

**aruba**

a Hewlett Packard  
Enterprise company

**TECH TALK**

**Aruba solutions for Retail Vertical**

# DRIVING EXPERIENCES AT THE INTELLIGENT EDGE



WORKPLACES



RETAIL



INDUSTRIAL



SCHOOLS



STADIUMS



HEALTHCARE



HOSPITALITY

# NOW IN THE DATA ERA



DATA  
GENERATED AT  
THE EDGE



DATA  
COLLECTED



DATA  
COMPUTED



EXPERIENCES AND  
EFFICIENCIES



**INCREASE  
REVENUE**

# **DATA WILL DRIVE BUSINESS OUTCOMES AT THE EDGE**

## **Experience's**

Enriched experiences  
New revenue streams  
Workplace social  
distancing

## **Efficiencies**

Predictive operations  
Increased profitability  
Faster innovation

**DECREASE  
COSTS**



# RETAIL CHALLENGES AND USE CASES

FACING THE FUTURE HEAD ON



# REIMAGINE RETAIL

## Challenges forcing reinvention

### Covid 19

*Lost Revenue | Employee Loss  
Supply & Demand*



### Customer Experience

*Shopper Health and Safety  
Personalization | Touchless Transactions*



### Competition

*Local | Online  
Improved Operations and Efficiencies*



# SMART DIGITAL STORE

## No touch is the new high-touch experience



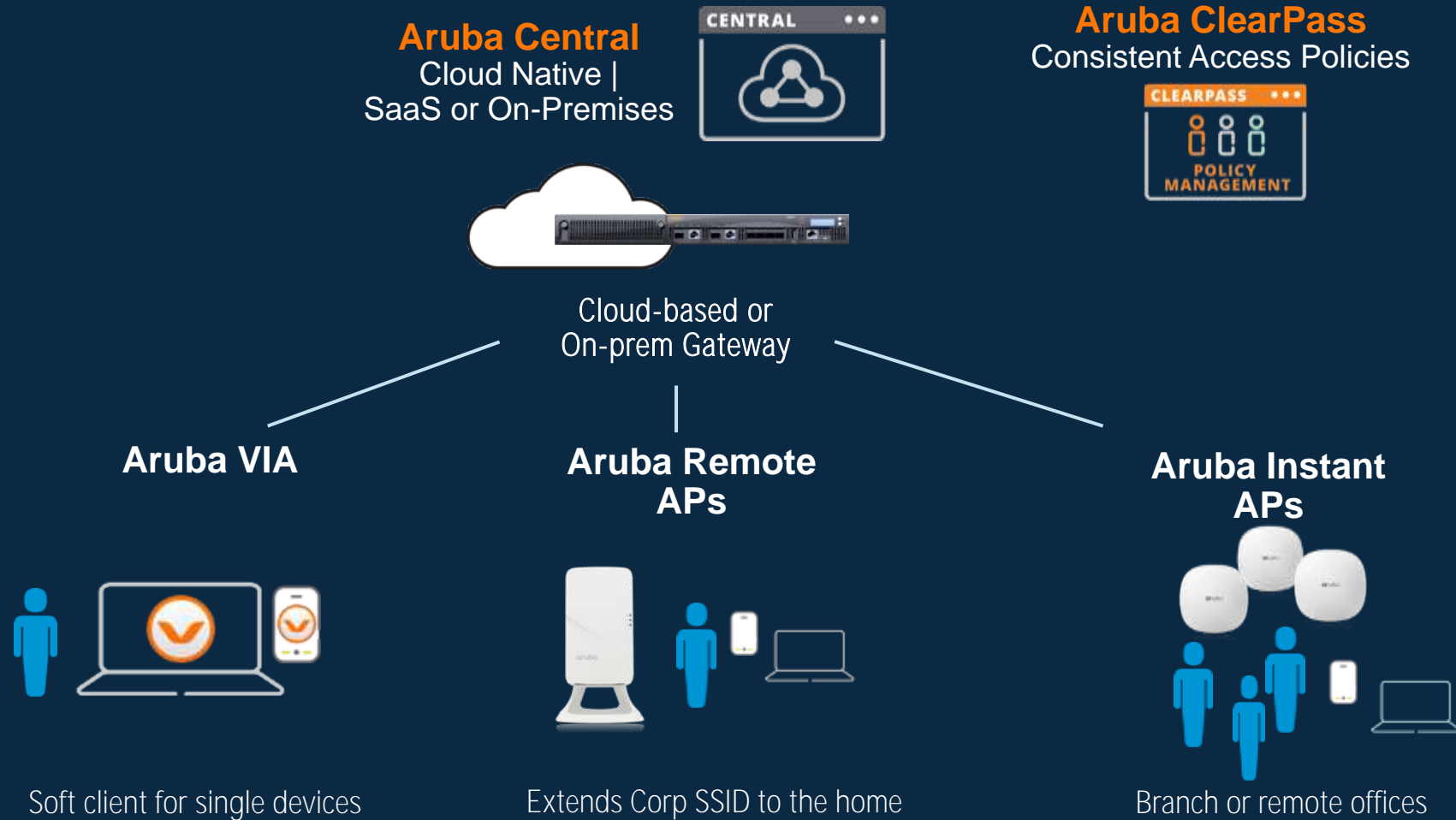
**ARUBA SOLUTIONS**  
GO BEYOND CONNECTIVITY





