

Retail Analytics

The Aerohive Personalized Engagement Platform gives retailers a new way to optimize customer acquisition, loyalty, and engagement in brick-and-mortar locations. Going beyond just providing high-speed and reliable Wi-Fi access in stores or offices, Aerohive Retail Analytics provides insight into business intelligence and consumer behavior in and around stores regardless of whether the customer has joined the Wi-Fi network.

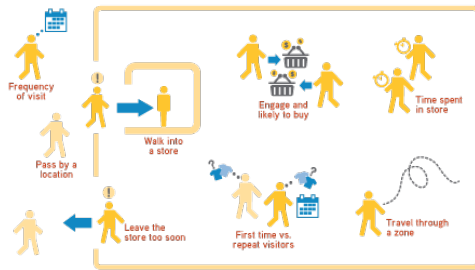
Challenges Facing Retailers

Online retailers had a significant advantage over physical stores because of the available analytics, which allowed them to optimize their customer engagement and acquisition rates at a much higher rate than brick-and-mortar stores

- Webpages visited prior to purchase
- Which promotions received the most attention
- Prior products purchased

Brick-and-mortar stores struggle to correlate all the sources of information available to provide useful business insights, especially when comparing stores, including:

- Consumer behavior within a store, ie the route a customer took as they walked through the store
- Repeat customer behavior and purchases
- The number of potential customers who passed by the store but did not enter



Aerohive Retail Analytics

The Aerohive Retail Analytics Solution

Aerohive has integrated advanced analytics directly into the HiveManager management platform to provide deep insight into consumer behavior that will help increase engagement within a brick-and-mortar business. The mobile device explosion combined with industry-leading Aerohive controller-less Wi-Fi offers an opportunity for retailers to capture the necessary insight to increase sales and personalize engagement opportunities.

What Information is Available?

If consumers are simply carrying mobile devices with the Wi-Fi service turned on, statistical samples provide powerful analytics including:

- Outside Opportunities displaying available shoppers walking by the store
- Visitor statistics, such as the number of consumers detected within the store, the visit duration, and visit recency
- Storefront conversion rates, engagement rates, and even bounce rate



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COUNT	NEW VS. REPEAT CUSTOMERS	DURATION
DEVICES SEEN YESTERDAY 10122	NEW 11%	<5MIN 21%
HOURLY AVERAGE 422	REPEAT 89%	5-20MIN 6%
DAILY AVERAGE 3200		>20MIN 72%

Personalized Engagement Platform

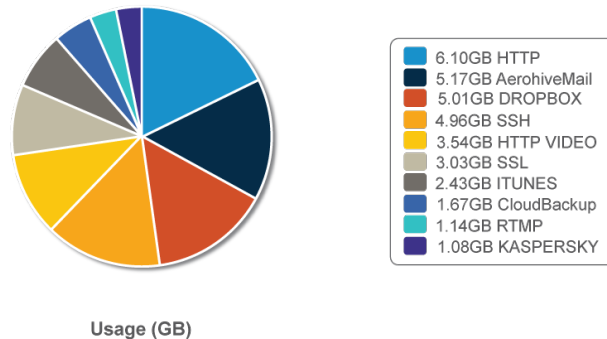
Retail Analytics is a key part of the Aerohive Personalized Engagement Platform, giving retailers the business intelligence needed regarding their consumers to better understand key metrics such as shopping patterns and location activity. These useful analytics bring unparalleled customization and personalization to the brick-and-mortar retailers, which will drive operational efficiencies and improve customer experience.

If store visitors opt-in and join the store-provided Wi-Fi network, even more granular detail is available, including:

- Application usage
- Device details, including type of number of devices per use
- Access history

Top 10 Applications by Usage - Summary

Report Period: Jan 23, 2014, 12:00AM - Jun 24, 2014, 12:00AM



How Do I Access the Analytics?

Retail Analytics functionality is embedded in Aerohive's industry-leading controller-less Wi-Fi and HiveManager management solution, both private and public cloud. When any Wi-Fi enabled mobile device (such as a smartphone) has its Wi-Fi enabled, it sends probe signals to search for access points in the vicinity. The Aerohive APs detect that probe, which indicates the presence of the device, its signal strength, its manufacturer, and the unique MAC address of the device. Aerohive collects the information and immediately anonymizes the MAC address and encrypts the information before processing it. Users who have elected to "opt-in" and join the Wi-Fi network accept a Terms of Use policy, and therefore even more detail about network usage is available to retailers. The deep insight available from application visibility extends to device location, type, and user, and can be correlated across an entire deployment.

Why Aerohive?

Aerohive's proven technology enables organizations of all sizes to use mobility to increase productivity, engage customers, and grow their business. Deployed in over 14,000 enterprises worldwide, the Aerohive solution delivers a platform to provide superior consumer experience, optimize employee productivity, and maintain a cost-effective technology infrastructure.

Aerohive's proprietary mobility platform takes advantage of the cloud and a distributed architecture to deliver unified, intelligent, simplified and cost-effective networks. Aerohive was founded in 2006 and is headquartered in Sunnyvale, Calif.

www.aerohive.com/products/access-points/ap350

For more information

Please visit <http://www.aerohive.com>, call us at 408-510-6100, follow us on Twitter @Aerohive, subscribe to our blog, join our community, or become a fan on our Facebook page.



Contact us today to learn how your organization can benefit from Aerohive wireless LAN architecture.

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