POMEROY
infrastructure. optimized.℠

Leverage Mobile to Capture Customers:
How to Bring in Shoppers and Turn Them into Customers

Over the last decade, advancements in internet connectivity, web technology, and shopper analytics have reshaped the overall retail landscape. And online stores, so far, have been winning, as consumers increasingly default to online shopping for such everyday purchases as groceries and clothing. Brick-and-mortar retailers have invested in enterprise-grade Wi-Fi to keep their guests connected and optimize associate operations, but they still struggle to meet the demands of their tech-savvy customer base, who too often view the products and then buy the corresponding product online using their mobile devices. Given that 86 percent of millennial shoppers use retail mobile apps[1], physical retailers need to leverage the power of mobile in innovative ways to compete with its online counterparts.

Aruba Beacons: Making Mobile Work for Retail

Aruba, a Hewlett Packard Enterprise company, leverages Bluetooth Low Energy (BLE) technology for Aruba Beacons, which are small, low-power wireless transmitters that broadcast 2.4-GHz radio signals at regular intervals and come in two physical formats. Aruba USB Beacons plug into a USB-enabled device or into a Wi-Fi access point (AP), while stand-alone battery-powered Aruba Beacons may be planted anywhere within a store. Used in conjunction with the Aruba Meridian Mobile App Platform, customers within range of Aruba Beacons receive personalized, proximity-aware push notifications tailored to their opt-in preferences and see a glowing blue dot showing their real-time location on a store's map.

Bring Brick and Mortar into the 21st Century

Today, the average retail store is run about the same as it was at the end of the last century. To that end, 75 percent of retailers agree that their outlook will continue to deteriorate unless they find ways to incorporate technologies that enhance the in-store experience and meet customer demands for compelling, convenience-based technology[2].

Aruba Beacons offer a reliable means to leverage location data within your store to stimulate customer engagement through these features:

- **Geofencing.** Trigger offers and contextually relevant messages based on a shopper's precise location within your store and help them find product in your store.

- **Wayfinding.** Provide customers with personalized in-store directions on shopper's mobile device.

- **Scalable Wi-Fi guest access.** Deploy an integrated advertising module to enhance in-store customer interaction —and divert customer attention from online alternatives. Aruba ClearPass does the policy work and redirects a browser to a guest access page.

- **Self-optimizing wireless coverage.** Maximize available bandwidth and minimize interference.

- **Automatic provision and access control.** Simplify consumer-grade mobile device rollout and management.

- **Role-based security.** Enable customer and employee access on a shared network while meeting and exceeding PCI compliance.

- **Right-sized architecture.** Reduce total cost of ownership by consolidating network and security services for in-store mobility.
- **Comprehensive analytics.** Get real-time, granular data to gain insight into customers and business to help optimize in-store layouts and match inventory to customer needs.

Trust Aruba to Build Out Your In-Store Capabilities

Aruba has a broad and diverse presence in the retail space, ranging from dining chains to department stores and shopping malls. With Mobile Point of Sale (mPOS) on the rise, the need for agile response has become more pressing than ever for brick-and-mortar retailers. Aruba provides retailers the ability to provide unprecedented customer services and generate new efficiencies for your retail employees.

- **Simplified network deployment.** Aruba Zero Touch Provisioning allows for remote plug-and-play deployment of Aruba Beacons without additional infrastructure wiring and can be configured on the fly.
- **Improved compliance and reporting.** Aruba Instant APs provides you with a central platform to manage PCI reporting, forensics, and troubleshooting.

- **Enhanced flexibility.** Aruba Beacons offer SDK support for iOS and Android mobile devices through Meridian and comes with software that's configurable for location or proximity mode. They also come with built-in sensors that enable you to manage Aruba Beacons in any wireless environment.
- **Consistency and reliability.** Aruba Battery-Powered Beacons are the only APs that offer a guaranteed four-year battery life. Plus, Aruba Beacons may be installed in any size or shaped room, indoors and outdoors.
- **Reduced operating costs.** Aruba Beacons support in-store mobility without big up-front costs. New managed service options provide enterprise-grade mobility and location-based services to businesses of any size.

Attract Customers Back to Your Storefront

The advent of online technologies has favored online retailers over traditional retailers during the first 20 years of the internet age, but mobile has changed the game. With technologies powered by Aruba Beacons, you can now pinpoint shopper needs so that shoppers are given an experience that is unique to them, which helps them to become your loyal customers.

Build on Our Experience

Pomeroy, an HPE Platinum Partner, is a leading provider of comprehensive IT infrastructure services with over 40 years experience providing integrated support services to retailers, including specialty, big box, general, grocery, convenience and food service. Our unique approach to networking is designed to transform your overall business by providing a secure and agile retail environment that provides anytime, anywhere access to the data and information needed to drive your business forward.

Hewlett Packard Enterprise

Platinum Partner

Pomeroy
1020 Petersburg Road
Hebron, KY 41048 USA
800-846-8727
www.pomeroy.com

---

[1]RetailDIVE, "Eighty-six percent of millennials use mobile while shopping in store: report," January 2017.
[2]Benchmark Report, "The Retail Store in 2016: Poised for Transformation," Retail Systems Research, Sept. 2016