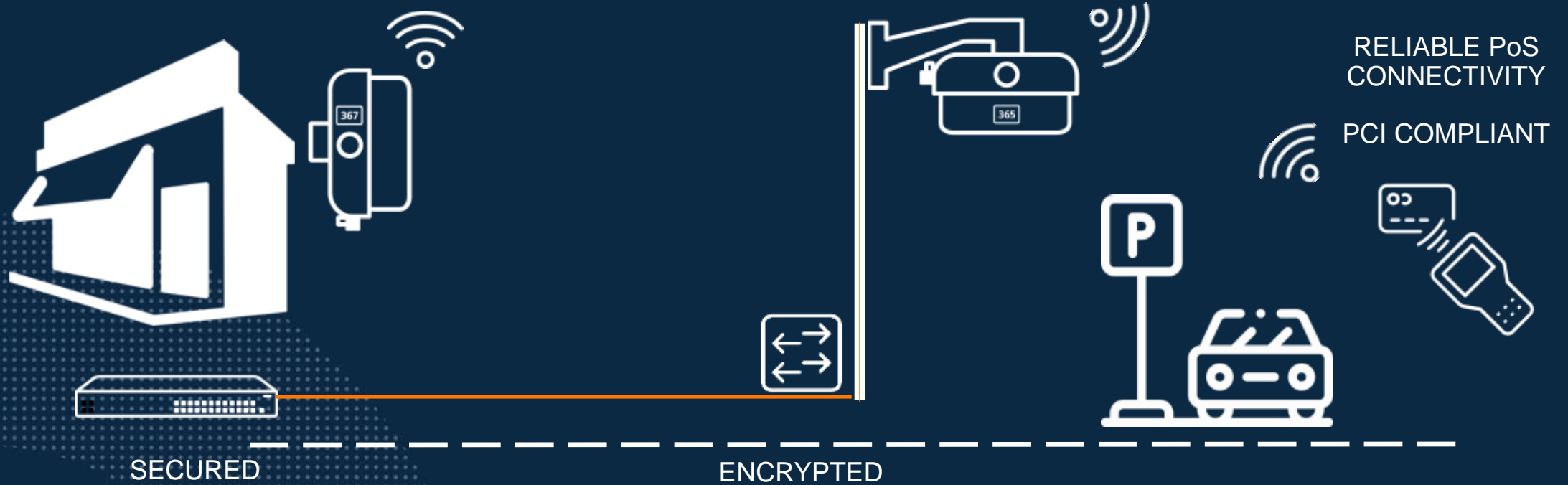
# REMOTE WORKER SOLUTIONS

Send non-customer facing staff home



# BUY ONLINE, PICK UP IN STORE (BOPIS)

Associate or shopper access with secure connection



# UNDERSTAND YOUR CUSTOMERS AND SPACES

Leverage the power of analytics



Dwell time and traffic flows

Space utilization and people movement

Loyal customers

*“Were these individuals in the same space?”*

*“Does this space need cleaning?”*



# RETURN TO WORK AND STORE

## Priorities and Pain Points

### Space Utilization



- OPTIMIZED CLEANING
- DENSITY MONITORING FOR SHARED LOCATIONS

### Proximity Alerts



- MOBILE APP
- BUILT ON MERIDIAN

### Contact Tracing



- SHARED SPACES
- PATTERNS OF CONTACT

Wi-Fi and Aruba Central



BLE, Aruba Meridian, Ecosystem



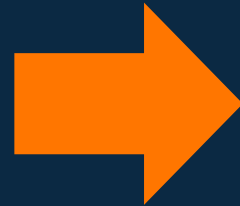
Wi-Fi and Aruba Central



Aruba APs | Aruba Central | Meridian | Asset Tags

# ENABLE IoT USE CASES

Support great performing wired and wireless IoT



- Cloud Native switching
- Analytics in every node
- Always on PoE for Wi-Fi 6 and IoT
- Wi-Fi 6 (.11ax)
- Smart PoE
- Zigbee Radio
- Bluetooth 5
- Smart PoE
- Profile IoT
- Automate network micro-segmentation





