

PARTNER SOLUTION OVERVIEW

Aruba and Aislelabs

ENABLING MARKETING AUTOMATION FOR RETAIL

Brick and mortar enterprises of all sizes strive to understand their customers, to connect and market to them. By leveraging existing in-store wireless infrastructure with IoT devices such as cameras or people counters, they can understand footfall and trends. Businesses can use this data to understand how many customers visit their stores, how much time they spend, and most importantly how they flow and move within the space. Location analytics and captive portal solutions not only offer granular customer behavioral analytics, but also offer a platform to increase brand awareness and deliver personalized marketing to turn new customers into repeat customers.

Aruba 802.11ac (Wi-Fi 5) and 802.11ax (Wi-Fi 6) indoor wireless access points (APs) combine high-speed connectivity with full-featured location services. Aruba APs deliver robust wireless connectivity for enterprise deployment and are ideal for retailers. The same Aruba APs operate in both cloud-based and on-premises modes for flexible deployments.

Aislelabs is a location analytics and Wi-Fi marketing company, combining a cloud-based product suite with Aruba's enterprise-grade wireless access points. Together, they provide granular customer behavioral analytics, enabling brick and mortar enterprises to easily understand who their customers are, how they behave within their space, and craft personalized messaging.

WHY ARUBA AND AISLELABS?

- Leverage WLAN location context to better understand customer behavior
- Bridge the data gap between on-line and in-store trends
- Secure support for additional IoT cameras and sensors to augment data sets
- Certified joint interoperability for fast deployment

Aruba wireless infrastructure has been certified interoperable with the Aislelabs product suite including Aislelabs Flow, Aislelabs Connect, and Aislelabs Customer Hub. The joint solution provides business value beyond simple connectivity to make data-driven operations and marketing decisions using enterprise-grade customer databases.

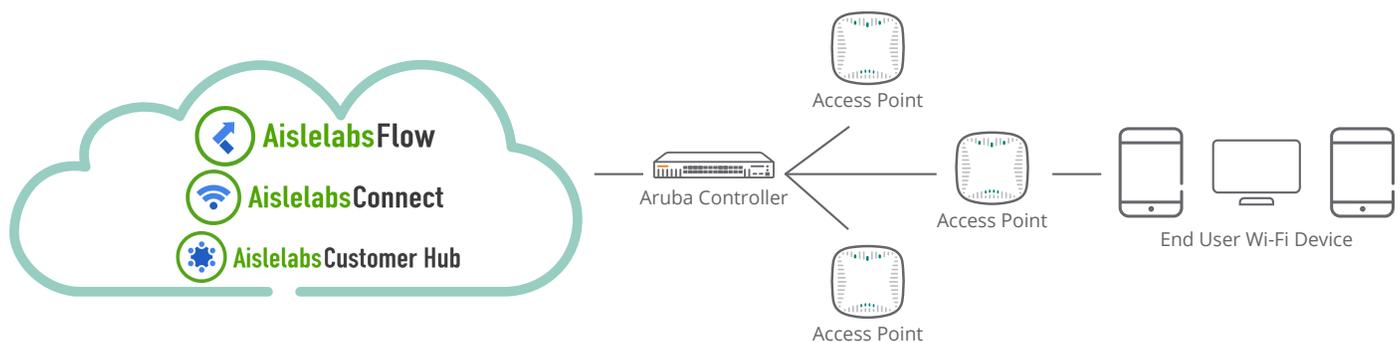


Figure 1: Aruba and Aislelabs joint solution overview



BETTER TOGETHER

To provide brick and mortar enterprises with location analytics and customer profiles, Aruba APs collect and forward presence data to Aislelabs Flow.

The platform integrates all available sensors, including cameras and people counters, with data from Wi-Fi access points to obtain the most accurate and comprehensive snapshot of customer insights.

