTUNITIES FOR IN-STORE MOBILE MARKETING

Threat from online shopping has hit brick and mortar retailers hard, and put significant pressure on profitability. The need to improve customer service while holding the line on payroll costs was the top business challenge for retailers, according to Retail Systems Research.

The explosion of smartphones and tablets – and their inherent Wi-Fi capabilities – offers retailers myriad new ways to attract, sell to and service customers. Retailers can incorporate mobility into their multichannel sales to drive new revenues, so that future earnings aren't as dependent on cost-cutting measures.
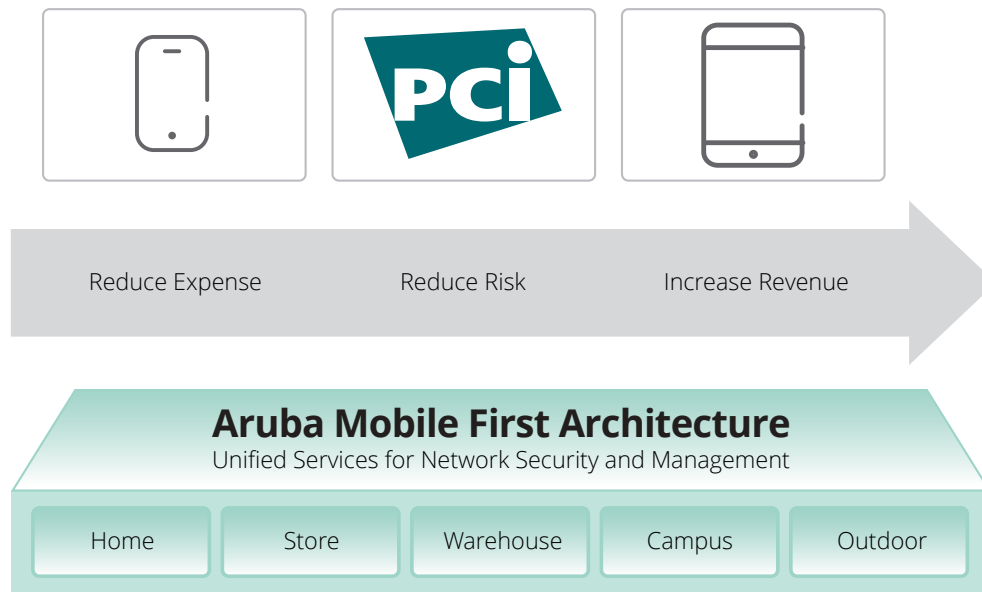
THE ARUBA ADVANTAGE

- Scalable Wi-Fi guest access with integrated advertising module enhances in-store customer engagement.
- Device profiling and policy enforcement across all sites simplify network access and automate QoS for guest and associate mobile devices, IoT and point of sale.
- Centralized role-based security with Dynamic Segmentation protects customer and staff access on a shared network to ensure PCI compliance.
- Self-optimizing wireless coverage and SD-WAN capabilities maintain consistent user experience and improve available bandwidth.
- Rightsized architecture and optimized routing paths reduce the total cost of ownership by converging network and security services, while enhancing Direct-to-Internet connections.

In fact, 34 percent of retailers planned to buy tablets and handhelds for their managers and associates within 12 months, according to RIS Store Systems.

This mobility trend is evident among Aruba's retail customers as well. Offering Wi-Fi hotspots for customer access and using wireless or mobile point-of-sale systems continue to be a top priority for retailers. In-store mobility initiatives out-ranked inventory management, associate productivity, self-shopping and even PCI compliance as priorities.

ARUBA'S UNIFIED SERVICES FOR IN-STORE MOBILITY

Aruba Mobile First Architecture deliver in-store mobile access to engage customers and drive top-line growth. With Aruba, retailers can deploy high-performance networking and security across any location – stores, warehouses, campuses, outdoor locations and teleworker home offices. Aruba uniquely integrates management and policy enforcement across Wi-Fi, wired, and wide area networks (WAN) to rightsize network infrastructure and ensure end-to-end mobility.

Reduce Expense   Reduce Risk   Increase Revenue

Aruba Mobile First Architecture
Unified Services for Network Security and Management

| Home | Store | Warehouse | Campus | Outdoor |

Aruba delivers in-store mobile access to securely serve both staff- and customer-facing mobile devices, while protecting the store.

Aruba secures all mobile and IoT devices used by staff and customers, including smartphones, barcode scanners, and security cameras by using role-based access and Dynamic Segmentation. Retailers can ease the challenges of onboarding mobile devices with Aruba ClearPass, which provisions and secures network access.

Aruba ClearPass employs device fingerprinting to automatically classify a wide variety of wired and Wi-Fi enabled devices, such as shopper's smartphones and sales associates' tablets.