# BETTER TOGETHER WITH AN ECOSYSTEM

Staff Communications and Real Time Data Access



Electronic Shelf Labels (ESLs)



Location Based Marketing and Analytics



Real-time Inventory Management



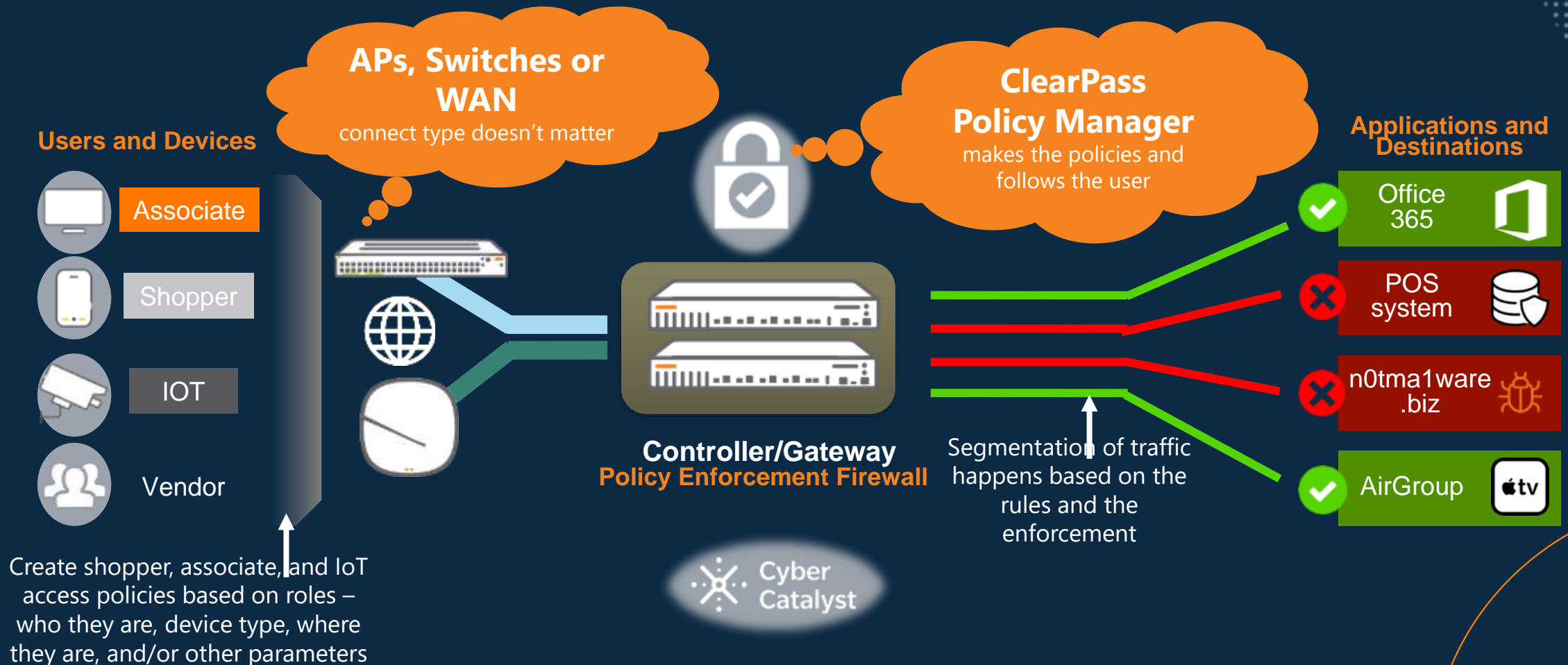
Access Point as IoT platform

Predictive Machine Maintenance



# SECURE AND SEPARATE TRAFFIC

Keep payment, corporate, and guest/shopper traffic separate





# ENABLE FRICTIONLESS SHOPPING

Convenient, fast, and requires less touches



Great Wi-Fi is key to  
a great frictionless  
shopping  
experience!

