Aruba Mobile Engagement

Mobile Engagement with Aruba

Aruba Wi-Fi

ClearPass Guest

Self-registration, app delivery, personalized advertising in the browser

Blue dot directions & notifications based on real-time position.

ClearPass Guest prompts download of Meridian-powered app

Aruba Beacons

Bluetooth

Meridian-Powered Mobile App

- White-label or custom
- Active Wi-Fi Connection Not Needed

Meridian App Platform

meridian

Location-based and personalized content for apps

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Bluetooth vs. Wi-Fi

iOS 7 **prevents the collection of the iPhone MAC address**

iOS8 **iOS8 randomizes the iPhone MAC address**
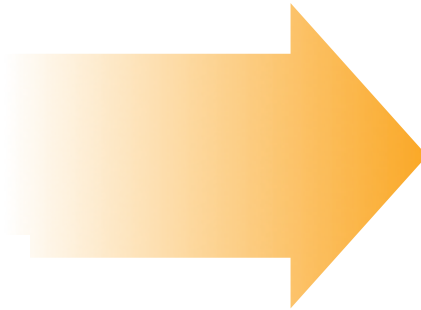
- Wi-Fi is less reliable for location services
- Wi-Fi is required for analytics

- Bluetooth Low Energy (BLE) is required for location services
- Bludot & zone based push notifications

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Location by BLE Beacons Advantages

| When Beacons Handle Location	✓ Works well for iOS and <u>new</u> Android devices ✓ Apple makes a move, and other handset manufacturers will follow. ✓ Less expensive than other hardware approaches

Aruba Improves on the Beacon Concept

- Compatible with newer Android and iOS devices supporting iBeacon spec (iOS7+)

- Less expensive than other hardware approaches

- Possible to achieve excellent accuracy **(<1m)** and low latency **(<2sec)** for wayfinding/notifications

- Site-survey tools and remote monitoring to help IT pros scale deployment

- Aruba agility: adapt, manufacture, and deploy before announcing solution

Comprehensive Management Tools for Beacons
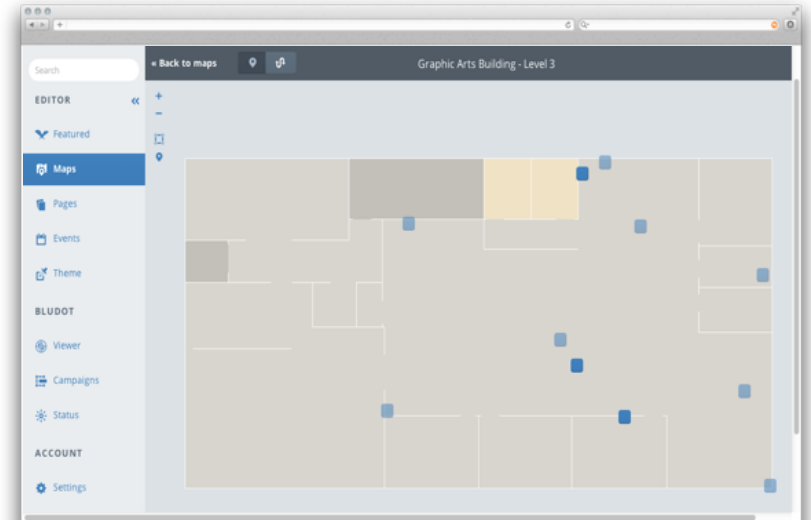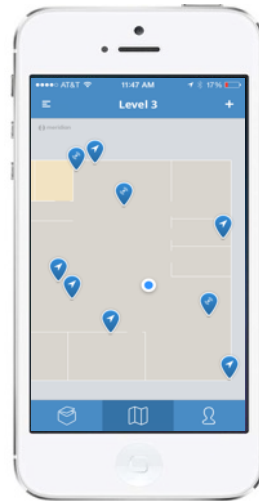
Deploy using one of the two options