Retailers can then enforce network access and Quality of Service policies based on users, devices, applications, location and WAN health to optimize access and experience from end-to-end.

Aruba delivers enterprise-grade application performance – even when a store is crowded with people using a mix of mobile devices and applications. High-performance WLAN, LAN, and WAN are critical to support business functions and customer experiences that increasingly rely on cloud-based services.

By integrating Aruba's capabilities in WLAN and LAN with new SD-WAN features, a single architecture can deliver end-to-end branch performance and health.

ENGAGE CUSTOMERS IN THE STORE

Aruba simplifies the provisioning of customer Wi-Fi access to support in-store mobile marketing efforts, which can enrich customer loyalty and drive revenue.

THE ARUBA IN-STORE MOBILITY SOLUTION INCLUDES:

- **Secure and scalable Wi-Fi** – Aruba's 802.11ac Wi-Fi solution is optimized for smartphones and tablets. Aruba's Adaptive Radio Management (ARM) technology ensures uninterrupted operation even when hundreds of customers and employees connect at the same time in the same store.

  Stateful Policy Enforcement Firewall™ (PEF™) allows retailers to securely enable customers, employees and credit card transactions to share the same network.

- **Customer Wi-Fi portal** – With ClearPass Guest or Aruba Central, retailers can build a powerful marketing database by registering shoppers and capturing demographic information. Retailers can use the ClearPass Guest advertising module to launch targeted campaigns to deliver personalized offers and other relevant content to enhance shopping. The highly scalable guest portal can support tens of thousands of concurrent sessions and millions of users.

- **Mobile device onboarding** – Aruba lets retailers arm their customer-facing staffs with tablets and smartphones. By enforcing network access and QoS policies for mobile devices, Aruba ClearPass enables Wi-Fi networks and helpdesk processes to scale in support of bring-your-own device initiatives.

- **Mobile applications** – Retailers can offer loyalty programs, product information, marketing offers and concierge services to shoppers in the store through mobile apps. The Aruba Meridian-powered mobile app allows retailers to offer a richer, highly personalized in-store shopping experience for shoppers who use their smartphones.
- **Location-awareness** – Retailers can use a shopper's indoor presence to tailor up-sell and cross-sell offers by product as well as by aisle. Retailers can use Aruba AirWave management to enable per device monitoring, reporting, location tracking and inventory control. AirWave can pinpoint location to within three meters.

MANAGE RISKS AND SIMPLIFY COMPLIANCE

Aruba helps retailers manage security risks and simplify compliance. Retailers can streamline compliance with PCI Data Security Standard (PCI DSS) and enhance physical security with IP video surveillance by relying on the same Wi-Fi infrastructure to handle both tasks.

Aruba provides retailers with the ability to control networking across wired, wireless, and WAN infrastructures, in support of PCI requirements. Retailers can segment their networks to protect the cardholder data environment and enforce rolebased access so that cardholder data can only be accessed by authorized personnel.

Retailers can rely on Aruba to support high-definition video surveillance that will protect customers, workers and the merchandise – whether in the store, in the warehouse or in the parking lot. Deploying IP video surveillance over a WLAN is more flexible and cost-effective than using wired networks.

Aruba's secure virtualized access services deliver fully integrated firewall and wireless intrusion protection, which simplify PCI compliance and eliminate the need for deploying and managing separate rogue scanners, firewalls and intrusion protection software.

OPTIMIZE OPERATIONS

Aruba's branch solutions allow retailers to consolidate inventory management and other store operational functions on the same infrastructure that is used for customer engagement. A unified architecture allows retailers to rightsize their networks by eliminating redundant devices and applications, and this efficiency delivers a lower total cost of ownership.

Mobilizing inventory-management workflow allows retailers to make decisions based on up-to-the-minute data. Aruba WLANs are certified for interoperability with the leading barcode scanners, including Zebra, Honeywell, Intermec, Janam, and Psion Teklogic.

Retailers can also manage a wide variety of handheld scanners and other mobile devices with integrated AirWave and SOTI MobiControl solutions.

IN-STORE MOBILITY THAT FITS LIKE A GLOVE

Aruba offers a comprehensive portfolio that enables retailers of all sizes to deliver mobility-centric networks, security and management services that are tailored to the needs of their stores, corporate headquarters, warehouses and outdoor environments.

Aruba delivers on performance, providing retailers the confidence that their infrastructure investments will scale to meet the simultaneous demands of in-store customer engagement and retail operations.

Leading retailers already rely on Aruba to keep their businesses moving. These retailers – and hundreds more – have mobilized and rightsized their networks by consolidating network and security services so they can engage customers in compelling new ways and drive new levels of profitability.