User your  
phone to  
shop

Scan bar  
codes

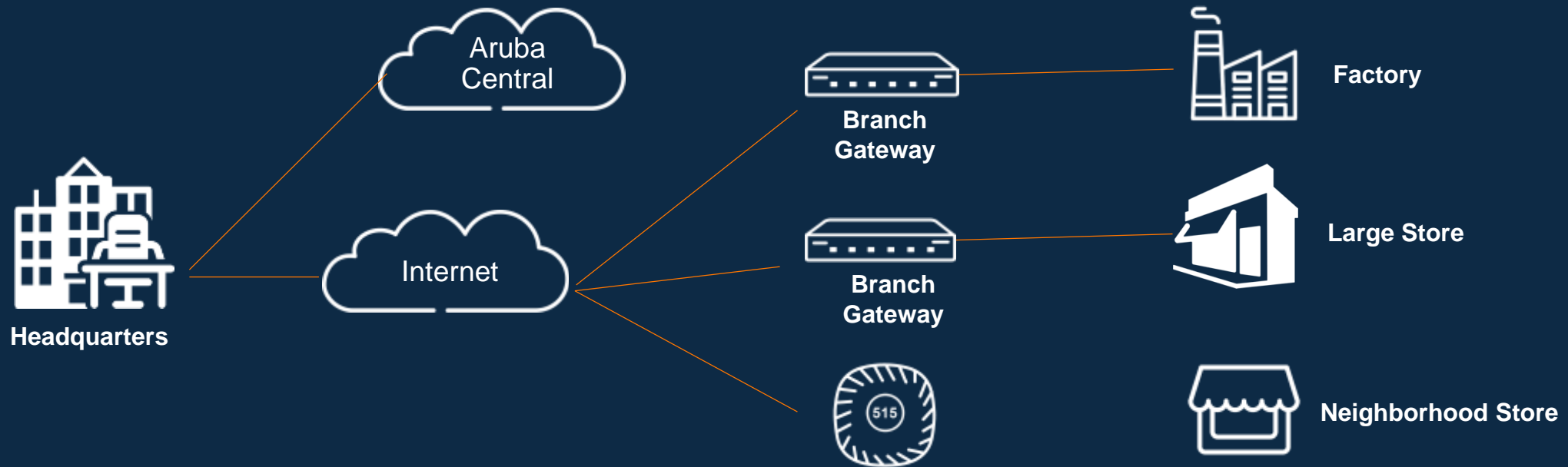
Pay and  
leave with a  
QR code



# SIMPLIFY BRANCH MANAGEMENT

Extend with SD-WAN management capabilities

## Neighborhood Stores, Factories, Large