



Cloud-Enabled IT Efficiency for Retail

Retailers who wish to transform their business to achieve greater operational efficiencies and deliver better shopping experiences need transformative technologies. The fastest and best way to transform, remain competitive, and innovative is through the cloud.

Why Extreme Networks for Cloud:

With our cloud-based networking architecture, retail businesses have a flexible and scalable solution that meets their specific operational and customer-facing needs in today's dynamic landscape, accelerating digital transformation and creating opportunities for innovation.

Why Cloud:

Cloud-based networking technologies fit the unique challenges of retail businesses with a flexible, agile, secure, technologically-advanced solution:



Flexibility

Adapts to the needs of your business with choice of deployment: public, private, on-premise



Agility

Adapts to the needs of continuous innovation and delivery at scale



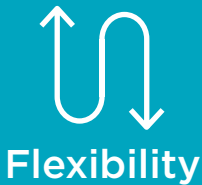
Security

Built-in, robust security tools to keep your environments and users protected



Technology

Multi-generation best of breed technologies



Remotely Deploy and Support from Anywhere with Cloud Management

Retailers have potentially thousands of sites across multiple regions (or countries)—all with limited in-house IT networking expertise. Extreme makes it simple to remotely deploy and support critical infrastructure.

- Simplified deployment of one to thousands of devices with auto-provisioning, a guided workflow, and an interactive on-screen step-by-step guided configuration assistant
- Remotely onboard tablet devices for mobile PoS onto the network without pre-provisioning
- Increased visibility thanks to a 360° contextualized view of connected users, devices and applications, that can be viewed in real-time or historically
- Faster troubleshooting with a help-desk optimized interface to triage client problems and suggest immediate remedies

Meet Your Fundamental IT Business Needs

Extreme enables mobility in a simple, secure, and scalable manner, with a unique distributed control Wi-Fi and wired solution, combined with a cloud platform that makes it easier to manage your network.

- High-speed, resilient network access for staff, customers, and PoS devices
- Retail focused branch routers integrate Wi-Fi, wired, firewall, and VPN services into a single solution
- Cloud-based management and services reduce upfront costs, automate deployments and centralizes support to ease IT burden and operational expenditure
- Unified switches easily manage the network edge from one place. Deploy your switches with a consistent network policy with the help of pre-defined templates to optimize and simplify roll-outs
- Eliminates the requirement for centralized wireless LAN controllers increases reliability and easily scales from a single access point to hundreds of thousands



An Agile Platform that Grows with Demand

With so many devices in retail environments, it is imperative that the network provides resilience and can easily grow as capacity needs change. Extreme's unique architecture ensures that the network you have today keeps running and has the flexibility to adapt to tomorrow's plans.

- Cloud provider agnostic: compatible with Google, Microsoft, and other software providers
- Speed and continuous delivery of Implement and enforce new features in days—not weeks or months
- Increase flexibility with mix and match hardware platforms, seamless upgrade paths, and a platform that can scale from a single access point to tens of thousands with the same architecture
- No single point of failure and inherent high availability due to distributed intelligence model
- Reduce costs with centralized management and services, automated deployments, and lowered IT support and operational expenditure
- Cloud-based management and services reduce upfront costs, automate deployments and centralizes support to ease IT burden and operational expenditure as the business evolves and grows



Security

Secure Network Access Control and Traffic Segmentation

To protect retailers' investments, Extreme solutions provide secure network access for both internal and customer devices.

- Role-based security policies determine what a user, device or application is permitted to do on the network— through VLAN assignment, Layer 7 firewall policies, time of day or location restrictions, and bandwidth limitations
- PCI compliant solution with full version 3.2 DSS automated reporting
- 24x7X365 Wireless Intrusion Prevention (WIPS) for attack detection and automatic rogue AP mitigation
- Completely segregate traffic of internal and customer devices without requiring additional infrastructure

Easily and Securely Onboard Corporate, Guest, and BYOD

Whether corporate-issued, staff or customer owned, connecting new devices to the network can be a challenge and often a burden for already short-staffed IT departments in retail. Not to mention, more and more devices are requesting access to and relying on the network in retail environments—customer-facing and business-facing.

- With Extreme's centralized management platform and services, and simplified authentication methods, it is effortless to securely connect all devices
- Extreme's unique authentication method, Private PSK, provides simple and secure access for all users and devices, without requiring complex certificate installation or device configurations. Every device on the network can be identified and policed through unique credentials
- Staff can easily and securely onboard their personal devices onto the network without IT intervention
- Guests can quickly register for Internet access with the administrator able to set bandwidth limits, DMZ isolation, and application-based firewall rules



Technology

A Smarter Network with Intelligence Built In

Intelligent cloud networking is made even smarter with native machine Learning (ML) and artificial intelligence (AI) capabilities to simplify and secure the access network. ML and AI tools enable users to view key performance indicators of a network, and if need be quickly identify, locate, and comparatively assess the context of an issue.

- Machine Learning and AI means networks are increasingly more intelligent, even as capacity needs and density increases
- Track network health and performance to view key performance indicators that can be adjusted for day, week, and month
- Collect, process, and analyze vast amounts of client experience data and distill the data to consumable and actionable insights with
- Comparative Analytics compares network performance metrics against other Extreme customer Wi-Fi deployments so IT teams can recognize and address network performance issues proactively before they become noticeable for employees, contractors, or guests on the network

Engaging Customers in a Personalized, Mobile-Centric Way

Customers today anticipate a seamless, highly convenient, digital shopping experience. This includes delivering upon certain mobile expectations. Retailers are also personalizing the shopper experience to provide better services, and drive brand loyalty in strategic ways.

- Provide robust connectivity (including Wi-Fi) for in-store shoppers, with seamless onboarding and the ability to roam the environment without drops or interferences in service
- Utilize Extreme's Wi-Fi and iBeacon technology to trigger in-store app notifications, provide location-based content, and then understand their respective impact
- Enable customizable captive portals to deliver store specific information, and support advertising and marketing campaigns

Comprehensive Retail Analytics and Insights

Due to the high-percentage of shoppers carrying Wi-Fi equipped devices, retailers can accurately measure shopper behavior via Wi-Fi and BLE. The Extreme's cloud services platform includes open APIs that leverage Wi-Fi network data in applications that provide comprehensive retail analytics, for example:

- Centralized and customized analytics: visitor traffic data, engagement and loyalty metrics, and historical data for multiple stores
- Comparative performance between stores, and assessment of campaign and promotion performance
- Business insights for refined planning of marketing activities and shopper outreach to further enhance customer engagement and ultimately helps increase customer spend and revenue