

## AT A GLANCE

# MANAGING HUNDREDS OF RETAIL LOCATIONS WITH ONE SOLUTION

Improved operations, faster services delivery, and enhanced shopper experiences

Today's shopper is demanding – and will shift their loyalty to other brands when expectations aren't met. Evolving shopping methods are forcing retailers to evaluate their in-store experiences to not only attract new customers, but to find new ways to retain existing customers. Many times, this means transforming to a smart-digital store approach that engages shoppers, personalizes their experiences, while providing improved operations and insights to various business units in the organization.

To deliver this more personalized experience, retailers are deploying innovative technologies including electronic shelf labels, interactive mirrors, facial recognition systems and mobile apps. Cloud applications and services are being used for this digital transformation, and this means an increase in demand for secure bandwidth to support those applications.

How does IT support an engaging smart-digital store, especially with distributed branch locations where little to no technical staff are on site? Retail IT operations require an architecture that is secure, supports high-performance connectivity, and is flexible enough to scale with the pace of retail demands today – as well as meeting tomorrow's growth opportunities.

## ARUBA SD-BRANCH FOR RETAIL

The Aruba SD-Branch solution allows retailers to manage and deploy a secure, high-performance network across all locations – stores, warehouses, corporate headquarters – including teleworker home offices. Proven capabilities in wired and Wi-Fi connectivity, network security and new SD-WAN features deliver end-to-end performance, enabling retailers to optimize the customer experience and achieve revenue goals.

The Aruba SD-Branch solution combines best-in-class wireless, wired, SD-WAN, and security infrastructure with management capabilities that include assurance and automation features to help maximize performance and minimize operational costs.

## EMPOWERING IT PROFESSIONALS TO MEET THE CHANGING DEMANDS OF TODAY – AND BE PREPARED FOR TOMORROW

- 1. Simplicity at every step:** Aruba's SD-Branch solution with Zero Touch Provisioning (ZTP) for SD-WAN, wireless, wired infrastructure delivers simple to use orchestration and assurance features to maximize IT efficiencies. Organizations enjoy speed of deployment and centralized visibility and control, all via the cloud or mobile app. This simplicity is especially important in distributed stores that likely have limited IT staff.
- 2. Automation delivers an amazing experience for all:** Users and IoT at the branch can experience high performance wired and wireless connectivity that just works, apps that perform at their best, and Internet access without interruption. This is made possible with Aruba's SD-Branch centralized role-based policy enforcement, dynamic path steering, and SaaS prioritization features that dynamically adjust to demands based on needs and changing conditions for the best experience ever.
- 3. Security that branches out:** Each remote location, user, and device presents a potential security risk to the organization, requiring a comprehensive, repeatable set of security controls across the organization. Aruba SD-Branch offers simplified onboarding and provisioning, role-based policies and micro-segmentation, called **Dynamic Segmentation**. Regardless of user, device type or location, Aruba automates security without complicated SSID, VLAN and access list configuration and static controls. In order to protect each branch location from advanced threats, each SD-Branch gateway incorporates critical security capabilities such as a firewall, intrusion prevention and Web/URL content filtering.

**KEY FEATURES AND BENEFITS INCLUDE THE FOLLOWING:**

<b>Simple Network Operations From Store to WAN</b>	
Unified visibility across all stores	Through cloud-based management tools, IT can utilize a single page of glass for complete network visibility of all locations and easily see what is going on at each branch to improve troubleshooting time resolution. The single pane simplifies operations with centralized policy management across all locations, enhancing productivity for IT.
Easy deployment for new and expanding stores	Network-in-a-box deployment features allow IT to get stores operational in no time. A mobile installer app allows non-technical staff to simply scan a barcode on Aruba APs, switches, or gateways, plug them in and then automatically downloads the configuration to deploy to those devices.
Converge network and security operations at a lower cost	The convergence of network and security services utilizing Aruba's gateway helps to reduce your total cost of ownership. These cloud-managed gateways are optimized for SD-WAN using MPLS, Internet and LTE cellular connectivity and also include role-based access and firewall features. The ability to centrally manage traffic and data routing, role-based access through secure tunnels and cloud and SaaS applications, allows IT to tailor the branch network and WAN links for optimal performance.
<b>Smart Networking Delivers Amazing Experiences</b>	
Provide best in class Wi-Fi for your shoppers	Aruba access points use AI-powered RF optimization, rich user and application intelligence, and smart management options to improve user and IoT performance, which include enhanced Quality of Service (QoS) features. <a href="#">Aruba is a recurring leader in Gartner's Wired and Wireless MQ and Critical Capabilities.</a>
High performing applications and services	To optimize the performance of apps, dynamic path steering with fine grained context awareness ensures QoS for critical store applications, even those that are cloud dependent. Apps and services are prioritized and perform at their peak potential, not impacting customer experiences or associate activities.
Proactively identify issues	With advanced analytics, IT can continually identify mission critical application and network service issues – before they impact shoppers or the business.
No WAN downtime	Application or WAN downtime can impact customer satisfaction and revenue. Based on WAN link utilization, Active/Active or Active/Backup interfaces and the virtual router redundancy protocol (VRRP), help to load balance traffic (via round robin or session metrics). Dynamic path selection (DPS) further balances traffic across multiple WAN links while synchronization of DHCP state supports smooth cutover upon failure or degraded links.
<b>Secure from LAN to WAN</b>	
Built-in security on network devices	The local branch gateway includes built-in security capabilities such as firewall, intrusion prevention and web content filtering that protects each location from internal and external threats.
Dynamic Segmentation of shopper, associate, and sales traffic	Staff and IoT devices and shoppers' smartphones are easily secured by enforcing role-based network access and QoS policies. A unified wired/wireless/LAN/WLAN approach offers granular user/device/connectivity enforcement across the network. This ensures that traffic such as shopper, corporate or IoT is kept separate. These end-to-end policies are easily managed remotely, offering per device visibility and simplify the addition of new devices.
Secure shopper guest Wi-Fi	Provide simplified guest Wi-Fi access by offering simple-to-use splash pages. Roles are automatically invoked to segment guests from internal traffic. Additionally, operators can utilize data insights from guest access to share with business units.
PCI compliance	Credit card transactions are safely and securely carried over the same network as corporate or guest traffic. Retailers can ensure <a href="#">PCI compliance</a> by segmenting traffic in their networks to protect cardholder data, and role-based access enforcement means cardholder data can only be accessed by authorized personnel.

**SUMMARY**

As retailers transform their brick and mortar stores, they need a simple, smart, and secure network solution that is flexible, scalable, and easy to deploy. Aruba's SD-Branch solution is an industry leading wireless, wired, and SD-WAN cloud-managed solution that delivers performance, reliability and security that ensures IT and users are receiving the best experience possible.

Learn more at: <https://www.arubanetworks.com/solutions/sd-branch/>



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