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Enterprise company



EBOOK ★ ★ ★ ★ ★

Aruba ESP Retail INDUSTRY ADVISOR





Introduction

As we look to the future of retail, retailers are highly focused on driving exceptional experiences for customers. Competitive pressures and driving loyalty continue to be the primary factors influencing customer experience initiatives. The COVID-19 pandemic has further impacted retailers, causing them to focus on customer and employee safety initiatives, managing supply chain challenges, and ensuring employee retention. IT will need to have solutions and tools that will allow them to manage hundreds of stores with ease and be able to move quickly to allow store managers, marketing leaders, and others in the organization to adopt new technology and digital business models for stores, warehouses, and corporate offices.

Key Retail Challenges



Resiliency & Recovery

...by providing convenient and safe customer & employee experiences



Competitive New Shopping Methods

...to attract and retain customers



Digital Transformation

...enabled by tools and solutions to drive new services



Customer Personalization

...enabled through applications on mobile phones or other devices



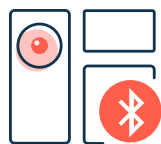
Real-time and Secure Data

...to inventory systems and other applications, accessed by front-line workers, using always-on devices



Retail transformation: Is your network ready?

Better, faster, flexible, and intelligent is the new mantra for retail. Building a network foundation that is agile and able to quickly adopt digital transformation initiatives is the goal. **Is your network ready?**



Location, Location, Location

Location-based interactions can enable personalized offers and provide insights to help understand how spaces are being used.



Improved Customer Experiences

Frictionless shopping and customer self-service help retailers go beyond transactional interactions to off more experiential customer engagement.



Technology-Driven Efficiencies

Modern technologies like AI, AR/VR, mobile applications, robots, drones, and other tools can reduce overhead, including facilitating prescriptive product recommendations and deployment of inventory for immediate delivery to customers.



Warehouse Automation & IoT

Modern-day networks support robots, voice-picking order systems, and driverless forklifts, promoting simplified processes, costs savings and improved outcomes.



Mobility Enabled Staff

Wi-Fi-enabled tablets, scanners, and Bluetooth headsets enable associates to find the perfect item, quickly answer questions, check inventory and even process and place orders without leaving the customer's side.



Innovative Delivery Services

Q-commerce (quick commerce), and the mergence of online options and physical store presence, are offering new opportunities to engage with customers and provide solutions that save money.

50%

of retailers have sought to provide customers with automated, instantaneous calculations of their shopping cart's price¹

45%

of retailers are experimenting with dynamic pricing based on real-time data around footfall and sales volumes¹

68%

of security teams lack visibility and control into all the activity of every user and device (i.e. mobile, BYOD, IoT) connected to their IT infrastructure²





The way forward: Solutions to resolve your biggest worries

Are these your biggest IT worries?

- Network performance is inconsistent or unreliable
- Connectivity issues are occurring without being able to identify where or when
- Visibility into security risks is limited with an attack surface growing
- Digital initiatives by LoB is happening faster than IT can help
- Limited staff struggle to keep up and be efficient
- Managing a distributed organization with numerous sites and tens of thousands of devices is difficult to scale
- Making IT hardware and software decisions today that support the business for the future, when requirements and resources will likely change
- Budget restraints and future cost uncertainties

Solutions for a worry-free network



1 Cloud-native unified network management with AI capabilities for simplicity, agility, visibility, scalability and cost-savings



2 High-performance WLAN for seamless connectivity, reliability, increased capacity, and support of IoT and digital transformation



3 Purpose-built cloud, mobile, and IoT switching, with intuitive management tools and built-in analytics that cuts complexity and reduces troubleshooting



4 Policy-driven security for users and devices, with simpler visibility, control, and dynamic segmentation of traffic



5 Flexible consumption and management of network infrastructure, combining all required hardware, software, and services into a single monthly subscription



Aruba ESP (Edge Services Platform)

Connectivity, security, and AIOps convert data into business outcomes

Aruba ESP provides a network foundation retailers can trust to enable business recovery initiatives and digital transformation projects. This edge-to-cloud platform, providing connectivity, WAN, security, and management solutions, give IT the ability to be agile and scale with speed, keeping up with a fast-paced and demanding retail business. Let's explore some of the key components of Aruba ESP.

