

# RETAIL

Aerohive's personalized engagement platform uses a unique mobility architecture and cloud-enabled services and applications to deliver an enhanced customer experience for shoppers, and greater insights for retailers.

## TOP FIVE REASONS FOR CHOOSING AEROHIVE FOR RETAIL



### 1. A COMPLETE NETWORKING SOLUTION IN-A-BOX

- **High-speed, resilient network access** for staff, customers, and PoS devices
- Retail focused branch routers integrate Wi-Fi, wired, firewall, and VPN services into a **single solution**
- **Cloud-based management** and services reduce upfront costs, automate deployments and centralizes support to ease IT burden and operational expenditure
- **Eliminating the requirement for centralized wireless LAN controllers** reduces CapEx, increases reliability, and makes it easy to scale from a single access point to hundreds of thousands



### 2. NEW WAYS TO ENGAGE CUSTOMERS

Through innovative in-store technology and leveraging a customer's love of their mobile devices, retailers are personalizing the shopper experience to provide better services, communication, and build brand loyalty.

- **Utilize Aerohive's Wi-Fi and iBeacon technology** to trigger in-store app notifications and provide location based content
- **Enable customizable captive portals** to deliver store specific information, and support advertising and marketing campaigns



### 3. COMPREHENSIVE RETAIL ANALYTICS AND INSIGHTS

A device's Wi-Fi signals can be anonymously detected and, due to the high-percentage of shoppers carrying Wi-Fi equipped devices, can be used to accurately measure shopper behavior. The Aerohive Cloud Services solution platform includes open APIs that leverage Wi-Fi network data in applications that provide comprehensive retail analytics, for example:

- **Visitor traffic data, engagement & loyalty metrics**, and **historical data** for multiple stores
- **Comparative performance** between stores, and assessment of campaign and promotion performance

This new business intelligence forms the basis for refined planning of marketing activities and shopper outreach to further enhance customer engagement and ultimately helps increase customer spend and revenue.



#### 4. SECURE NETWORK ACCESS AND TRAFFIC SEGMENTATION

To protect retailers' investments, Aerohive solutions provide secure network access for both internal and customer devices.

- **Role-based security policies** determine what a user, device or application is permitted to do on the network— through VLAN assignment, Layer 7 firewall policies, time of day or location restrictions, and bandwidth limitations
- **PCI Compliant solution** with full version 3.2 DSS automated reporting
- **24x7 Wireless Intrusion Prevention (WIPS)** for attack detection & automatic Rogue AP mitigation
- Completely **segregate traffic of internal and customer devices** without requiring additional infrastructure



#### 5. REMOTELY DEPLOY AND SUPPORT FROM ANYWHERE

Having potentially thousands of sites, across multiple countries, and limited in-house Wi-Fi expertise, Aerohive makes it simple to remotely deploy and support mobile devices and infrastructure.

- **Simplified deployment** of one to thousands of devices with auto-provisioning, a guided workflow, and an interactive on-screen step-by-step guided configuration assistant
- **Remotely onboard tablet devices** for mobile PoS onto the network without pre-provisioning
- **Increased visibility** thanks to a 360° contextualized view of connected users, devices and applications, that can be viewed in real-time or historically
- **Faster troubleshooting** with a help-desk optimized interface to triage client problems and suggest immediate remedies

#### SOME RETAIL ORGANIZATIONS THAT HAVE ALREADY DEPLOYED AEROHIVE NETWORKS

*Eddie Bauer*

**colruyt**

*Chick-fil-℥*

**ANYTIME FITNESS**

**CITY Furniture**

**PET SUPPLIES PLUS**

**savers**

Great Clips

the**warehouse**

*Clarks*

**LOTTE**

**Drakes.**

