THE SMART DIGITAL STORE

A Competitive Edge for Improved Shopper and Staff Experiences

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 personalized messages, rewards and coupons right to customers' smartphones and tablets the moment they walk through the door. Retailers can use mobile marketing strategies to up-sell and cross-sell based on customers' interests and location in the store. Enriching customer experiences can also be achieved by making the physical store more interactive. Electronic shelf labels, connectivity analytics, inventory counters, and other IoT devices can enable engaging interactions with customers while also providing information and improved operations to the business.

But before retailers can benefit fully from the possibilities of a smart digital store, 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.

Smart doesn't stop in the store. To optimize supply chain operations, manage costs and ensure customers see the best selection of goods instore, automation and IoT are helping drive efficiencies in the warehouse. Modern-day operations include robots, voice-picking order systems, and driverless forklifts. All of these systems promote simplified processes, costs savings and improved outcomes.

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

ARUBA'S UNIFIED SERVICES FOR IN-STORE MOBILITY

Aruba solutions enable retailers 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

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.

management and policy enforcement across Wi-Fi, wired, and wide area networks (WAN) to rightsize network infrastructure and ensure end-to-end mobility.

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. Simplify device onboarding using ClearPass Device Insight, using machine learning discovery methods, utilizes behavior and other contextual factors over time to help profile new devices as they come on to the network.

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.

Engage customers   Reduce Risk   Increase Revenue

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

THE ARUBA IN-STORE MOBILITY SOLUTION INCLUDES:

- **Secure and scalable Wi-Fi** – Aruba's 802.11ax Wi-Fi solution is optimized for busy stores, supporting customer and associate smartphones and tablets. Aruba's Adaptive Radio Management (ARM) and AirMatch 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.

- **Access Points as an IoT platform** – Aruba's APs can serve as an IoT platform/connector for applications such as electronic shelf lablels, eliminating the need for additional gateways, reducing cost, and simplifying IT operations.

- **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. Leveraging Wi-Fi analytics, retailers can build intelligent integrations that will help them understand information such as customer dwell time and store traffic flow patterns.

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.

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 while still ensuring that guest network traffic is easily kept separate from business traffic.

Simplifying device onboarding is accomplished with ClearPass Device Insight. Machine learning discovery methods identify and profile a wider range of device types (shopper's smartphones, sales associates' tablets, etc.) and also provides intelligence to understand behavior and other contextual factors over time to help profile new devices as they come on to the network.

OPTIMIZE OPERATIONS

The Aruba SD-Branch solution allows retailers to manage and deploy a secure, high-performance network across all locations – stores, warehouses, corporate headquarters – including teleworker home offices. Proven capabilities in wired and Wi-Fi connectivity, network security and new SD-WAN features deliver end-to-end performance, enabling retailers to optimize the customer experience and achieve revenue goals. The Aruba SD-Branch solution combines best-in-class wireless, wired, SD-WAN, and security infrastructure with management capabilities that include assurance and automation features to help maximize performance and minimize operational costs.

CREATE THE SMART DIGITAL STORE

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.

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