Aruba Central unifies network operations across all domains and locations and includes AI-Powered features that help identify issues before they impact business.

WLAN and switching that offer high-performing and secure connectivity.

Policy-driven security, applying principles of zero trust to increase protection levels while simplifying operations

As-a-service flexible consumption model offering network infrastructure hardware, software, management and licensing components.

ARUBA ESP IS THE INDUSTRY'S FIRST AI-POWERED, CLOUD-NATIVE PLATFORM TO AUTOMATE, UNIFY, AND PROTECT THE EDGE.





SOLUTION #1 Add Aruba Central Cloud-native unified network management

Aruba's cloud managed platform can kickstart digital transformation journeys across your entire organization giving you the agility and scalability you need to compete and thrive.

Maintain visibility and control over all vital network services from store to corporate office to warehouse to home worker, even when your IT staff are working from home.

Flexible deployment for temporary drive-thru or pop-up stores and then scale back as needed.

Ensure best associate and customer experiences leveraging AI insights that identify Wi-Fi usage/roaming issues, coverage gaps, DHCP or DNS problems, or passer-by utilization of the network. Deliver recommendations for resolution to optimize network performance.

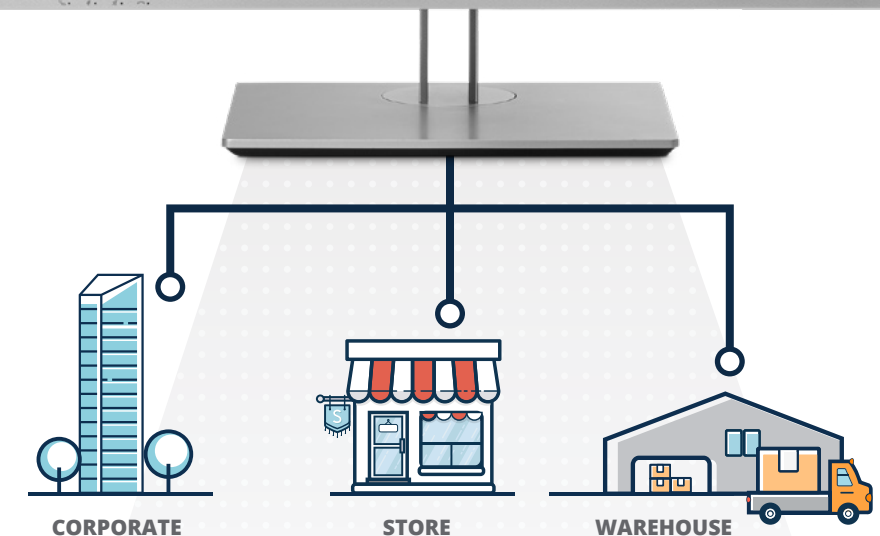
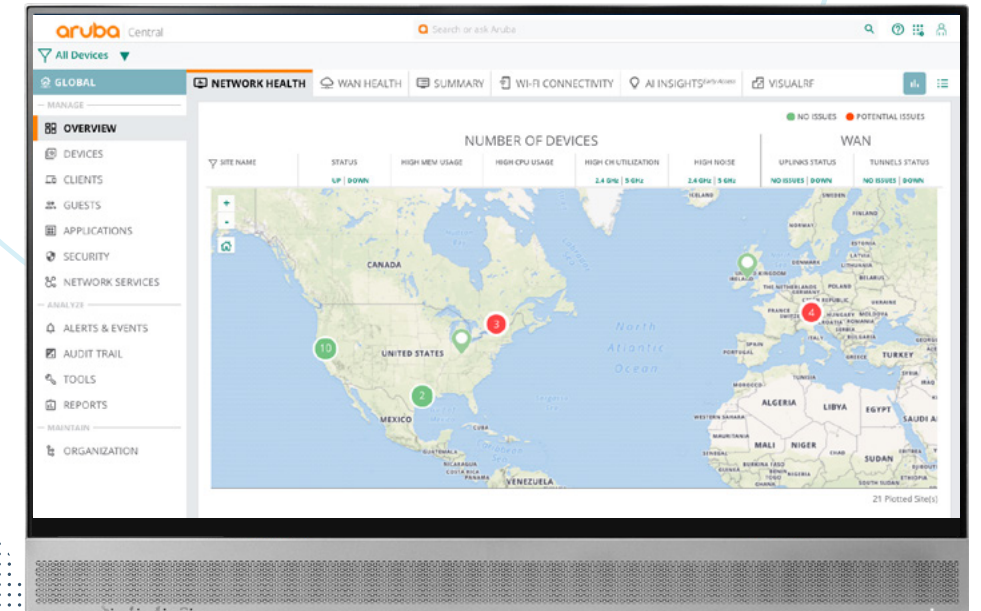
Simply bring up new infrastructure, IoT, and services, including at locations without any trained IT staff.

