



## Retailers are leveraging guest Wi-Fi to boost business

### Shoppers want Wi-Fi

The pervasive use of mobile devices has changed the way people shop. While inside stores, shoppers are using devices to search for products, compare prices and access coupons. Retailers are realizing their customers increasingly want Wi-Fi, and that providing it can enhance customers' shopping experiences while bringing unique benefits to their business.

### The future in-store experience

Retailers are beginning to see guest Wi-Fi as a powerful means to align offline and online experiences. Aerohive and Cloud4Wi have combined forces to prepare retailers for the future in-store experience. With Aerohive's Wi-Fi infrastructure, the Aerohive Cloud Services Platform and Cloud4Wi's Volare advanced guest Wi-Fi platform, retailers can get shoppers connected while gathering insights revealing who they are. This empowers retailers to engage shoppers in meaningful ways – helping drive in-store revenue in ways that were never before possible.

## Powerful advanced Wi-Fi solution

### Intuitive and central management

From a single cloud-based dashboard, retailers can manage guest Wi-Fi across all their stores. The Aerohive and Cloud4Wi solution offers multi-level and multi-role management that empowers IT to delegate control over policies and permissions. That way, brands can create a consistent look for their Welcome Portal across all venues, while allowing store managers to promote local offers. At the same time, IT can control guest Wi-Fi services and marketing can manage engagement tools.

### Single turn-key solution

Offering zero-touch, auto-provisioned network and a platform that can be rapidly deployed across all retail sites, Aerohive and Cloud4Wi work seamlessly together, helping retailers quickly launch new Wi-Fi initiatives.

### Secure network access and traffic segmentation

To protect retailers' investments, the Aerohive and Cloud4Wi solution provides secure network access for both staff members and customers. Intelligent traffic segmentation is available, so without having to install additional equipment, retailers can distinguish whether staff or customers are connected to the network.

### Global scalability

To ensure personal data shared through guest Wi-Fi is handled properly, the Aerohive and Cloud4Wi solution helps businesses comply with local regulations and allows for customized opt-in policies. Customers' personal information is kept safe and secure, even with local storage requirements.

# All the capabilities, all in one place

## Fast and simple guest Wi-Fi

The Aerohive and Cloud4Wi solution provides customers a seamless onboarding experience. The solution is highly customizable, and easy-to-use. Internet plans can be set, such as recurring vs one-time, paid vs free, and set time allowance. Retailers can also choose how customers log in: username and password, social login, click-through with email and more. Through the login process, information is collected which helps to build customer databases. A variety of entertaining and informative applications, such as indoor wayfinding and nearby businesses, are also available and can be displayed on the Welcome Portal.

## Actionable customer insights

The comprehensive Aerohive and Cloud4Wi solution collects, aggregates, and displays data on an easy-to-view dashboard. The Aerohive Cloud Services platform provides Wi-Fi application visibility and analytics. Together, the Aerohive Cloud4Wi solution converts analytics into actionable insights. Presence Analytics gives insights into foot traffic and customer behavior, such as how many passersby become visitors, how long they stay and how often they return. Location Analytics show how customers move around the physical space of a venue and where they spend most their time. Businesses can use this information to strategize and improve operations.

## Powerful triggered campaigns

Throwing out the old 'one size fits all' approach, retailers can now rely on valuable data to engage shoppers tailored to fit specific interests. Retailers can deliver relevant personalized content, such as targeted coupons, messages and promos, straight to their shoppers – reaching them at the right time and place in a way that helps create meaningful relationships and gives customers instant gratification.

## Innovation ready today for tomorrow's in-store experience

The Aerohive and Cloud4Wi solution offers a robust developer suite designed for future needs. This includes APIs that make it easy to integrate the solution into third-party systems such as CRM, marketing automation and business intelligence tools. Retailers can also create their own custom applications, and even enhance existing mobile apps with powerful Wi-Fi onboarding and beacon-triggered mobile engagement services.

Mobile devices have changed the game for in-store shopping. Aerohive and Cloud4Wi together can help retailers prepare for future opportunities by providing a better understanding of customers and means to engage them effectively. Retailers ready to take advantage of guest Wi-Fi will reap unique benefits that ultimately lead to revenue growth.

## About Cloud4Wi

Cloud4Wi offers Volare, the industry's leading services platform for advanced guest Wi-Fi. Volare connects more than 45 million mobile users across 15,000 locations in over 80 countries.



## About Aerohive

Aerohive's Cloud Networking Wi-Fi solutions transform the Connected Experience for our customers around the world. At Aerohive, we believe that every access point is a starting point.



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