REINVENTING RETAIL

Extending your business with outdoor drive-thru services

For years, brick and mortar retailers have had to work differently to survive. Competitive pressures from online retailers inspired new innovations and personalized services to gain and retain loyal shoppers. The challenges due to the COVID-19 pandemic, and mandates to curb in-store shopping and dining, is yet again prompting retailers to get creative to "keep their doors open". Grocery stores who have not yet started app-based ordering and pick-up are doing so now. Traditional dine-in restaurants are now adopting the same practices as traditional drive-thru chains.

As retailers look to change the way they serve customers, Aruba can help. We are responding to this crisis with the same "Customer First, Customer Last" approach that has long endeared us to retail customers all over the world.

WE'RE HERE TO HELP.

Send your non-service delivery workers home.

Retail has traditionally been a worksite dependent industry – but with the need to follow social distancing and self-quarantine guidelines, it has become essential to enable workers to be productive at home. Aruba Remote Access Points (RAPs) extend the same network services and security policy to an employee's home, just as if they were in a store or office.

Expanded network coverage.

Many retailers are building drive-through pick-up stations and pop-up stores outside of their facilities. These environments can be challenging, but through the use of Aruba's Zero-Touch Provisioning, a network can be installed and configured without IT being physically involved. Aruba indoor access points can easily be made to work over cellular connections if needed.

Leverage the power of the cloud.

One key facet of cloud service delivery is the ability to manage many different distributed sites easily. Aruba Central allows retail organizations to manage new (and existing) networks without on-site presence. When the need for these temporary drive-thru or pop-up stores passes, you can simply scale back.

Easily monitor the user and mission critical application experience.

Traditional methods of performance monitoring need to adapt to current deployment and application needs. One way to ensure those who are working directly with customers receive a quality network experience is by using Aruba User Experience Insight (UXI) to report on connectivity and application performance throughout the day. With many customers likely picking up orders from their cars, you can't afford backups due to poor point-of-sale experiences or downtime. UXI also provides a simple way to identify issues before they can cause problems – even if on-site support is not possible.

Transforming retail services to stay viable during these trying times may seem daunting. The goal is to quickly identify and solve the most critical issues facing stores and the customers you serve. Retailers have responded and are adapting to the COVID-19 pandemic. Aruba is honored to be a part of the solution and is here to help our many retail partners around the world.

SOLUTIONS THAT CAN HELP.

Extend Your Retail Network.

- **Aruba Access Points:** Extend your network to enable pop-up stores or drive-thru pick-up. Whether your organization or use case is large or small, Aruba access points are ideal for supporting the demands of point-of-sale systems and inventory scanning devices, while maintaining secure connectivity to payment transactions.
- **Virtual Intranet Agent (VIA):** An easy to deploy and use software client provides secure remote network connectivity to corporate resources. Use the same authentication credentials to gain access. Dynamically apply and enforce access policies based on the user's role.

Remote and Scalable Management.

- **Aruba Central:** A Cloud-native single-pane-of-glass solution allows IT staff to work remotely while maintaining visibility and control over all vital network services at the main facility and all remote sites.
- **Aruba AirWave:** Give IT granular visibility into multivendor wired and wireless networks. Role-based access and VIA enable remote connectivity to keep IT staff working from a distance, and safe and healthy.

Assure Mission Critical Applications are Performing.

- **User Experience Insight:** Conduct remote troubleshooting for existing or temporary retail environments such as drive-thru pick-up centers without any on-site troubleshooting required.

SUMMARY

As organizations explore ways to enable and secure remote workers, you can count on us to help you through these challenges. Let us know what we can do to help.

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