Stores



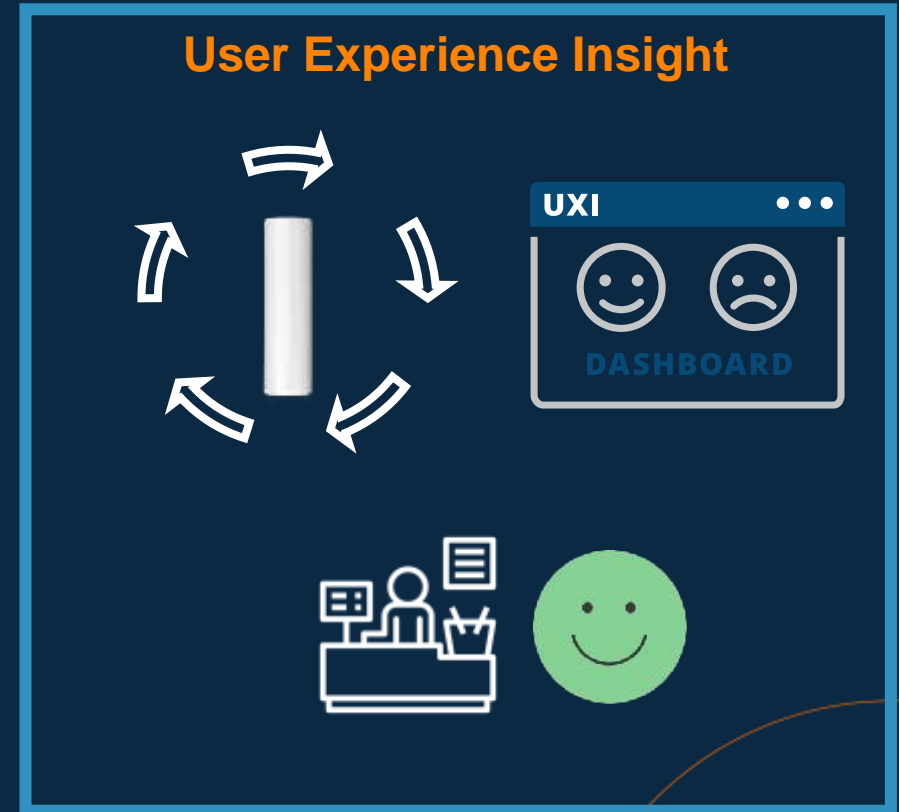
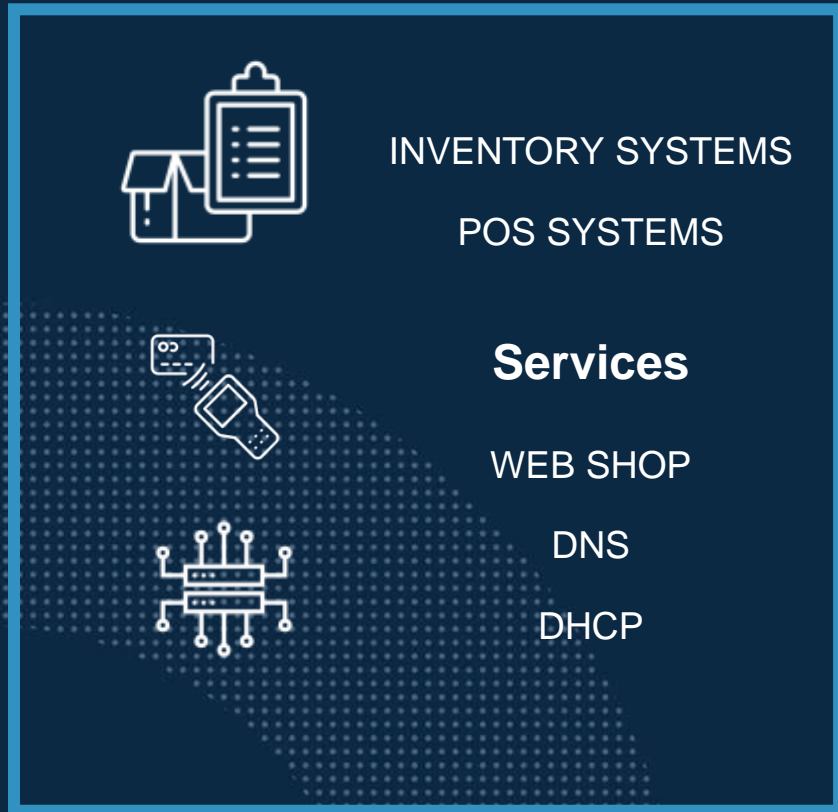
A leader in the SD-WAN space, will accelerate enterprise cloud transformation in the edge-to-cloud era with an end-to-end networking portfolio.



