

Instant Connectivity for Retail Branch Offices

In the retail space, the success of branch offices, whether it is one or many, is vital in helping brick-and-mortar retailers compete against online retailers, secure more customers, and build customer loyalty. Being able to rapidly extend network connectivity for employees and enabling guest Wi-Fi access for customers at branch locations can help accomplish these goals.



BR100, BR200 and BR200-LTE-VZ

One hot trend that many retailers are taking advantage of is pop-up stores. A pop-up store is a temporary retail outlet at a location for a short period of time like a few weeks or a few months. They have become ideal to launch new products, reach customers in new locations, and ultimately sell more products. While pop-up stores continue to rise, it's essential that pop-up store employees get simple, fast access to corporate network resources to do business. It's also critical to improve customers buying experience with easy Wi-Fi access so they can check product details, login to their store account, or see product reviews.

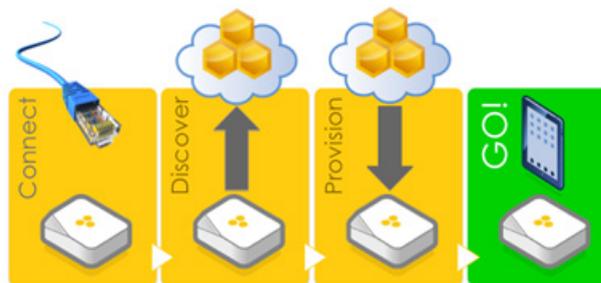
Challenges

Retailers face a myriad of challenges not only to compete with other brick-and-mortar retailers, but also battling the growing customer use of online retailers. Here are some of the difficult challenges that retail branch locations need to deal with to effectively compete in the marketplace.

- Provide secure corporate access for branch office employees to perform key business functions like mobile POS transactions (see photo below)
- Lower capital expenses at the same time
- Have lack of local IT resources and must reduce corporate IT's time
- Enable simple guest Wi-Fi access to customers without enforcing new login credentials
- Increase customer loyalty & enhance customers' shopping experience
- Instantly turn on highly reliable WAN connectivity with minimal set up time
- Deploy a solution that is ready to comply with the new PCI 3.0 standard

Solution

Aerohive has the perfect solution to extend secure, PCI 3.0 compliant access to retail branch office employees and deliver guest Wi-Fi access to customers. Aerohive's Branch on Demand solution has been designed to be a cost-effective and easy-to-deploy solution for retail branch offices. The heart of the Branch on Demand solution is the BR branch router platforms (BR100 and BR200).



Zero Touch Provisioning

Personalized Engagement Platform

Branch on Demand plays an important role in the Aerohive Personalized Engagement Platform, giving retailers instant connectivity for remote branches and temporary retail locations, such as pop-up outlets or kiosks. Retail staff can simply plug in the router and enjoy wired and wireless connectivity in minutes, while IT can centrally manage, configure, and troubleshoot thousands of devices from a single console. This empowers retailers to provide rapid, reliable connectivity while reducing capital and operational expenditure.

Based on Aerohive's HiveOS operating system, the BR routers require no intervention from the retail store's staff to set up. Just plug in the branch router and it will automatically find the HiveManager cloud management system to push its configuration and security policies. The VPN connection is instantly set up as well. That's it & a retail branch's network and Wi-Fi access are up in minutes. No need to pre-configure the router, have retail employees read any instructions, or train any users. And at headquarters, IT can centrally manage, easily configure, and troubleshoot one or many stores' branch routers through HiveManager Online.

More Resources

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About Aerohive

Aerohive (NYSE: HIVE) unleashes the power of enterprise mobility. Aerohive's 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, 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. For more information, please visit 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.

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