

# Big connectivity for smaller retail spaces

The fast, secure, and reliable Wi-Fi solution



In the retail world of today, network connectivity and security play a more crucial role than ever. With a reliance on digital tools for point-of-sale (PoS) systems, payroll, inventory control, and guest Wi-Fi access, a reliable network is essential to grow and thrive. However, as vital as it may be to keep customers and staff happy and productive, low margins and a lack of technical expertise can leave many wanting for a better solution.

With Aruba Instant On, retailers get a cost-effective, easy-to-manage Wi-Fi solution purpose-built for the demands of their business. Delivering fast, secure, and reliable connectivity that supports the mobile, IoT, and security demands of today's busy commercial environments, it's an ideal solution for small boutiques, real estate, medical, and other smaller offices. Let's examine how Aruba delivers.

### SUPPORT FOR INNOVATIONS THAT GROW BUSINESS

To succeed in retail today, businesses need onsite innovation to get more people through the door. Forward-thinking retailers are looking at new ways of serving their customers by providing new shopping and delivery experiences like drive-through pick-up and pop-up locations. And to provide the experience shoppers expect, strong Wi-Fi is essential — inside, in the back-room, and in the warehouse.

With indoor access points built to handle high customer traffic and outdoor access points built to weather any storm, Aruba Instant On is up to the challenge. Aruba's Smart Mesh technology extends Wi-Fi coverage to every corner of your facility, ensuring connectivity for seamless communications when and where you need it most.



### CUSTOMER WI-FI CONNECTIVITY

Customers today expect access to your Wi-Fi as readily as a greeting at the door. You not only want to ensure coverage, but deliver it in a personalized and branded way that connects back to your brand identity, your website, and any offers or discounts you may be running. But while you want to provide access, you don't want to impede your own business use.

Aruba Instant On makes it easy to create a separate and secure Wi-Fi network for your guests to access. Using your own graphics and messaging, you can build a custom, password-protected log-in portal that allows you to personalize the customer experience. And with the mobile app, you can control traffic, bandwidth, and even access to sites you might not want to allow—with built-in security to keep sensitive business data secure.

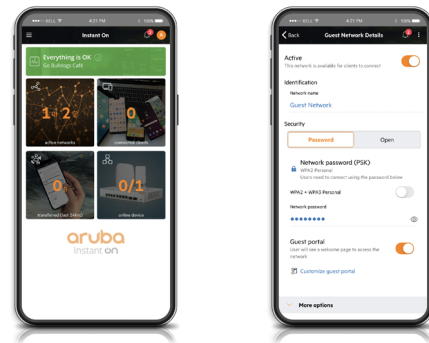


Figure 1: Aruba Instant On Mobile App

### MEET CUSTOMER AND STAFF DEMANDS

Retailers invest in smart technology like interactive digital signage, security cameras, and inventory systems because of the immediacy, control and customer experience benefits they offer. But is your network equipped to handle the additional bandwidth these smart devices require without impacting performance for your customers and employees?

Aruba Instant On has you covered with solutions that not only help you control usage and prioritize traffic, but add enough bandwidth for everyone to be happy and productive. Built-in security features protect your network from malware attacks, hackers, and unauthorized users. Along with visibility into all devices connected to your network, you get access control, gateways, and the ability to separate employees and guest networks. And with easy expansion solutions and seamless Wi-Fi extension capabilities, you can grow painlessly and securely.





**A PARTNER AND SOLUTION YOU CAN TRUST**

Keep customers and staff happy, productive, and secure. Get Aruba Instant On for a fast, robust and cost-effective solution that grows with your business.

Learn more by contacting your local Aruba salesperson or reseller today.

**DELIVER CUSTOMER SATISFACTION WITH ARUBA INSTANT ON SOLUTIONS**

**PRODUCTS**

- **AP11** — access point for corner-to-corner Wi-Fi
- **AP17** — outdoor access point for customers and staff
- **1830 / 1960 Switch** — expand bandwidth with room to grow and Power over Ethernet models that eliminate the need for other power sources

**BENEFITS**

- Extend quality Wi-Fi corner to corner, indoors and out
- Get a cost-effective solutions for smaller budgets
- Easily expand bandwidth capabilities with stackable switches
- Personalize customer experience with guest Wi-Fi portals
- Expand engagement and growth
- Protect from unauthorized access and malicious attacks
- Separate guest and employee traffic
- Control and prioritize traffic
- See who and what is connected to your network
- Manage it all remotely with your mobile app





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