Aruba Switches/AP/SD-Branch | ClearPass Suite | Silver Peak SD-WAN

# ENSURE APPLICATION PERFORMANCE

Prevent a slow transaction or a negative customer experience



**IT CHALLENGES**  
THE NEED TO DELIVER OUTCOMES



# RISING DEMANDS ON THE NETWORK

## FIXED



## MOBILE



## CLOUD



## IOT & 5G



# NETWORKING CHALLENGES AT THE EDGE



**Technology Siloes  
Hinder Agility**



**Lack of Network  
Automation & Visibility**



**Security Threats  
Rising**



**Economic & Resource  
Headwinds**

**Networks Must Do More**



# IT OPERATOR IMPERATIVES



# ARUBA VISION

## Go Beyond Connect and Protect



Campus

The Key is Analyzing and Acting on Data



CONNECT

PROTECT

ANALYZE

ACT



Branch



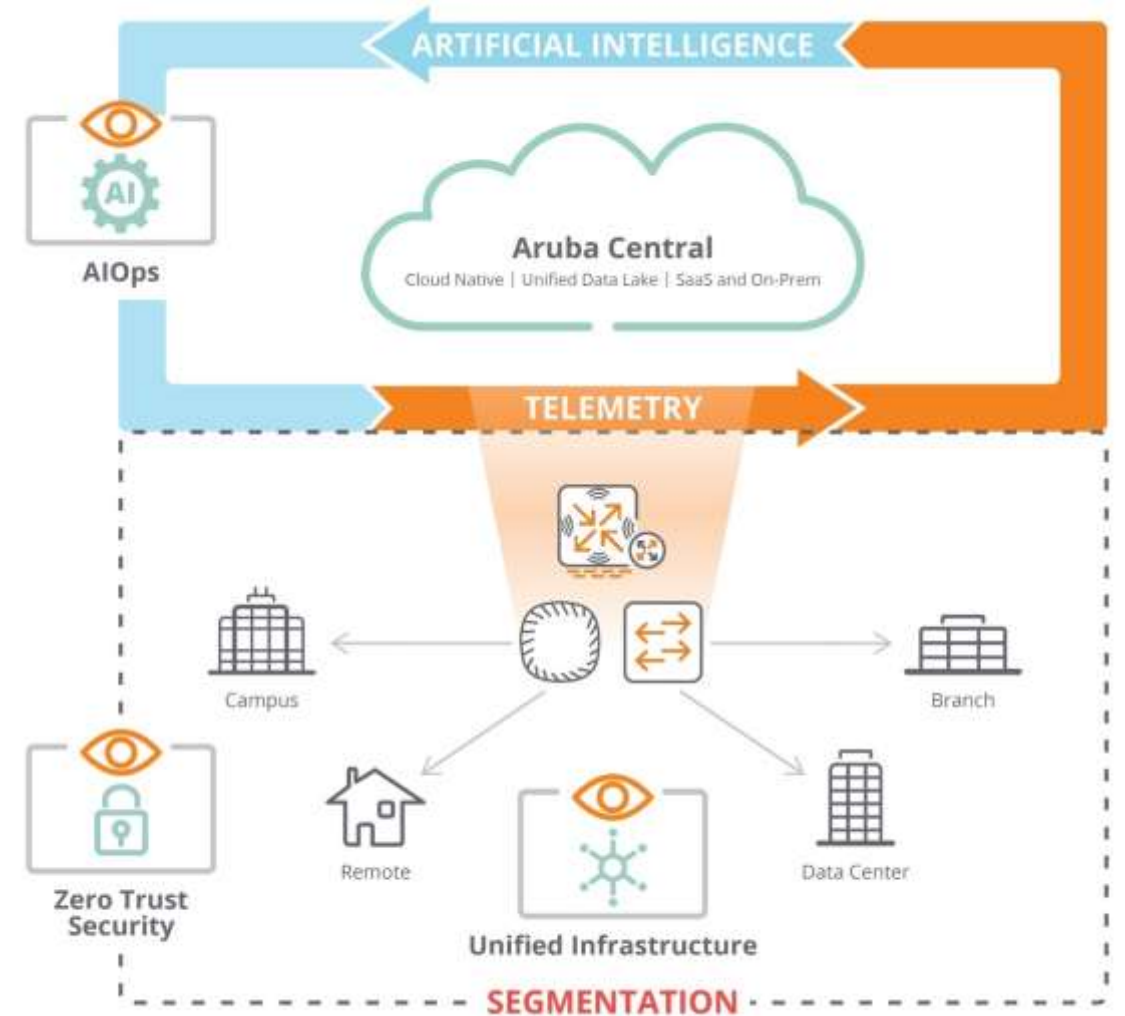
Data Center





# ARUBA ESP

## THE FOUNDATION FOR REINVENTING RETAIL



# ARUBA EDGE SERVICES PLATFORM (ESP)

The Foundation for the Reinventing Retail

## AIOPS

AI Insights | User Insights



