

## SOLUTION OVERVIEW

# MOBILE ENGAGEMENT

Venues come to life with location-aware mobile apps that provide indoor turn-by-turn navigation, contextual marketing, and a personalized guest experience.

## MOBILE ENGAGEMENT ACROSS ENTERPRISE WI-FI NETWORKS

There are over a billion smartphones in the world today, which enable users to access the web wherever they happen to be – retail stores, hospitals, resort hotels, airports, stadiums and convention centers.

The impact of anywhere, anytime access to the Internet can have a considerable and lucrative impact on indoor enterprise venues. In fact, the U.S. Environmental Protection Agency estimates that we spend 90% of our time indoors.

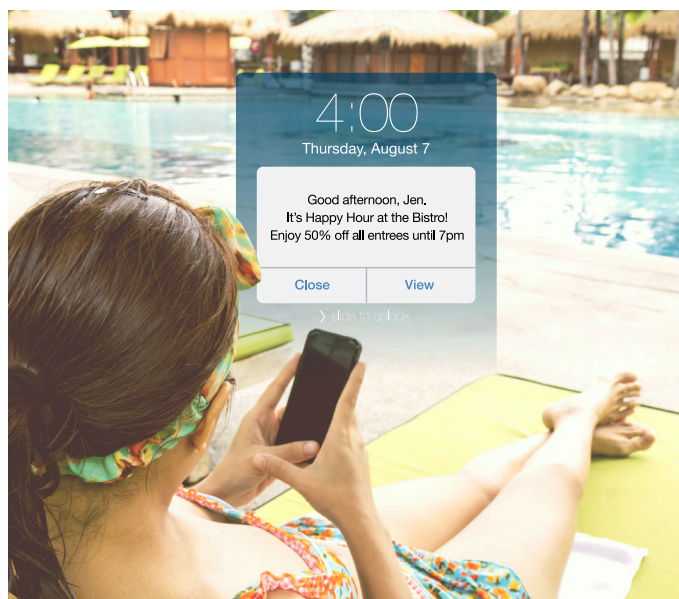
Inspired by these technology-enabled consumers, public venues are offering mobile apps to engage with customers. However, these efforts do not often produce a return on investment because they're simply mobile-friendly versions of an enterprise web site.

The first wave of enterprise mobile apps generally failed to take advantage of technologies that personalized the experience of consumers based on who and where they are. And when they did take advantage of location, they ceded control of their data to third-party vendors.

Your next-generation mobility efforts require apps that personalize the consumer experience based on identity and location. It's essential to offer an omni-channel experience that engages them in a contextually relevant manner – from home to the public enterprise venue.

## THE COMPLETE MOBILE ENGAGEMENT SOLUTION

Unlike a hardware only approach, the Aruba, a Hewlett Packard Enterprise company, approach is comprehensive. The Mobile Engagement Solution integrates best in class, enterprise-grade, location-ready Wi-Fi with Aruba Location Services. The cloud-based solution is part of the Mobile First platform that's quick and easy to deploy.



**Mobile Engagement enables venue owners to bridge the physical and digital worlds by providing personalized, location aware experiences.**

- **Aruba gigabit Wi-Fi** – controller-managed and controllerless wireless LANs and high-performance location-ready access points – connect many thousands of devices and apps to create a memorable user experience.
- **ClearPass Guest** securely connects visitors to Wi-Fi with a custom-branded device onboarding portal that offers targeted in-browser branding and advertising and encourages mobile app downloads.
- **Aruba's Meridian mobile app platform** enables venues to quickly and easily create mobile apps or improve existing apps with features such as turn-by-turn directions within venues.
- **Aruba Location Services** powered by Aruba Beacons integrate with the Meridian mobile app platform to enhance the visitor experience with location-aware features like a blue dot on an indoor map and relevant push notifications based on a user's real-time location.
- **Centralized Management Tools** allow venues to easily scale Aruba Beacon deployments across multiple venues. Mobile app content as well as Aruba Beacon hardware settings (power-levels, battery life, campaigns, etc.) can all be remotely managed within Meridian.

The Aruba Mobile Engagement Solution leverages user, location, device and other contextual data to engage guests in a more meaningful way. This enables enterprise venues to deliver compelling, personalized information to their mobile devices while protecting their privacy.

Visitors who connect to a venue's Wi-Fi can specify their preferences so enterprise businesses know how they want to be engaged. And when they download a venue's custom-branded Meridian mobile app, they can opt-in to get personalized, location-relevant push notifications.

### Reliable guest Wi-Fi that's always on

Aruba's answer to the mobile engagement challenge starts with an ultra-fast, scalable location-ready Wi-Fi infrastructure and ClearPass Guest capabilities, which securely connect visitors to the network via a browser-based portal.

The Wi-Fi network remembers opted-in guests during future visits, and the one-time registration process provides context around each user's unique identity, what devices they use, and their specific interests.

Using this information, the ClearPass Guest portal can display pertinent in-browser ads and encourage visitors to stay connected by downloading the venue's custom-branded Meridian-powered mobile app from Google Play or the Apple App Store.