Move quickly to execute digital initiatives (cameras, temperature sensors, scanners, people counters, etc.) with a zero-trust security approach.

Integrate with best-of-bread software, service, and IoT providers using APIs and webhooks, enabling digital transformation and business initiatives most important to the organization.

ARUBA CENTRAL IS A SINGLE PANE OF GLASS ACROSS YOUR ENTIRE NETWORK, ENABLING MANAGEMENT OF WLAN, SWITCHING, SD-WAN, AND VPN SERVICES USING CLOUD, ON-PREMISES, OR AS-A-SERVICE OPTIONS

ARUBA CENTRAL A single pane of glass network management solution



Suggestion: If you are not planning to upgrade your APs or switches, as long as they can be managed by Central, move your management plane now.



SOLUTION #2

High-performance WLAN

Wi-Fi access points for seamless connectivity

Aruba WLAN solutions offer performance that is essential in retail, where customers can shift loyalty for a poor experience. With wireless device numbers increasing, more capacity and additional spectrum is needed. Always-on digital experiences should be the norm – for associates, operations, and customer engagement.

Roaming and application performance are automatically prioritized delivering best experiences for associates, operations, and customer connections.

No downtime means no impact to factory or store processes. Live upgrades and seamless failovers ensure minimal impact to operations or customer service.

Automate Wi-Fi connectivity for customers to gain powerful insights such knowing where shoppers are in a store or what competitor websites are being viewed.

Secure digital transformation and IoT projects from the time of device connection. Keep customer, IoT, and corporate traffic separate with dynamic segmentation and role-based policies.

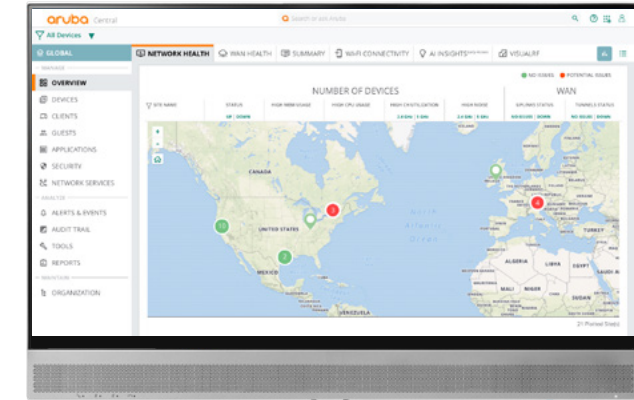
Enable smart spaces, touch-free experiences, better inventory tracking, sensor-based data, and other technologies with integrated BLE, Zigbee and a USB port for custom protocols.