Aislelabs Insights

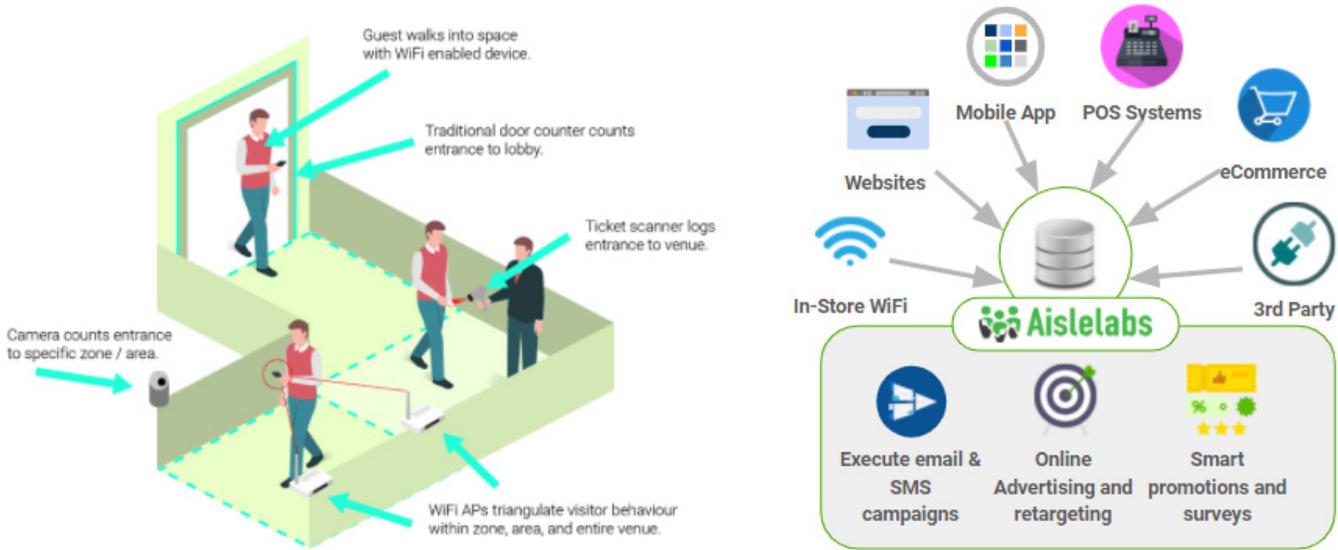


Figure 2: Aislelabs Insights overview

Prior to a network connection, as devices are searching for nearby Wi-Fi networks, the Aruba wireless infrastructure collects the mobile device probe requests that are generated. This data is displayed as trends around visitor in-store behavior over time.



Figure 3: Aislelabs Flow Live Dashboard



By offering a captive portal with free Wi-Fi, retailers can provide value to their customers with in-store connectivity. In exchange, retailers can collect more data on shopper behavior, social media preferences, and in-store browsing trends to drive business decisions. Using Aislelabs Customer Hub, businesses can view aggregated customer data to personalized captive portal pages and target multichannel marketing campaigns based on age, gender, and on-line behavior with Aislelabs Connect via SMS, e-mail, or push notifications. The collection of data is compliant with EU and US data protection regulations.

Additional Features:

- Analyze footfall trends across regions and periods of time with Aislelabs Flow
- View heatmaps and compare cross-site customer behavior with advanced AI technology and predictive algorithms
- Visualize customer trends and measure impact of events through comprehensive point of sales revenue data, cameras, counters, and internal data systems integrations

Use Cases:

The joint solution includes support for a number of use cases where the location context from the network is combined with other inputs to add business value. Some examples include:

- Drive customer loyalty, promote on-going sales, and increase returning customers with post-sale offers and coupons
- Increase sales by attracting new visitors, reducing customer churn, and increasing repeat visits
- Enable marketing teams to retarget customers over omnichannel campaigns and increase loyalty
- Forecast customer behavior to anticipate and respond to upcoming changes and disruptions
- Make data driven decisions to optimize operations and cut costs
- Measure ROI of every campaign as sales uplift in real dollars

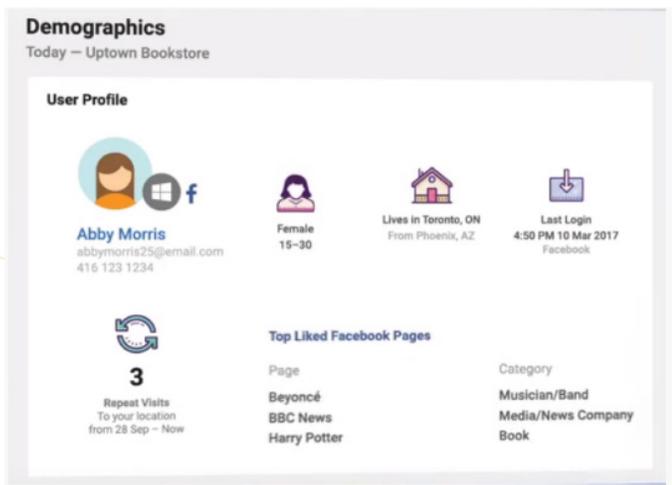


Figure 4: Aislelabs Customer Data Platform overview



COVID-19 SOLUTIONS

Aislelabs enables a comprehensive suite of solutions to help businesses reopen safely during the COVID-19 pandemic. Smart Occupancy provides real-time occupancy, heatmaps, zone-based thresholds, and automated alerts which ensures businesses meet governmental and health agency guidelines. The Smart Sanitization module leverages these real-time metrics and historical occupancy to optimize cleaning and disinfection schedules. The Contact Tracing module allows businesses to offer a privacy-friendly means of providing exposure notifications at scale.

CERTIFIED INTEROPERABLE

Aislelabs is an ArubaEdge Technology Partner and have certified the interoperability between Aislelabs products and Aruba wireless infrastructure. Joint deployments can be set-up remotely which simplifies the configuration and maintenance of the total solution.

SUMMARY

The Aruba and Aislelabs partnership delivers a full-service solution that enables businesses to address their location analytics, location based customer intelligence, and location based marketing needs. Contact your local sales representative to see how together, Aruba and Aislelabs deliver a cost-effective location marketing solution.

To learn more about Aruba wireless, please visit:
www.arubanetworks.com/products/networking/access-points/

DEPEND ON AISLELABS



Aislelabs is a global provider of enterprise software for marketing automation, location analytics, predictive intelligence, and unifying online and offline customer touchpoints. They are currently headquartered in Toronto, Canada.

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

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