## UNIFIED INFRASTRUCTURE

Wi-Fi | Switching | SD-WAN | 5G | IOT



## ZERO TRUST SECURITY

Dynamic Segmentation | Device Insight



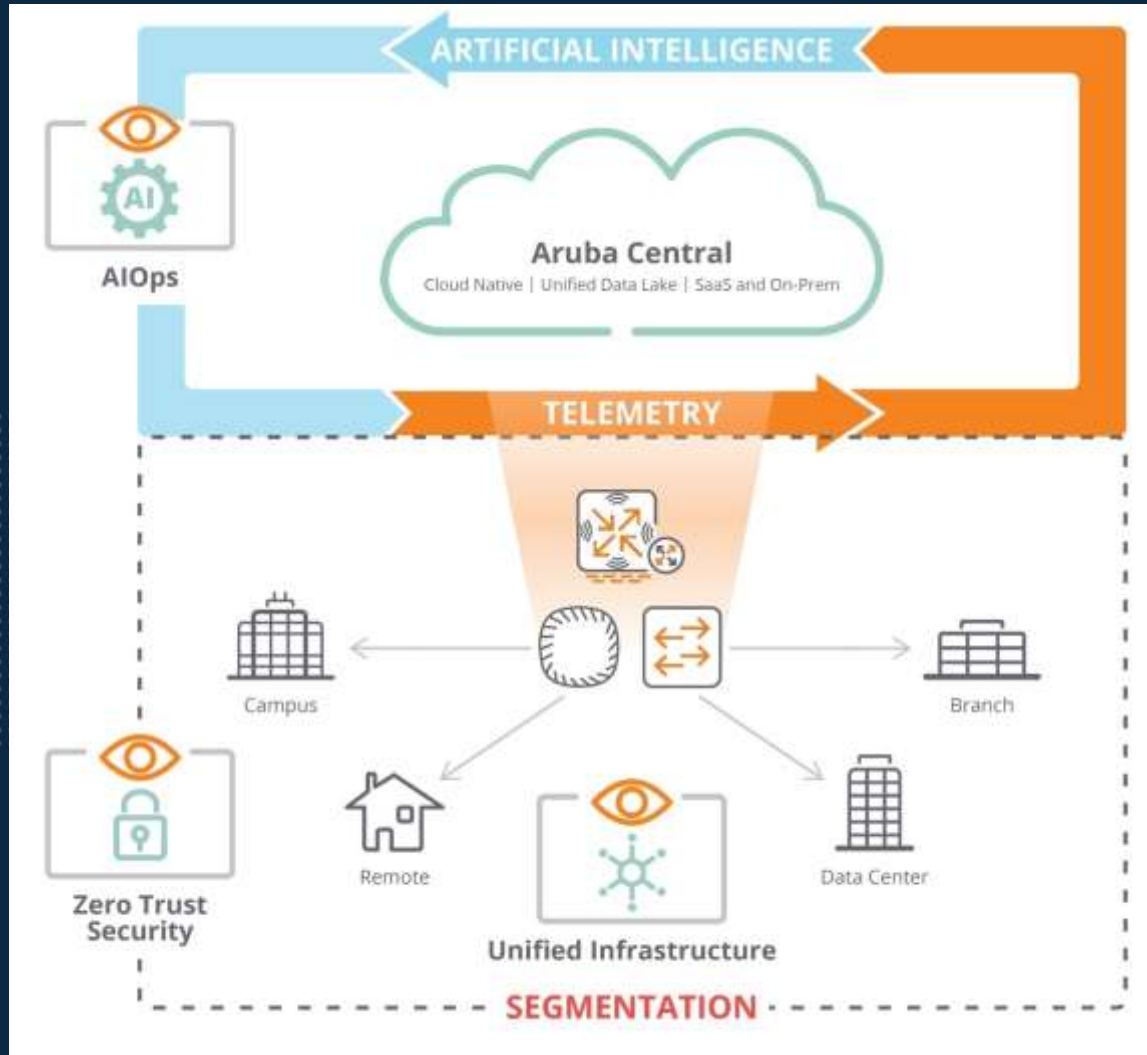
## Financial and Consumption Flexibility

HPEFS | Managed Connectivity Services



# ARUBA EDGE SERVICES PLATFORM (ESP)

The Foundation for the Reinventing Retail



## Core Attributes

**AIOps**  
Automated IT Intelligence

**Zero Trust Security**  
Secure access from anywhere

**Unified Infrastructure**  
One portfolio for any use case



# ARUBA ESP FOR RETAIL



## Unified Infrastructure

Wi-Fi | Switching | SD-WAN | 5G | IOT

**Leverage the same infrastructure and management tools**

for corporate offices, stores, warehouses, and factories

**Network-in-a-box solutions**

with mobile installer app – allows non-technical staff to deploy

**Optimized for SD-WAN**

using MPLS, Internet and LTE cellular connectivity.



