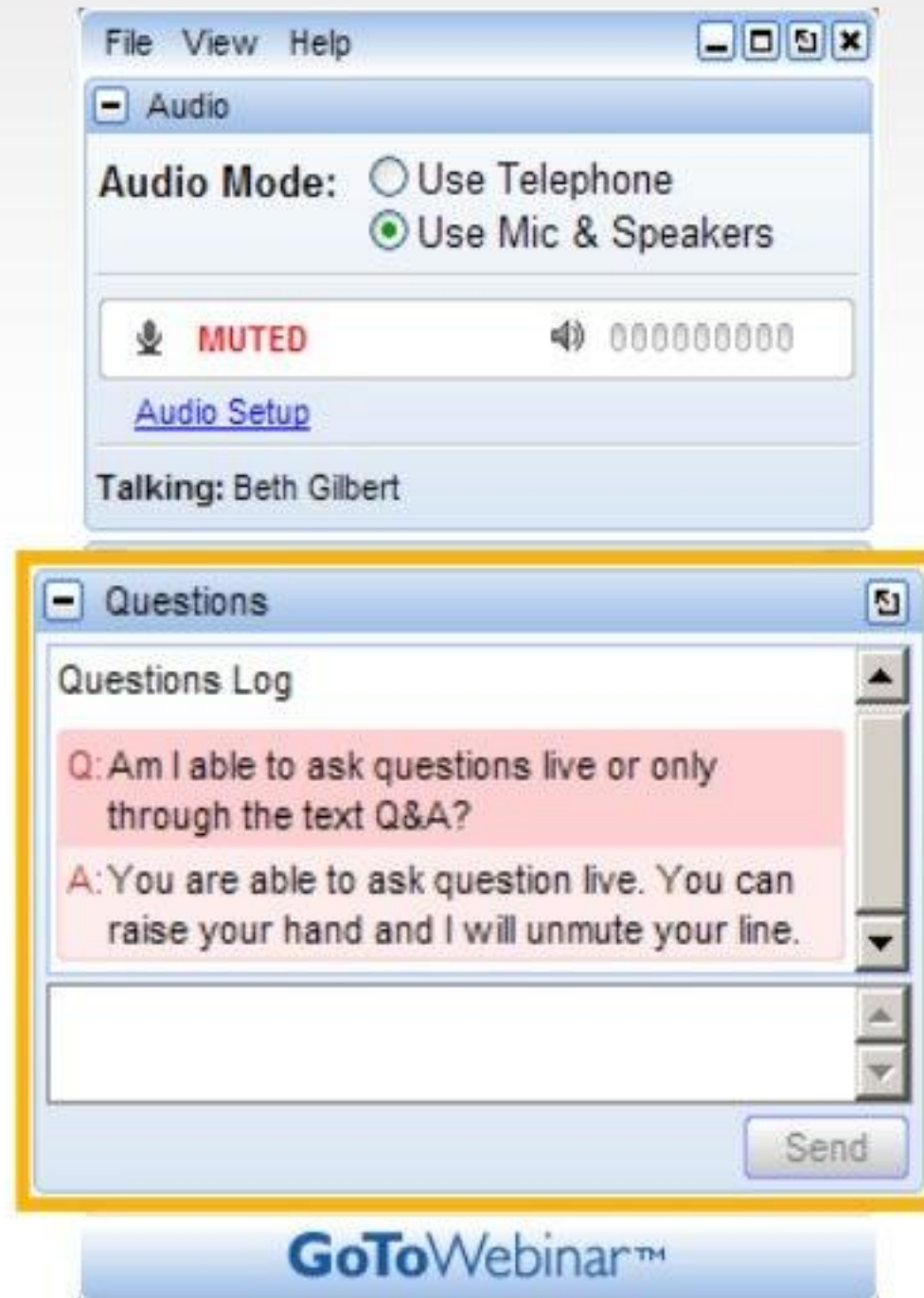


# Impact of Store Networks and WiFi on Customer Experience



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# Welcome Webinar Attendees



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# About Retail TouchPoints

- ✓ Launched in 2007
- ✓ Over 28,000 subscribers
- ✓ To provide executives with relevant, insightful content across a variety of digital medium



