



STATISTICA®

Aerohive™
NETWORKS

Intelligent Wi-Fi analytics for business

Predictive analytics software from Statistica combined with Wi-Fi data from Aerohive can drive new business value from your network.

Solution Brief



At a Glance


BUSINESS CHALLENGE

Across all economic sectors, the proliferation of IoT devices expands the deluge of data that creates a growing need for analytics at the network edges where that data is generated.

SOLUTION

The integration of Aerohive Cloud Services (ACS) with Statistica's advanced analytics platform enables otherwise inaccessible Wi-Fi data from end user and IoT endpoint devices to become visible and analyzable, so that business leaders can enhance user experiences, predict outcomes, and gather data to better inform future decisions.

BENEFITS

- **Achieve greater lifetime customer value** by creating a real-time user experience that reduces turnover and increases return visits.
 - **Lower expenses and increase revenues** by aggregating and analyzing data from the Wi-Fi network combined with other sources to predict all kinds of outcomes related to equipment status, customer behavior, employee longevity, and more.
 - **Build an intelligent network** that is responsive to dynamic fluctuations in your market, supply chain, and quality initiatives.
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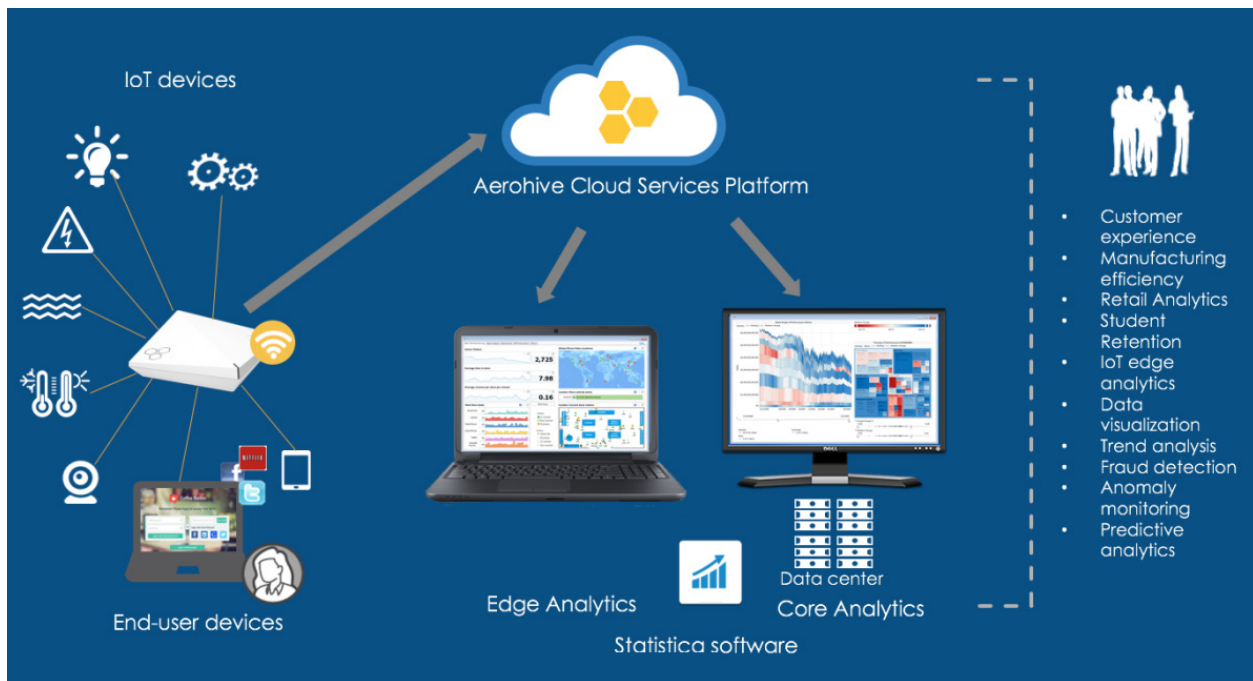
LIVING IN A WI-FI WORLD

Wi-Fi data and advanced analytics allow organizations to predict all kinds of outcomes related to equipment status, customer behaviors, employee longevity, and more.

In today's mobile-first world, an intelligent wireless local area network can deliver a competitive advantage for business.

As users increasingly connect laptops, tablets and smartphones to the Wi-Fi network, and as IoT devices increasingly stream data over that network, there's an architectural transformation underway. Simple connectivity is now making way for a smart sensor network—one that enables collection of rich data on connected devices, users, and applications. Analytics derived from this data can then be turned into meaningful insights to drive transformation in your business.