## Zero Trust Security

Dynamic Segmentation | Device Insight

**Provide secure guest Wi-Fi** with automated segmentation

**Ensure PCI compliance** separate sales traffic

**Deploy new IoT devices** and automate policies

**Adapt to potential threats**

on customers/associates devices



## AIOPS

AI Insights | User Insights

**Understand customer in-store experiences**

by leveraging analytics

**Prioritize applications**

like point-of-sale or inventory systems

**Roam the store**

with high-performing Wi-Fi

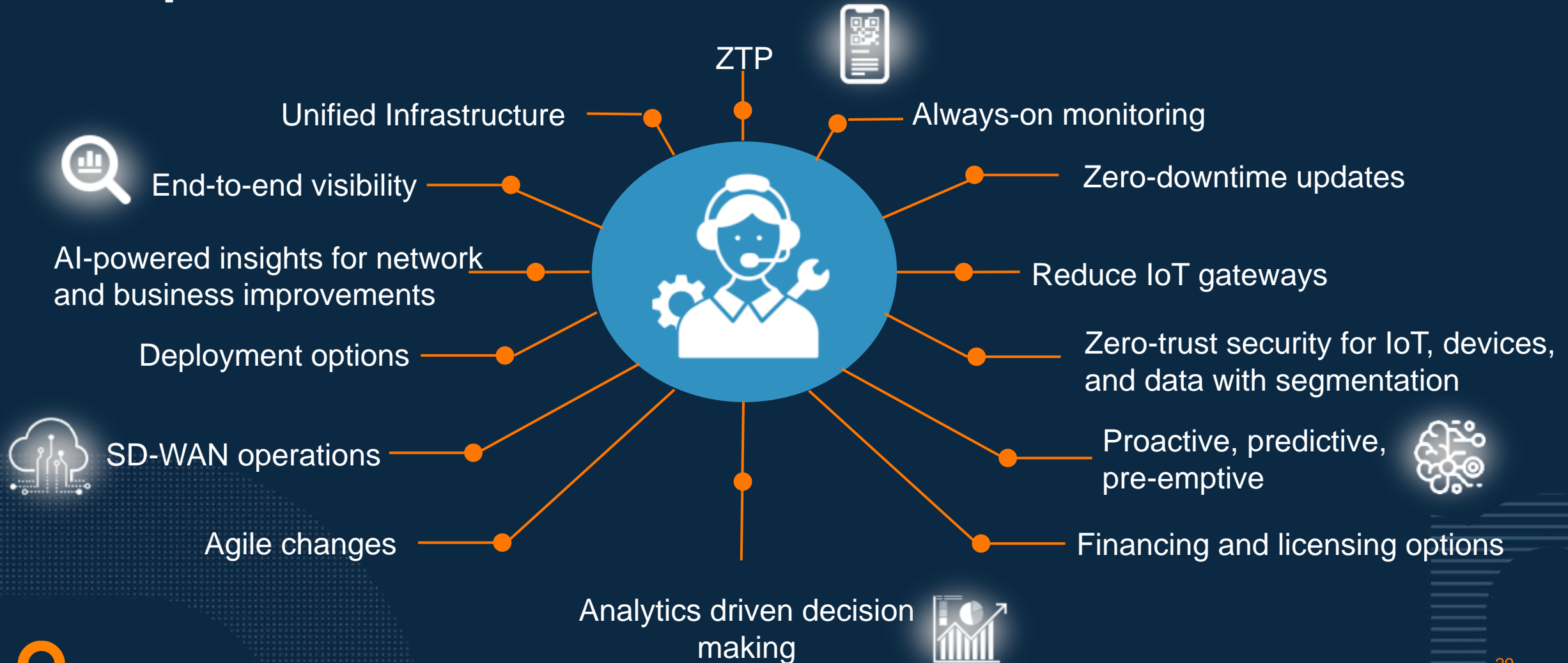
**Stay ahead of issues**

on factory lines ensuring no downtime



# THE NEW IT OPERATIONS MODEL

## Simple. Secure. Smart.



# LEADING RETAIL BRANDS TRUST ARUBA

VERA WANG

TRACTOR  
SUPPLY CO

THE  
HOME  
DEPOT

redapple  
group

Columbia

Unilever

magazineluiza

TORY BURCH

KFC

GOLD'S  
GYM

信義房屋  
SINYI REALTY

weis

RED LOBSTER  
FRESH FISH - LIVE LOBSTER

LEXUS

FESER & GRAF  
GRUPPE

B breuninger

SWISSLOS

Reynolds  
more than just a greenprinter

maxeda  
DIY Group

GIANT TIGER  
100% Casafan owned, eh!

AmericasMart Atlanta

YAS MALL  
ياس مول

Flipkart

# Analyst Validation Supports Aruba's Position as a Market Leader

**Gartner**

**Magic Quadrant**



**14<sup>th</sup> consecutive year as a Leader**

**Gartner**

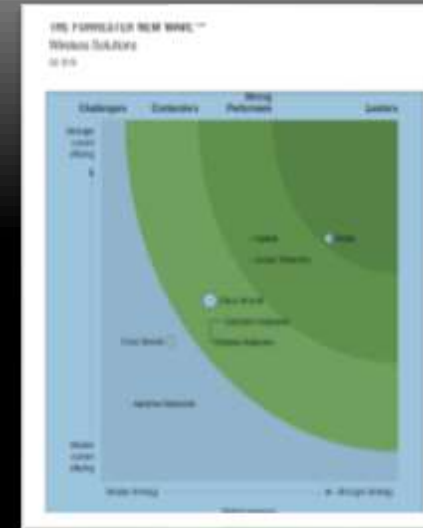
**Critical Capabilities**



**Consecutive year leading 5 of 6 Use Cases**

**FORRESTER**

**New Wave**



**The only vendor placed in the Leaders Quadrant**

**IDC**  
Analyze the Future

**MarketScape**



**1 of only 2 Leaders**

aruba

a Hewlett Packard  
Enterprise company

# Thank You



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