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# Panelists

MODERATOR



Debbie Hauss  
Editor-in-Chief  
**Retail TouchPoints**



Greg Buzek  
Founder & President  
**IHL Group**



Kevin McCauley  
Director of Retail Market  
Development  
**AirTight Networks**



Greg Griffiths  
Vice President of Product  
Alliances  
**EarthLink**

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**TouchPoints**

# Impact of Store Networks and WiFi on Customer Experience

Greg Buzek President



# Fundamental Change in Store Architecture

- POS being driven by Distributed Order Management
- One version of the truth
- Enabling Associate and Consumers via WiFi and Mobile
- Centralized Returns/Return Fraud
- Ship from Store and other Omni-Channel trends
- Beacons and Internet of Things

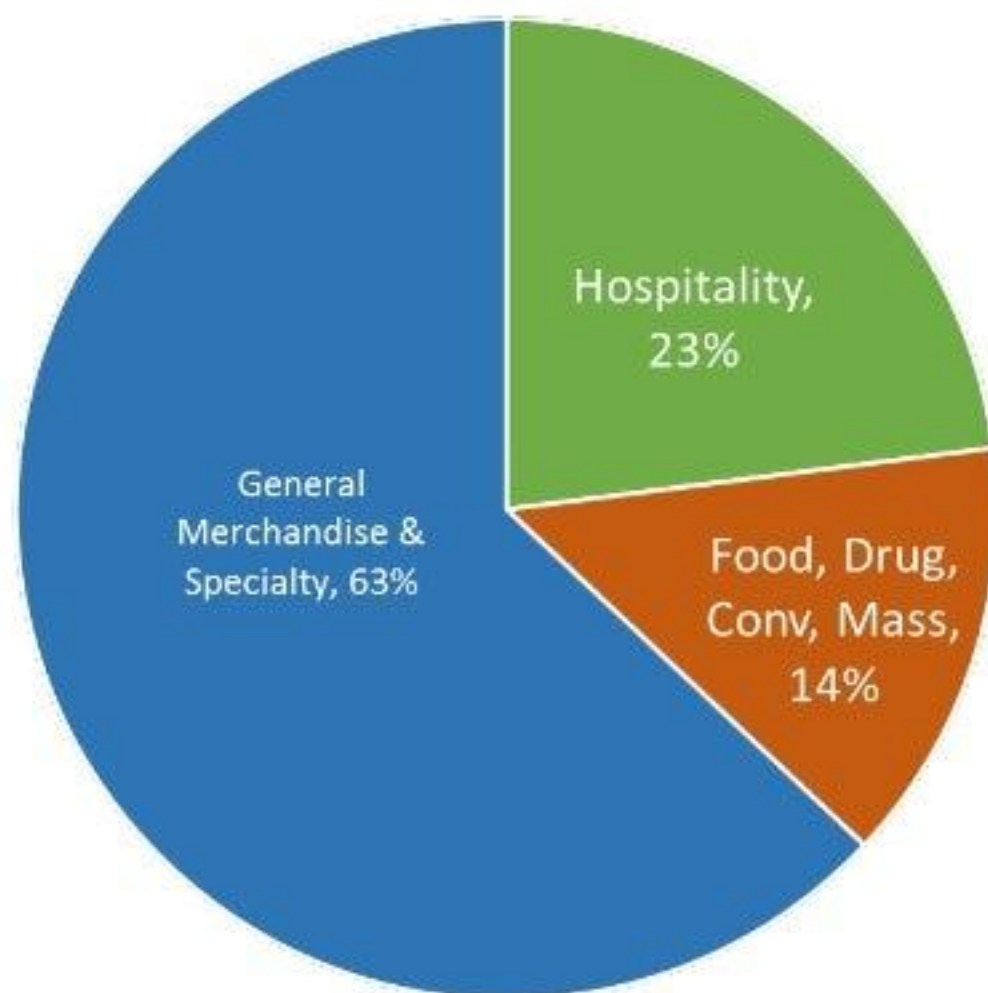


# Infrastructure Survey Results

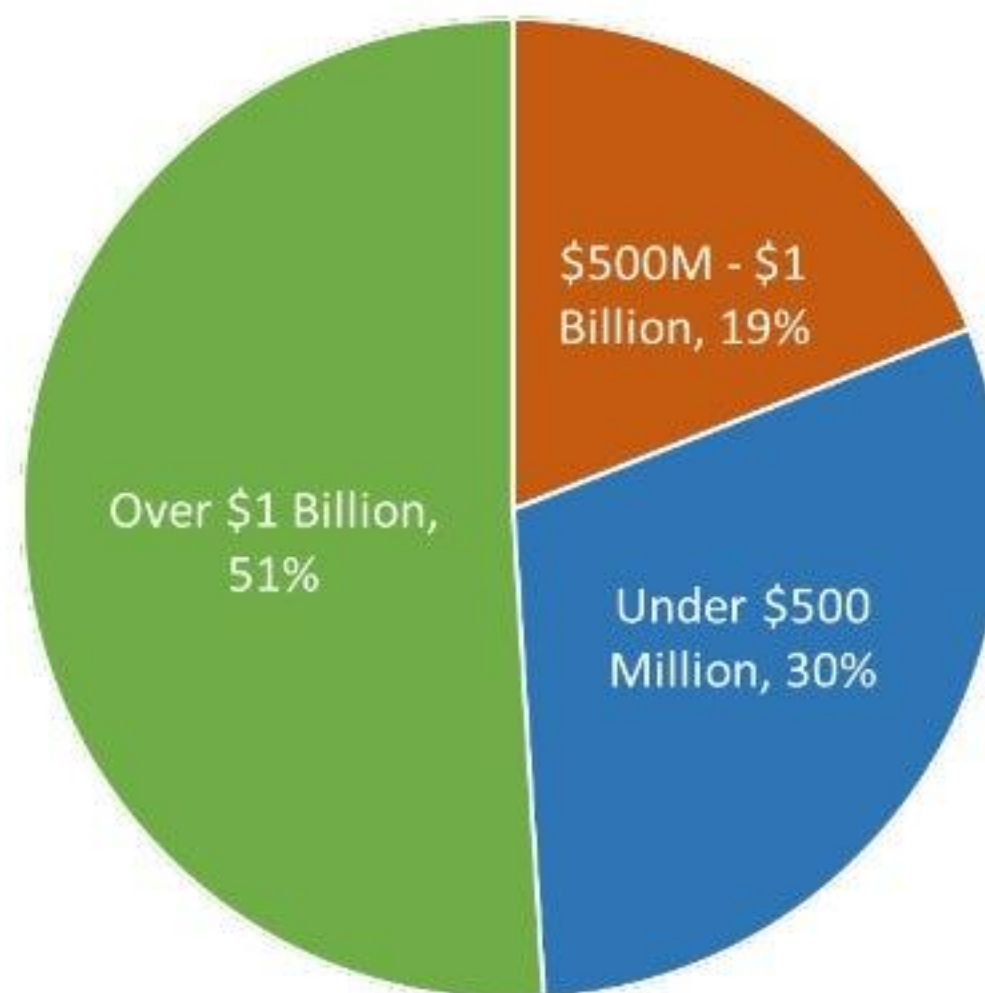


# Respondent Demographics

Respondents by segment



Respondents by revenue



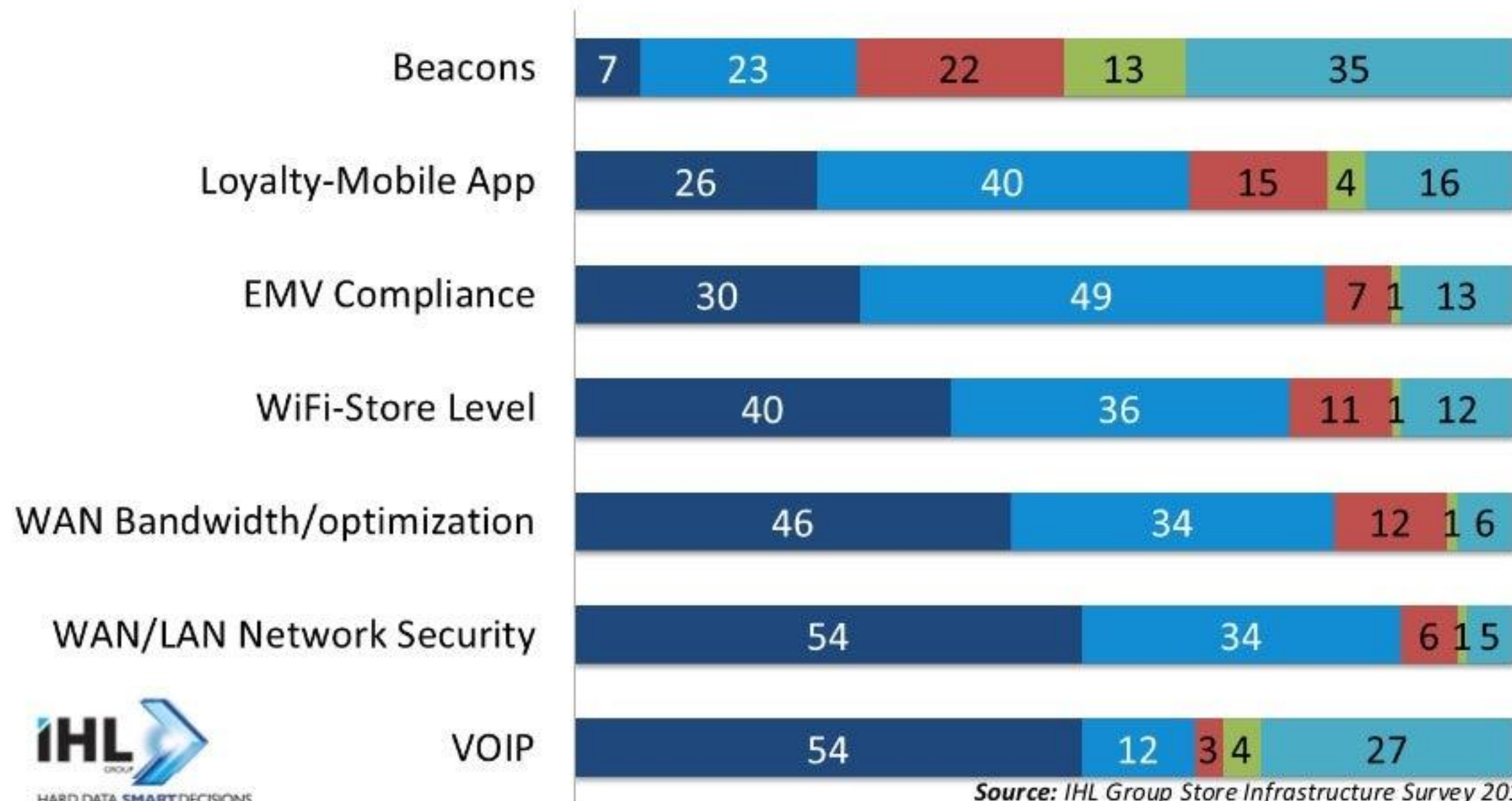
■ Hospitality ■ Food, Drug, Conv, Mass ■ General Merchandise & Specialty