Consistent and right-sized wireless for all environments including stores, warehouses, corporate offices, outdoor spaces, and home-based employees

★ ★ ★
INDOOR AND OUTDOOR WI-FI 6 AND WI-FI 6E ACCESS POINTS OFFER HIGH-PERFORMING AND SECURE CONNECTIVITY, WITH CERTIFICATION AND INTEROPERABILITY WITH PREVIOUS GENERATIONS OF WI-FI AND IOT DEVICES.
 ★ ★ ★

ARUBA CENTRAL

Manages the WLAN network



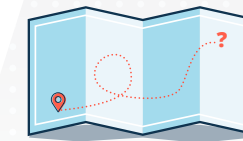
Indoor AP 635



Roaming friendly and always-on



Outdoor AP 575



Location Aware



Outdoor services



Ready for mobility and IoT use cases



SOLUTION #3

Enterprise network switching

Performance and intelligence for the access layer of your network

Retail relies on creating mobile experiences, improving store, warehouse, and factory operations with IoT, and is dependent on cloud applications. ArubaOS-CX switches are purpose built for cloud, mobility, and IoT.

Prioritize connectivity AND security. With credit-card data a high target for hackers, AOS-CX switches are an integral component of **dynamic segmentation**, providing secure, automated, role-based access for users and IoT devices.

Ensure high availability so that customer service can remain the #1 priority. Upgrades and updates are easily enabled, reversed, and changed without impacting the network or shoppers, associates, warehouse workers or store managers who rely on it.

Innovate faster with simplified and consistent end-to-end operations across store, campus locations, and data centers with a singled cloud-native operating system.

Reduce configuration time and accelerate troubleshooting through smart automation and built-in analytics. Aruba NAE and NetEdit uniquely delivers visibility with distributed analytics, helping with issue prevention and resolution.

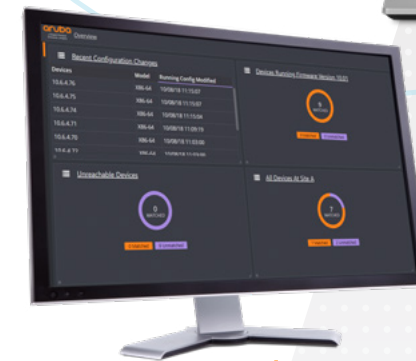
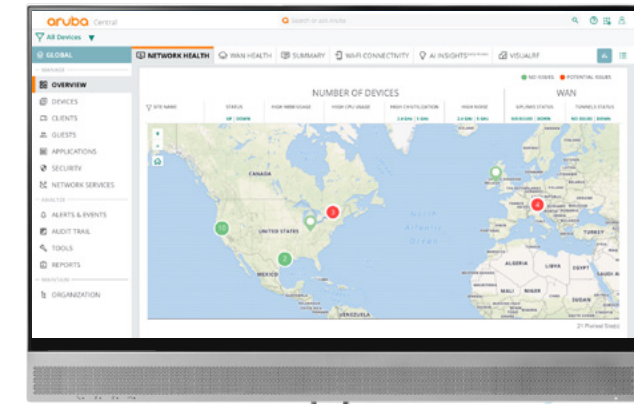
Deploy and unify all network operations across wired, wireless, and WAN with flexibility for various deployment models for smaller stores or larger warehouses.

Do more than switching — power IoT devices, and find a range of performance, port counts, and modular flexibility to support all your deployments.

ARUBAOS-CX OFFERS INTUITIVE MANAGEMENT TOOLS AND BUILT-IN ANALYTICS THAT CUTS COMPLEXITY FOR IT, REDUCES TIME SPENT TROUBLESHOOTING, AND CREATES THE FOUNDATION FOR NEW TECHNOLOGIES & FUTURE BUSINESS NEEDS.

