ses imagotag
VUSION

aruba
a Hewlett Packard
Enterprise company

Joint Solution Brief

Overview

Tag your IT: converging SES-imagotag Electronic Shelf Labels with Aruba's Secure Wireless Platform. Real-time store IoT platforms feed analytics engines using data from inventory, footfall, CRM, point of sale, locationing systems, and other sources. This information is used to increase basket size, reduce abandonment, improve efficiency, deliver relevant real-time advertising and recommendations, and enhance margins. The result is an "intelligent store" that is contextually adaptive to the needs of the retailer and the identity, behavior, and location of the shopper.

SES -imagotag electronic shelf labels (ESLs) are the fundamental building block of the intelligent store. ESLs consist of a wireless transceiver, on-board processor, NFC and E-paper display. Connected wirelessly to in-store or cloud price management software, they are used for dynamic pricing, stock and inventory management, locationing, targeted marketing and shopper connectivity. ESL are business-critical devices because they directly impact revenue, margins, and customer experiences.

Next-generation Wi-Fi deployments increasingly converge front- and back-of-store connectivity needs with high speed wireless internet access. With their internal IoT radios, and support for USB adapters, Aruba access points have become platforms for a broad range of IoT devices.

Why SES-imagotag and Aruba?

- → Enhances both the shopping experience and store operations
- → Enterprise-grade building IoT connectivity and security
- → Eliminates the cost of purchasing, deploying, and maintaining discrete RF gateways
- → Easily retrofits to existing Aruba 802.11ac deployments
- → Secure tunneling protects tag and management communications
- → Simple set-up and adds/moves/ changes
- → Certified interoperability across the product portfolios

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www.ses-imagotag.com

Access Point as an IoT platform

SES-imagotag, a global leader in Electronic Shelf Labels and Retail IoT Cloud solutions, and Aruba have partnered to ensure that ESLs can be economically, reliably, and securely deployed over a retailer's network. This includes applications spanning from convenience stores to hypermarkets to big box retailers. Access points secure communications between the ESLs and the back office applications.

Figure 1: Representative SES-imagotag/Aruba Joint Solution
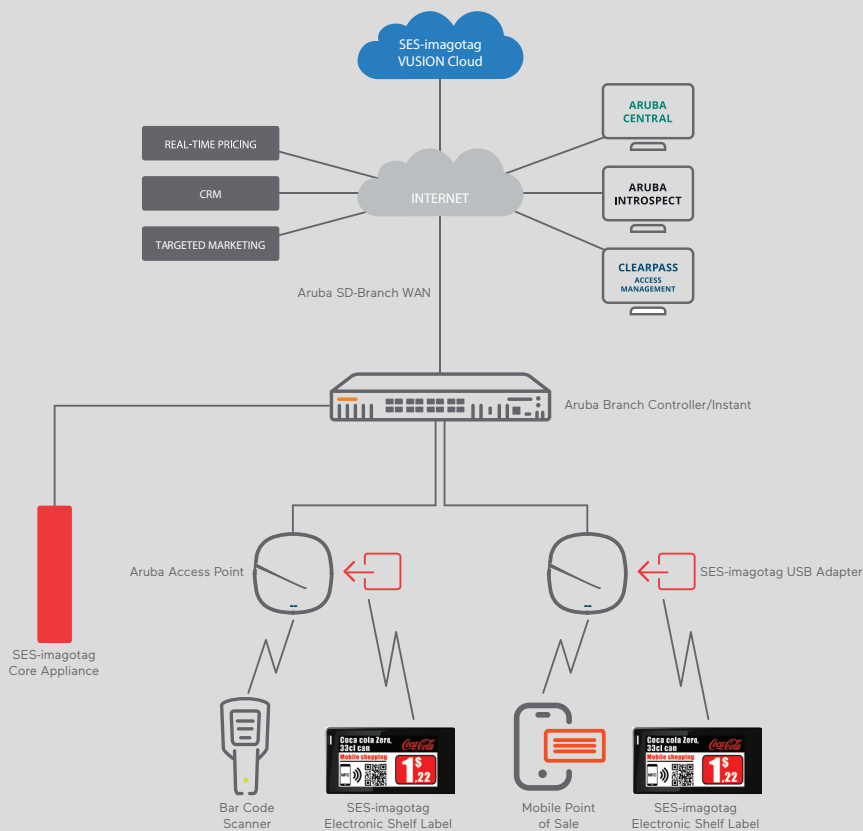
A SES-imagotag Retail IoT Connector inserted into the access point's USB port handles all ESL communications. Access points communicate through secure tunnels to SES-imagotag's VUSION Retail IoT Cloud platform. Dynamic IoT traffic segmentation is maintained throughout the Aruba switching infrastructure, protecting the tags against attack, and the rest of the network against compromised devices.

Certified Interoperability

We've taken the guesswork out of retail deployments by certifying the interoperability of SES-imagotag ESLs with Aruba infrastructure. Set-up is also simplified. Select "SES-imagotag" from a drop-down menu on the access point configuration page, enter the IP address of the SES-imagotag Core Appliance, and the set-up is done. Joint deployments go in faster and are easier to maintain. Aruba switches automatically set-up secure connections with access points without VLANs and independent of the switch port into which they are connected. This feature simplifies the initial deployment, and minimizes opportunities for miswiring during adds, moves, and changes over the life of the deployment.
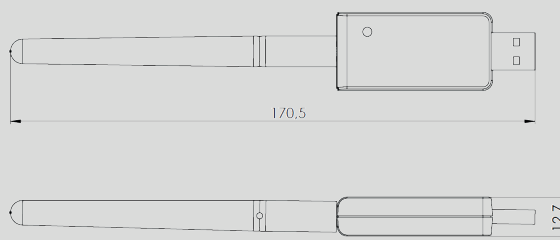
Unique value propositions

Once deployed, the Aruba and SES-imagotag joint solution allows shelf labels to be remotely updated, and to communicate in realtime with pricing, CRM, marketing, and loyalty applications, without physically accessing the labels. Key benefits include:

Pricing automation allows updates in seconds instead of days and helps maintain regulatory compliance

Instantly identify out-of-date inventory to improve staff efficiency

Interactive real-time connection with shoppers allows highly relevant targeted messaging and new services such as scan-and-pay at the shelf

End-to-end security over a PCI-compliant network

Summary

SES-imagotag, combined with Aruba's secure platform is the ideal way to support electronic shelf labels, and deliver the benefits of an intelligent store in retail applications of any size. Contact your local sales representative to see how together Aruba and SES-imagotag deliver the most cost-effective, centrally managed, ESL solutions in the industry.

Technical details

SES-imagotag product code	A3A001
SES-imagotag part references	CE: 18070034 - FCC/ICE: 18070035
Supported Aruba access points	All 3xx and 5xx series APs with an external USB port
ArubaOS version	8.4.0.0 or later
Encryption	128-bit advanced encryption standard with secure key exchange
Coexistence	No interference – 802.11 coexistence managed by software
Transmission range:	25 meters indoors (about 1,950m^2 or 21,000 sq. ft.)
Labels supported	Up to 10,000 per AP
Core Service compatibility	≥ 1.9.0
Compliance	CE, RoHS
Availability	Shipping Now