■ \$500M - \$1 Billion, 19% ■ Under \$500 Million, 30% ■ Over \$1 Billion, 51%

# Status of Infrastructure Update %

## Store Infrastructure Technology Update Timeframe

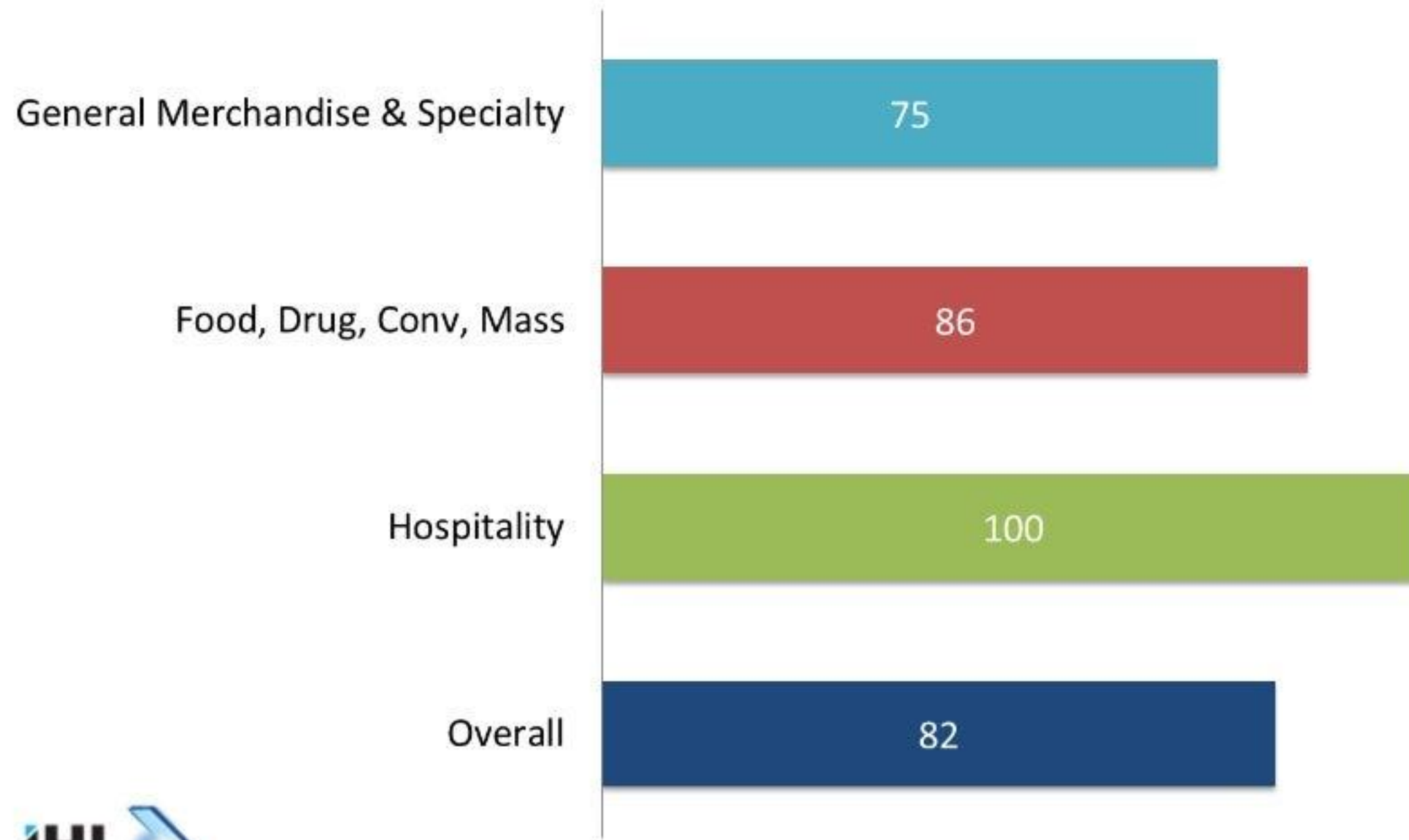
■ Currently Ready   ■ Within 12 Months   ■ 12-24 Months  
■ 24-36 Months   ■ No Plans