ARUBA CENTRAL

Manages the Wired network



NetEdit



Aruba CX Switching



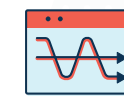
Automation to improve efficiency



Ensure high availability so that customer service can remain the #1 priority



Zero trust security



A single OS for simplicity



Faster Troubleshooting



SOLUTION #4 Adopt ClearPass, Gateways, and EdgeConnect for SASE

Full visibility, control, and enforcement from campus to home to cloud

Distributed locations, technology driven uses cases, and cloud applications are elevating security concerns for retailers. Aruba security solutions empower IT with the same controls applied to campus, store, or home workers for wired and wireless connections, extending security policies across the WAN.

Set and automate policies for new wired and wireless technology (point-of-sale systems, kiosks, temperature sensors, sales associates' tablets, etc.) quickly. Aruba ClearPass simplifies access for authorized users as they come on the network.

Keep payment data, corporate data, and IoT data separate. Security breaches can ruin a brand, impact revenue, and cause other immeasurable damages. Be assured that the access to the network is secure using role-based policies and dynamic segmentation.

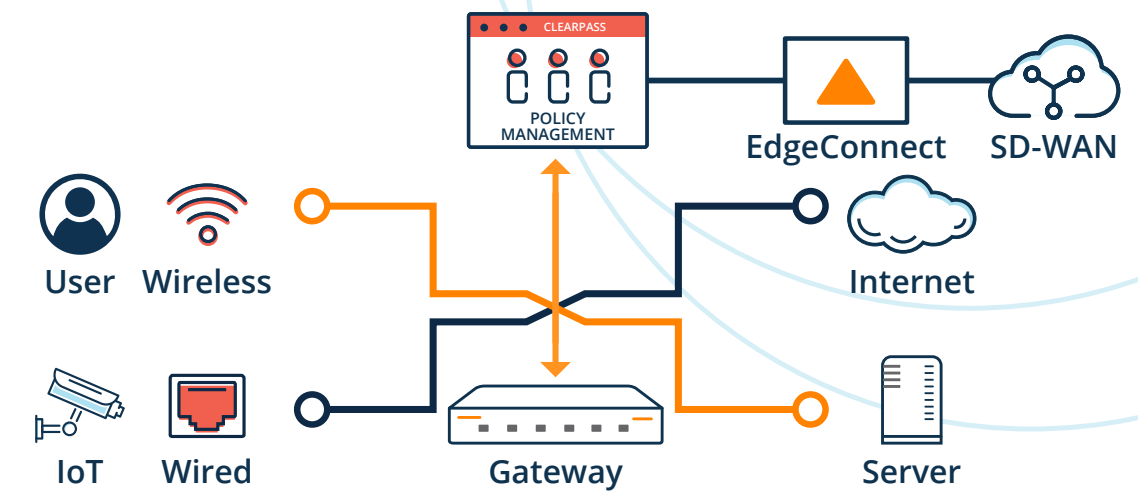
Ensure the same security policies across your distributed footprint. Users are mobile and digital tools are often replicated across many stores. IT requires consistency in management, no matter how or where connectivity takes place.

Implement new IoT use cases faster and consistently. Security policy consistency means responding to the business quickly with less worry about security breaches and better user experiences, operational efficiencies, and outcomes.

Make secure mobility easy for your staff and customers. Users of the network can expect the same flawless experience and security no matter their location or device they are using.

Simplify IT operations. Save time and eliminate VLAN sprawl by reducing configuration needed for SSIDs, ACLs, subnets, and wired ports.

Aruba offers complete visibility, authentication, policy-based access authorization, and attack detection and response. for the modern enterprise by assuming that all users, devices, servers, and network segments are inherently insecure and potentially hostile.





