



ARUBA MOVE FOR RETAIL delivered by Integrated Technical Services

Aruba's Aruba's Mobile Virtual Enterprise (MOVE™) architecture delivers in-store mobile access to engage customers, a business imperative to drive top-line growth. MOVE uniquely consolidates network and security services required for Wi-Fi and wired access to RightSize store networks for mobility. Aruba's MOVE securely serves both staff- and customer-facing mobile devices, including smartphones, while protecting the store.

MOVE allows retailers to leverage increasing number of Wi-Fi devices and inherent Wi-Fi capabilities such as location awareness to:

- **Engage Customers:** with mobile application for both customer smartphones and customer-facing staff tablets/smartphones.
- **Optimize Operations:** by mobilizing inventory management workflows and rightsizing networks.
- **Manage Risk:** by leveraging the same network infrastructure for PCI compliance and video surveillance.

MOVE APPLICATIONS

- **Customer Mobile App:** Secure and scalable Wi-Fi access for customer smartphones with the ability to deliver personalized content and stock information.
- **Customer-facing Staff Mobile App:** Secure Wi-Fi access designed for tablet and smartphone use. Ideal for customer-facing staff needing access to customer profiles to process transactions.
- **PCI Compliance:** Secure Wi-Fi and wired access for customers and employees with ability to process credit card transactions while exceeding PCI v2.0 requirements.
- **Video Surveillance:** Secure and high capacity indoor/outdoor Wi-Fi and wired access for uninterrupted monitoring using wired or wireless video cameras to prevent theft and/or to implement location-aware marketing.
- **Inventory Management:** Secure Wi-Fi access and centralized mobile device management for ruggedized mobile device applications that update inventory, mark up/down prices, process shipping/receiving, etc.

- **Network Rightsizing:** Unified mobility-centric security, network and management services that eliminate several pieces of network and security equipment such as Ethernet switches, firewalls, video surveillance and location appliances via transition to Wi-Fi centric access.

MOVE COMPONENTS

Network Access On-Ramps:

- 802.11n Wi-Fi Access Points with near gigabit capacity
- Mobility Access Switch to provide PoE and unified wired + wireless
- Remote Access Points and Branch Controllers to extend corporate networks to remote locations, including secure WAN connections
- Instant Access Points that utilize a virtual controller to affordably add Wi-Fi as an overlay in existing remote site networks
- VIA, a smart VPN client to extend the same network and security policies on laptops/devices when on-the-road
- Outdoor Mesh routers that extend high-speed connectivity in hard-to-wire areas, for video surveillance as an example

Unified Mobility-Centric Security, Network and Management Services delivered through centralized Aruba's Mobility controllers and AirWave

DIFFERENTIATION

Wi-Fi Network that is Optimized for voice, high-definition video and secure multiple device communications;

- Only mobility network solution that can automatically provision and control access for associate and customer smartphones
- Unique role-based security to enable customer and staff access on a shared network, while exceeding PCI compliance requirements
- Self-optimizing wireless coverage that delivers 220% higher capacity than competing solutions - a necessity as staff and customer smartphones are supported on the same network



- Eliminates several pieces of equipment within the store such as separate firewall, Ethernet switches, video surveillance network and location appliances

ARUBA DELIVERS A RETAIL GRADE SOLUTION

- Virtual Controller Option for branch Wi-Fi
- Virtual Controller Option for branch Wi-Fi remote
- Support for high density of clients (Band Steering) and Air-Time Fairness
- Multimedia-Grade Wi-Fi to fingerprint and prioritize Facetime, MS Lync, MVS
- Unified Wired + Wi-Fi + Remote Policy Enforcement and Management band, channel, and airtime
- Integrated Spectrum Analysis across all APs
- Tablet and Smartphone Visibility
- Video-grade Mesh Routers
- Mobile Device Access Control
- Customer Registration Portal
- Reliable RF by load balancing clients across AP,
- Role-based Policy Enforcement

ARUBA'S RETAIL VALUE PROPOSITION

Aruba's MOVE architecture with integrated wired and wireless solutions help you consolidate various network devices and simplify your network in addition to lowering support and maintenance costs. With MOVE you can consolidate firewalls, AAA servers, NAC, Ethernet switches, VPN concentrators, location appliances and management applications into an integrated Aruba solution with unified security and access policies across wired, wireless, branch and VPN networks. Aruba can help you lower costs by supporting high quality wireless video over your store's network and easily extending it to outdoor locations.

A new class of mobile devices such as the iPad is the reason Aruba has enhanced its Wi-Fi offering with specific security and visibility for smartphones and tablets. Aruba's Mobile Device Access Control (MDAC) solution that comprises of a

high-speed WLAN, device registration and management systems allows IT to control smartphones and tablets. With this solution you can automate configuration, provide device-specific security roles and get a device inventory with minimal cost.

Aruba offers comprehensive integrated security including a role-based security and wireless intrusion detection/prevention that exceed PCI compliance requirements and Aruba has just introduced a line of wired switches that greatly simplify store networks by consolidating role-based security across wired and wireless networks. Aruba's unified wired wireless solution with built-in ICSA certified firewall provides multiple levels of risk management while Airwave management platform provides detailed reports to manage and track complex compliance needs.

Inditex/Zara - 4,780 locations in 77 countries, 802.11n AP-93s for employee iPads, customer access and PCI scanning.

Nordstrom - 190 locations, 20-50 AP-105s per store for customer guest access, and inventory management (Motorola 9090 Scanners). Replaced Cisco.

Sainsbury's - 900+ locations, 802.11n Wi-Fi for up to 400 self-shopping devices (Motorola MC17) and inventory management.

Petco - 1000+ stores, 802.11n AP-105s for PCI Scanning and local WLAN access. Replaced Motorola.

Checkers Restaurants - 800+ restaurants, RAP-5 with Sprint 3G Backhaul for PCI scanning and local wired connectivity. Saved \$120/month in WAN costs.

Safeway - 1,800+ shops, ~7 APs + A800 controller per store for PCI compliance and inventory management (Moto Scanners). Replaced Motorola.

AirWave Only Customers: Target, TJX, SuperValu, Sears, Cabela's, Giant Eagle

INTEGRATED TECHNICAL SERVICES
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