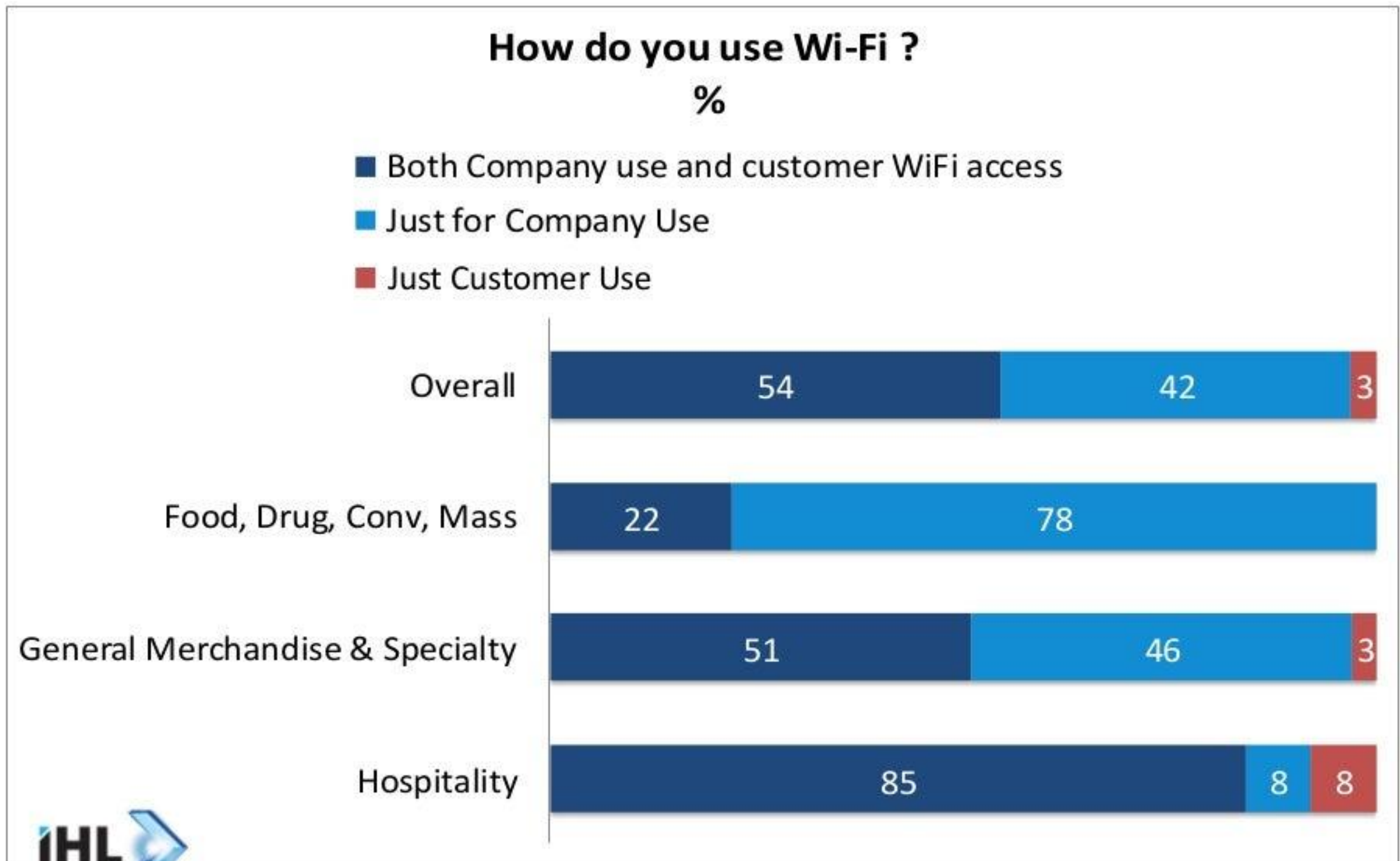
Source: IHL Group Store Infrastructure Survey 2015