SOLUTION #5 Embrace NaaS

A new retail network consumption model

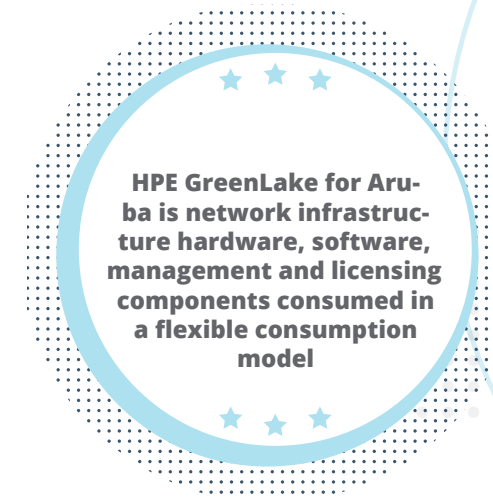
HPE GreenLake for Aruba enables retailers to be more agile and dynamic, quickly adopting next-gen networking for revenue-enhancing and cost-reducing outcomes.

Focus on better customer experiences and enabling new technologies. NaaS helps retailers to efficiently implement digital initiatives with enhanced security protocols and automation.

Improve investments and time management as part of your network infrastructure strategy. Enable staff to free up time to focus on business-enabling tasks, instead of day-to-day management of the network.

Protect business operations and security by staying on top of network access that supports digital-native, mobility-focused, cloud-centric applications and services.

Be flexible and scale when needed with a network that is flexible, both financially and operationally.



Single monthly payment

Secure equipment recycle & upcycle

- Access to new technology
- Sustainability

Financial flexibility

- Sale & leaseback options
- Flexible procurement models

Superior system optimization and monitoring

- Automated analysis & system optimization Custom services

HPE GreenLake for Aruba

	
Hardware & Software	Foundation Care Support
	
Customer Experience Management	Intelligent Operations (optional)





Starting Points and Destinations – The Journey

There is no single way to adopt Aruba solutions. **If you are new to Aruba**, let us help you identify your top priorities and start you on your Aruba journey. **If you are an existing customer of Aruba**, there are options too! Review the next few slides to understand possible adoption journeys and let us work with you to build a plan that makes the most sense for your unique situation.

Starting Points

Existing Customers

Aruba Central / IAP8

AOS6 / AOS8

AOS-S / AOS-CX

AirWave

ClearPass Policy Manager

New Customers

Various starting points

Multiple Destinations

Cloud

Hybrid

On-Prem

Hybrid-to-Cloud



Existing Customer – Where will your journey take you?

Cloud Destination

Aruba Central / IAP6 / IAP8

STEPS

- 1 Continue with Aruba Central
- 2 Upgrade to IAP8 and Wi-Fi 6
- 3 Upgrade to AOS10 and add gateways

Migrate APs today, and upgrade to AOS10 as early as 1H2022

AOS-S / AOS-CX

STEPS

- 1 Add on Aruba Central and/or NetEdit
- 2 Upgrade to Aruba CX
- 3 Add on gateways for DSeg or SD-WAN

Upgrade to CX switches today and add Central for more value

On-Premise Destination

AOS6 / AOS8, AirWave

STEPS

- 1 Evaluate COP, or migrate AW to COP
- 2 Upgrade to AOS8 with Mobility Conductors
- 3 Use controllers for wired/ wireless DSeg

Upgrade to AOS8 and evaluate Central (On-Premises)

AOS-S / AOS-CX

STEPS

- 1 Add Aruba Central (on-premises) and/or NetEdit
- 2 Upgrade to Aruba CX
- 3 Enable DSeg with CPPM and Controllers

Upgrade to Aruba CX and add Central (On-Premises)

Hybrid Destination

AOS6 / AOS8, AirWave and CPPM (On-premise)

STEPS

- 1 Move from AirWave to Aruba Central (on-prem/cloud)
- 2 Upgrade to AOS8 and Wi-Fi 6
- 3 Upgrade to AOS10 and Gateways

Deploy management, upgrade hardware, and add cloud-based services

AOS-S / AOS-CX (On-premise)

STEPS

- 1 Add on Aruba Central (on-premises)
- 2 Upgrade to CX and/or add NetEdit
- 3 Add on gateways for DSeg or SD-WAN

Deploy management, upgrade hardware, and add cloud-based services

AOS6 / AOS8, AirWave and CPPM (Cloud)

STEPS

- 1 Add IAPs + Central for branch sites
- 2 Evaluate COP and upgrade to AOS8
- 3 Upgrade to AOS10 for campus and branch

Migrate APs today, and upgrade to AOS10 as early as 2H2022



Why retailers chose Aruba

Aruba can help you meet shopper, associate, and operational demands while addressing competitive pressures with leading-edge technology. Discover why businesses like yours look to Aruba for smarter, more flexible networks.