*figure 1.0\_102114\_mobileengagement-soa*

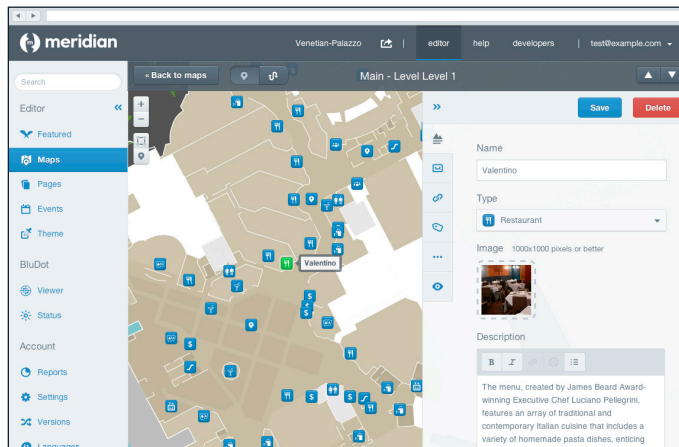
**ClearPass Guest lets visitors easily connect to the Wi-Fi and displays targeted browser-based communications.**

## Meridian content management

In addition to delivering the back-end technology for guest mobile engagement, the Meridian platform includes the Meridian Editor content management system, which gives venues a quick and simple way to create and improve their own customized mobile apps.

A highly visual, cloud-based content management system, the Meridian Editor makes it easy to enter location-specific information like places of interest on a map, directions, onsite events, and services. This content encourages mobile-app users to explore and discover the venue.

With the Meridian Editor, enterprise venues can dramatically reduce the time and effort it takes to develop and maintain engaging, world-class apps for their guest's mobile devices.



The Meridian Editor's intuitive content management system lets venues create customized site maps where they can add their own points of interest.

## Aruba Location Services powered by Aruba Beacons

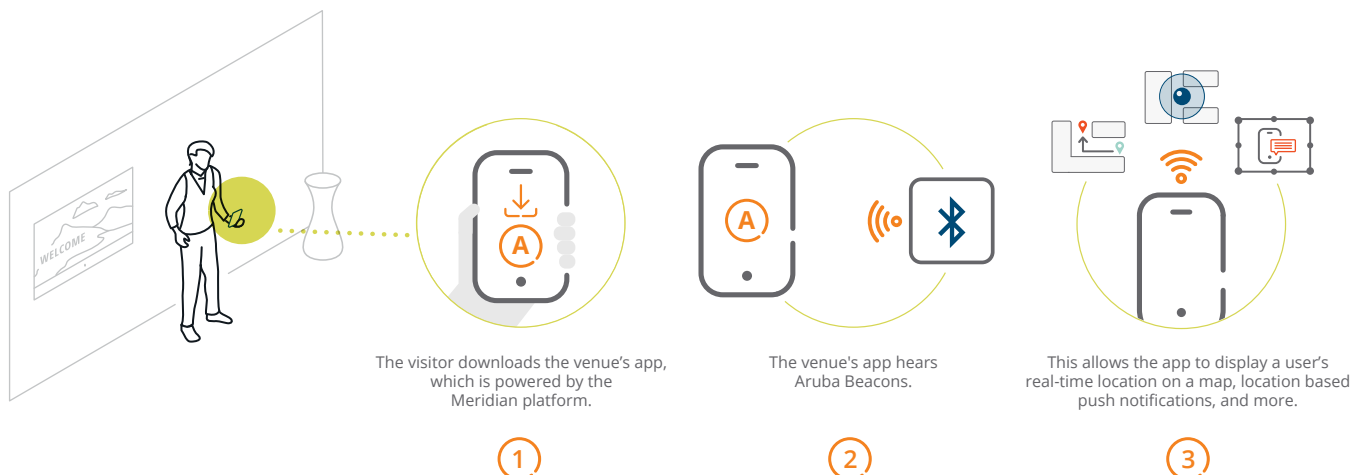
Aruba Beacons identify a visitor's location at a venue and work with Meridian-powered mobile apps to deliver many location-aware services to guest mobile devices, including:

- A blue dot that shows their location on a map of your venue.
- Turn-by-turn directions to nearby amenities on your property.
- Push notifications with relevant content based on personal preferences.

Multiple professional sports stadiums use Aruba Beacons to integrate location services into their customized mobile app so fans can get turn-by-turn directions to the nearest concessions, their seats and other places of interest.



In addition to Aruba Beacons integrated into location-ready Wi-Fi Aruba Access Points, Aruba Beacons are available in battery and USB powered versions for indoor location-based services.



## Conclusion

The Aruba Mobile Engagement solution enables new location-aware services and personalizes the visitor experience by leveraging contextual data from Aruba – ClearPass Guest, Wi-Fi and Aruba Location Services – with Meridian-powered mobile apps to engage customers in real-time.

ClearPass Guest makes it easy for visitors to securely connect to a venue's enterprise Wi-Fi network, while simultaneously delivering targeted communications and links to download a customized mobile app.

Best-in-class Aruba Wi-Fi and Aruba Location Services (powered by Aruba Beacons) allow businesses to deliver a wide range of location-aware mobile engagement features – including indoor wayfinding and proximity-based push notifications – to visitors who opt-in and download the Meridian mobile app.

With Aruba, businesses can leverage user, device, location, and other contextual data to engage visitors in relevant and meaningful ways, encourage brand loyalty, increase revenue, and create a memorable guest experience by offering more personalized services.