# Who Has WiFi Installed

## % RESPONDENTS USING WIFI AT STORES



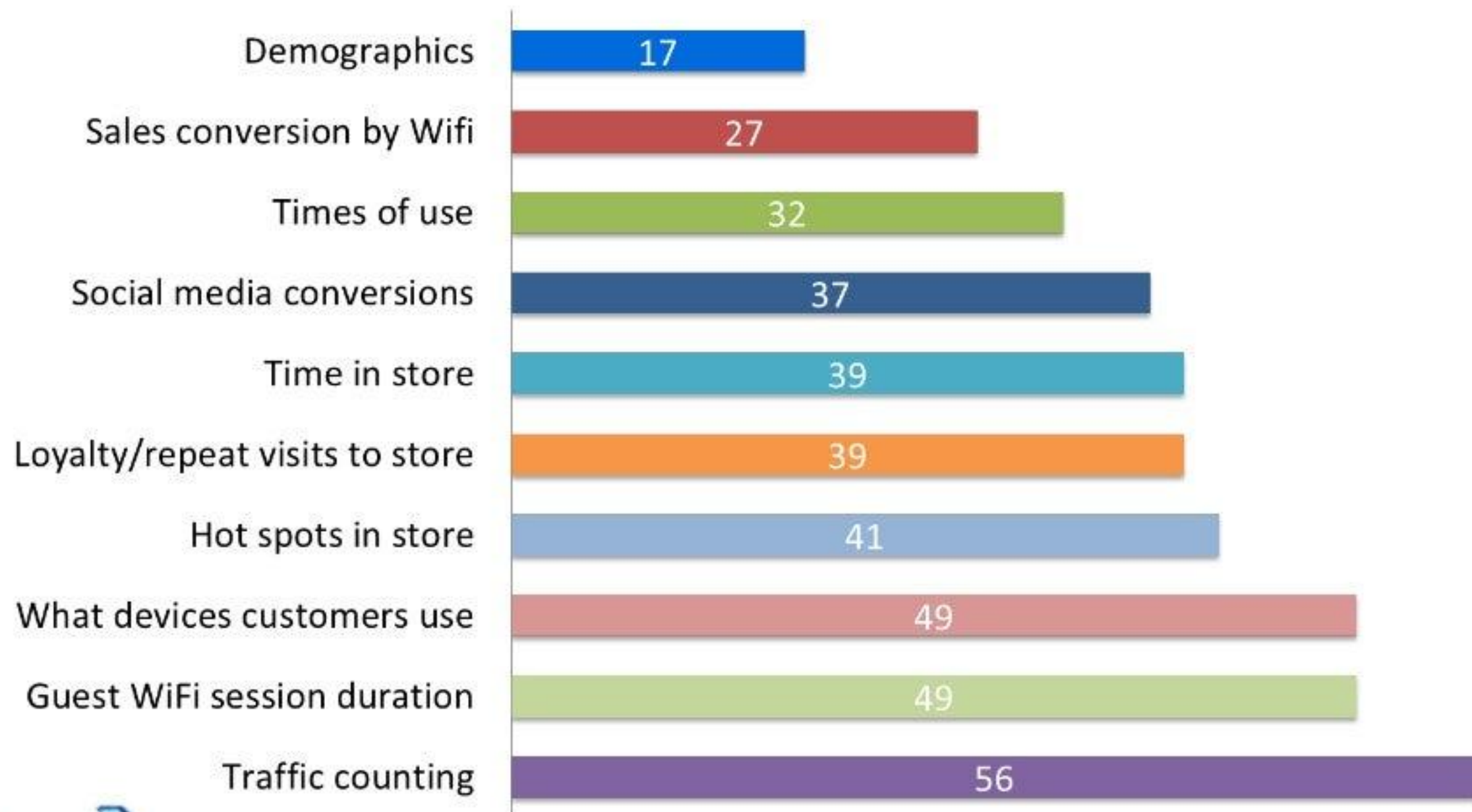
# In-Store Wi-Fi Use Strategy





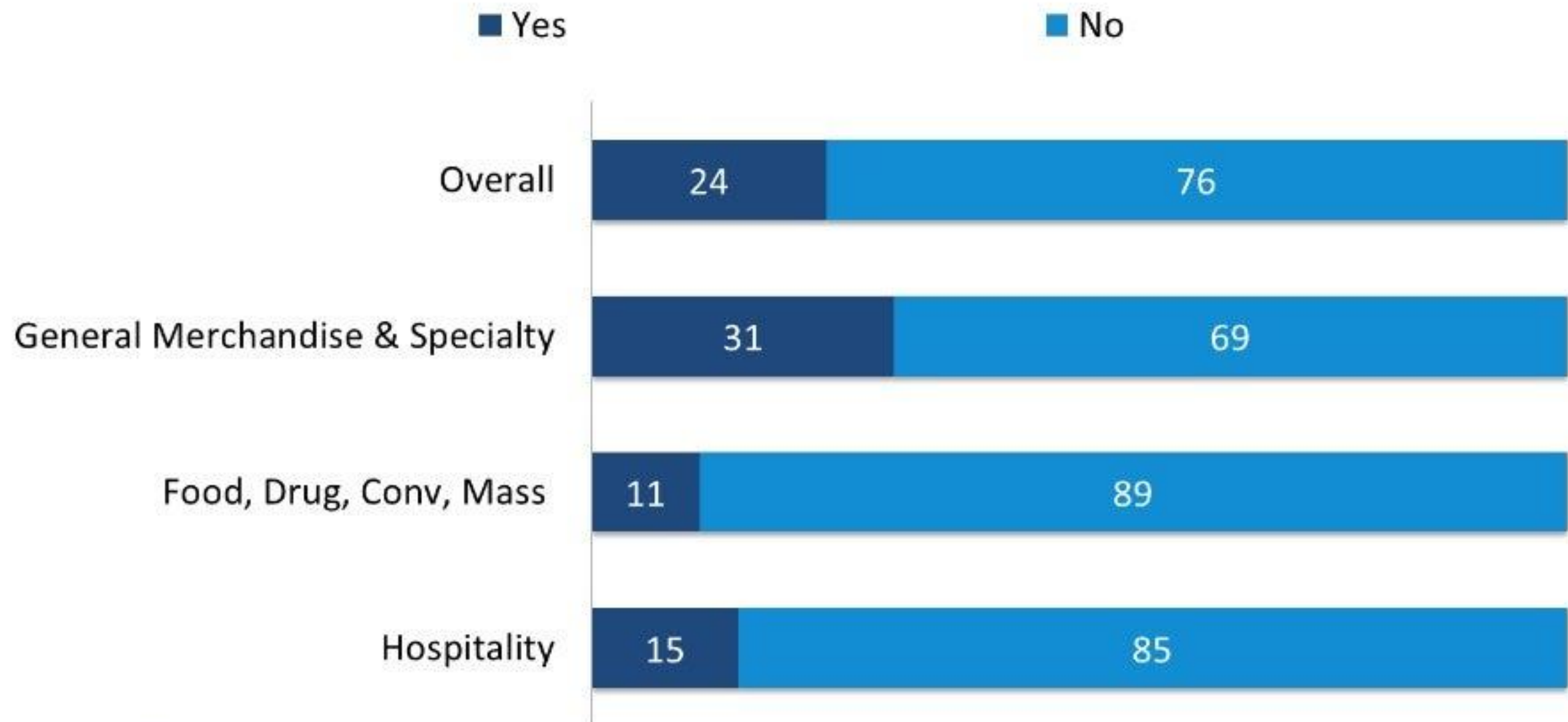
# Analytics Usage of In-Store Wi-Fi

## % RESPONDENTS USING WIFI AT STORES



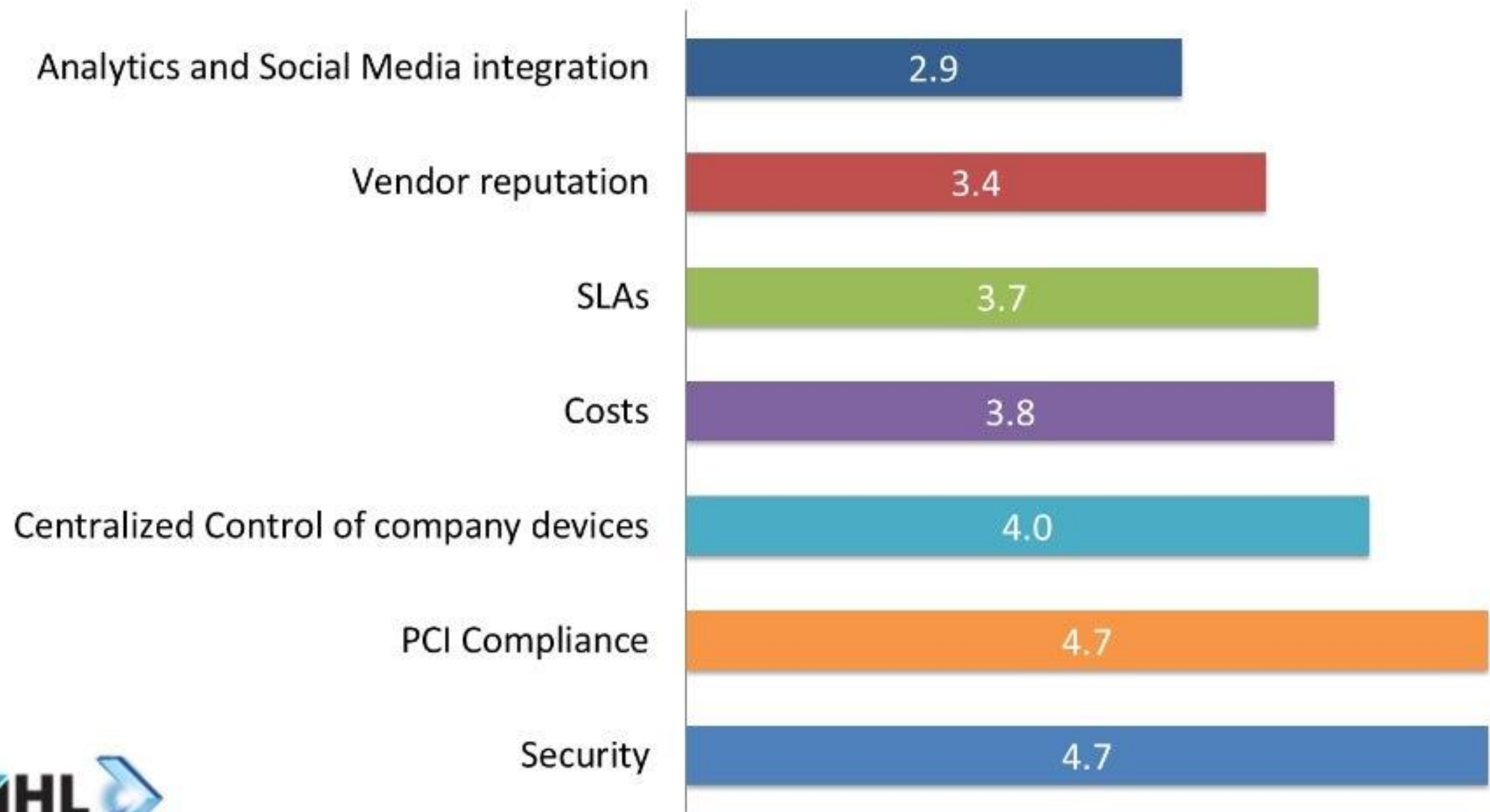
# Differentiated Use of In-Store Wi-Fi

Are you doing promotions to customers over Wi-Fi? %



# Wi-Fi Vendor Selection Criteria

## Top Criteria (1-5, 5 Critical)



# IT Spend on Data Security

	% of IT Budget is on Data Security	% Data Security taken up by PCI
Overall	14.1%	37.7%
Tier 1 (Over 1B)	13.8%	32.6%
Tier 2 (500m-1B)	13.3%	40.6%
Tier 3 (<500m)	15.1%	42.3%





# The BIG Dilemma

More Security or More Guest Access?

# Secure Guest Wi-Fi



# Secure Guest Wi-Fi

What can you learn from your customers?



# Secure Guest Wi-Fi

What can you learn from your customers?

## Engagement

Does this man need help?

Do you know his name?

Do you even know he's here?