"We had an event recently, aimed at young people, with **2500 users** in the main square. Almost everyone was online, and many were posting videos to social media. **The network never missed a beat.**"

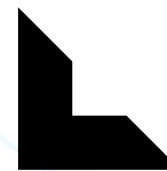
Lukas Aumair, Managing Director



"We're excited about the opportunities our flexible and scalable SD-Branch solution gives us to grow our retail presence internationally and **make every customer feel special.**" *Steward Ebrat, CIO*



"The Aruba solution can be **managed centrally**, it is cloud-first and quick to roll-out. There was minimum risk to the project. The quality of the **Aruba architecture is excellent.**" *Laurent Briffaud, Head of IT*



Through the **AI-Insights dashboard**, the team can monitor connectivity heatmaps and other information which then **allows extraction of insight on the habits and behavior of more than 10,000 people per site every week.**



With its Aruba network in place, Weis has not only **reduced costs and improved efficiencies**, but has also **gained a competitive advantage** with customers — approximately 6,000 of whom connect to the in-store guest Wi-Fi daily.



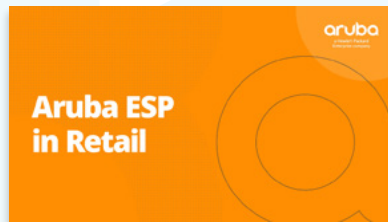
"The **cost savings per drop are probably anywhere from \$2,000-\$3,000.** We can save up to \$18,000 just in cabling costs for one line now that we have high-performing, reliable Wi-Fi." *Eric Spille, Manager of Technical Services*

Learn more about how Aruba has helped other organizations. Visit our **news releases** and our **case studies** pages.



Start your journey today!

Leverage the links below to learn more about Aruba solutions and the value they provide. Let us help you with your Aruba ESP journey!



Aruba ESP in Retail

Whether you are providing in-store shopping, curb-side pickup, or pop-up services, you can deliver the experiences that your customers expect.

[WATCH THE VIDEO](#)



Smart Digital Retail: Deliver digital and IoT innovation that matters

Deliver a competitive edge that will help enhance shopper and staff experiences, improve operational efficiencies, and drive revenue.

[CLICK HERE FOR ASSET](#)



Designing Hyper-aware Retail Facilities

Leverage secure infrastructure and partner solutions for digital transformation in retail.

[DOWNLOAD THE WHITEPAPER](#)



Edge-to-Cloud Security in Retail

Learn about Aruba solutions (zero trust, Dynamic Segmentation, role-based access, and SASE) that help with campus to cloud security in retail.

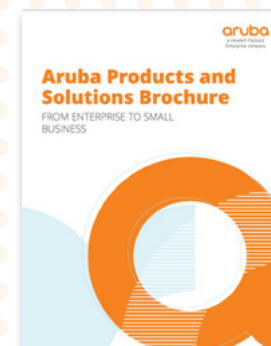
[DOWNLOAD THE AT-A-GLANCE](#)



Solving Passerby Performance Problems in Retail

Network performance issues can be caused by people (and their mobile devices) who are inadvertently connecting to your wireless network.

[DOWNLOAD THE AT-A-GLANCE](#)



Aruba Products and Solutions

Learn about Aruba's portfolio, including Aruba Central, access points, switches, Aruba ClearPass, and more.

[READ THE BROCHURE](#)



Thank You

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