



Retail

Transforming Connectivity for a Better Customer Experience & Competitive Business Advantage

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 Reasons to Choose Aerohive for your Business

Remotely Deploy & Support from Anywhere with Cloud Management

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

A Smarter Network with Intelligence Built In

Aerohive has extended its Cloud Networking leadership with native Machine Learning (ML) and Artificial Intelligence (AI) capabilities to radically simplify and secure the access network. ML and AI tools enable users to view key performance indicators of a network and if need be, to quickly identify, locate, and comparatively assess the context of an issue.

- The combination of **Machine Learning** and **Artificial Intelligence** means networks are increasingly more intelligent, even as capacity needs and density increases
- Track network health and performance with **Network 360** to view key performance indicators that can be adjusted for day, week, and month

- Collect, process, and analyze vast amounts of client experience data and distill the data to consumable and actionable insights with **Client 360**
- **Comparative Analytics** compares network performance metrics against other Aerohive customer Wi-Fi deployments so an IT administrator can recognize and address network performance issues proactively before they become noticeable for employees, contractors, or guests on the network

A Complete Networking Solution in a Box

Aerohive enables mobility in a simple, secure, and scalable manner, with a unique distributed control Wi-Fi and wired solution, combined with a cloud services platform that makes it easier to manage your network.

- 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
- **Unified switches** make it easy to manage your network edge from one place. Deploy your switches with a consistent network policy with the help of pre-defined templates to optimize and simplify your roll-out
- 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

- With the world's first family of **802.11ax Access Points**, Aerohive's high-performance and high-efficiency solution will adapt as capacity and density needs change
- **Dynamic mesh** provides a self-organizing, self-optimizing, and self-healing network that constantly adapts in changing and challenging environments

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

Comprehensive Retail Analytics & 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 and 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.

Secure Network Access Control & 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 and automatic Rogue AP mitigation
- Completely **segregate traffic** of internal and customer devices without requiring additional infrastructure

Easily & Securely Onboard Corporate, Guest & BYOD

Whether corporate-issued, staff or customer owned, connecting new devices to the network can be a challenge and often a burden for already stretched IT departments. With Aerohive's centralized management platform and services, and simplified authentication methods, it is effortless to securely connect all devices.

- Aerohive's unique authentication method, **Private PSK**, provides simple and secure access for all users and devices, without requiring complex certificate installation or device configurations. Every device on the network can be identified and policed through unique credentials
- Staff can easily and securely **onboard their personal devices** onto the network without IT intervention
- Guests can **quickly register** for Internet access with the administrator able to set bandwidth limits, DMZ isolation, and application-based firewall rules

A Flexible Platform That Grows with Demand

With so many devices in retail environments, it is imperative that the network provides resilience and can easily grow as capacity needs change. Aerohive's unique architecture ensures that the network you have today keeps running and has the flexibility to adapt to tomorrow's plans.

- **Increase flexibility** with mix and match hardware platforms, seamless upgrade paths, and a platform that can scale from a single access point to tens of thousands with the same architecture
- **No single point of failure** and inherent high availability due to distributed intelligence model
- **Reduce costs** with centralized management and services, automated deployments, and lowered IT support and operational expenditure



Select Retail organizations that have already deployed Aerohive Networks



Anytime Fitness



Chick-fil-A



City Furniture



Clarks



Colruyt



Drakes Supermarkets



Eddie Bauer



Great Clips



Lotte



Pet Supplies Plus



Savers



The Warehouse