Wi-Fi analytics is increasingly becoming a competitive advantage across all industries. In higher education, for example, data on student attendance, based on Wi-Fi usage, is being used to develop early warning signs of student disengagement and potential dropout, to help inform student retention strategies. And in K-12 education, similar insights are helping drive better test scores and improved classroom engagement.



The aggregation and interpretation of big data is readily available now with the Aerohive Cloud Services Platform and Statistica analytics software.

In retail, the use of identity, location, and presence data from Wi-Fi is analyzed for insights related to in-store traffic, personalized marketing programs, and enhanced customer engagement.

In manufacturing, energy and transportation, the proliferation of IoT devices expands the deluge of data that creates a growing need for analytics at the network edge where that data is generated, so business leaders can make increasingly intelligent local decisions that improve operational efficiencies.

Analyzing the right data at the right time with Statistica enables organizations to enhance user experiences, predict outcomes, and make smarter decisions.

WI-FI ANALYTICS ARCHITECTURE

Aerohive Cloud Services (ACS) Platform integrates with Statistica's advanced analytics platform (see diagram on page 2). ACS collects Wi-Fi data from end user and IoT endpoint devices visible to Aerohive wireless access points and uses a big data architecture to store and process these streams of data.

ACS opens APIs for location, presence, identity, monitoring and configuration, and Statistica uses these (in conjunction with other available data sources) to help organizations enhance user experiences, predict outcomes, and gather data for smarter decisions.

USE CASES

The Statistica-Aerohive integrated Wi-Fi solution enables businesses to utilize Wi-Fi data and advanced analytics in real time to create more intelligent networks for matters such as:

User experiences

Use real-time, location-based services and an open application ecosystem to enhance customer interaction. For example:

- Push marketing offers, sales, or information based on user location that is unique to each user, identified by their unique devices.

- Analyze multiple data sources such as sales and CRM data to pinpoint up-sell or cross-sell opportunities that are customized to each interaction.
- More efficient utilization of sales associate resources and timely customer assistance in retail stores.
- Track student location in real time to enhance security and services or to gather attendance patterns.

Outcome predictions

Using data aggregated from Wi-Fi networks and elsewhere, models are created to predict all kinds of things. For example:

- By running analytics workflows at the edge of the IoT network, real-time data from temperature sensors in restaurant freezers can be used to enable on-site decisions about food safety predictions.
- Predict student retention rates by analyzing diverse data records such as attendance, student aid, and demographics, and act proactively if a student shows signs of dropping out.
- Combine existing data sources such as CRM, sales records and social media to pinpoint up-sell or cross-sell opportunities unique to a user's buying pattern, bringing to brick-and-mortar stores the same

omni-channel retail intelligence that's been available to online retailers for years.

Historical data

Utilizing historical, real-time big data from Aerohive Wi-Fi mined with Statistica's advanced analytics, we can study user patterns, shopping routes, class attendance, and other behaviors to understand and enhance the user experience or affect a broad systemic change.

- **Determine shopper routes** and buying patterns to assist with inventory and stock placement.
- **Use marketing systems** and real-time location visits to study the effectiveness of campaigns.
- **Improve patient care** by expediting check-in and optimizing usage of health monitoring devices.

Whether you are enhancing a connected retail experience to maximize customer spend, monitoring student attendance for retention predictions, or analyzing streaming data from IoT devices, the aggregation and interpretation of big data is readily available now with the Aerohive Cloud Services Platform and Statistica analytics software.

ABOUT AEROHIVE

Aerohive (NYSE: HIVE) enables our customers to simply and confidently connect to the information, applications, and insights they need to thrive. Our simple, scalable, and secure platform delivers mobility without limitations. For our customers worldwide, every access point is a starting point. Aerohive was founded in 2006 and is headquartered in Milpitas, CA. For more information, please visit www.aerohive.com, call us at 408-510-6100, follow us on Twitter [@Aerohive](https://twitter.com/Aerohive), join our LinkedIn group, subscribe to our blog <http://boundless.aerohive.com/>, or become a fan on our Facebook page.

ABOUT STATISTICA

Statistica's advanced analytics, big data and IoT offerings provide you endless possibilities to innovate your enterprise. Whether it's uncovering the genetic basis of a disease, reducing hospital readmissions, mitigating financial risk, or ensuring procedural validation, Statistica enables organizations to transform in new and exciting ways. By embedding analytics everywhere and empowering a wider community of citizen data scientists, you'll accelerate innovation, improve customer experiences, and streamline your enterprise for the future. <http://statistica.io>

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