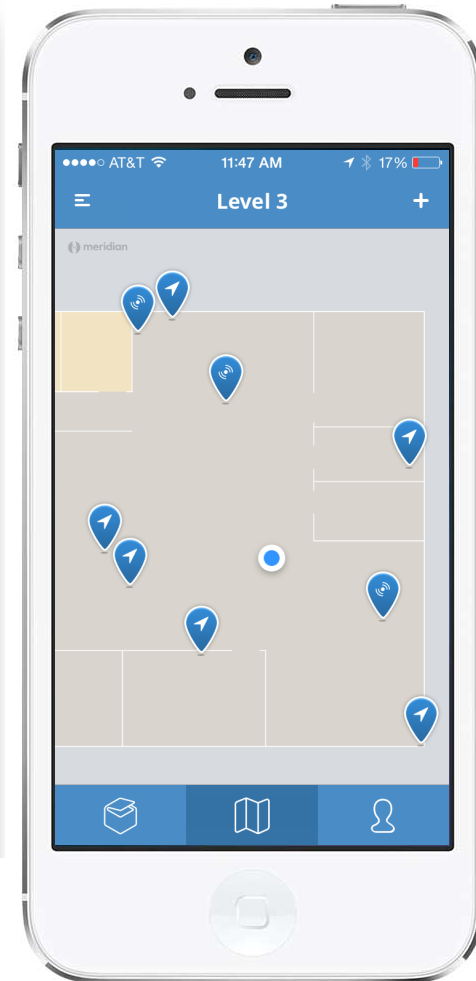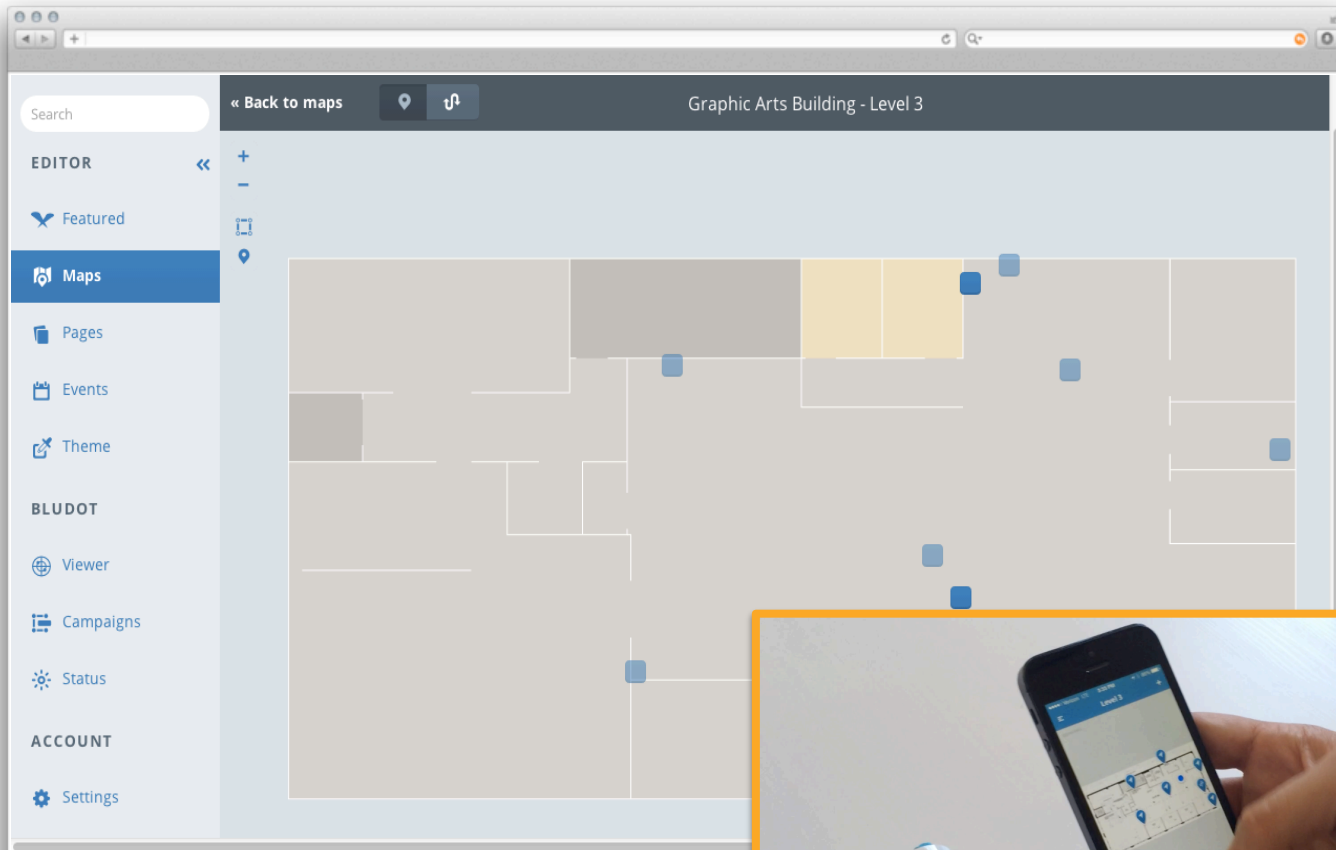- Battery powered & wall mounted
- USB powered

Position inside the indoor map

- Use Aruba Beacons mobile app
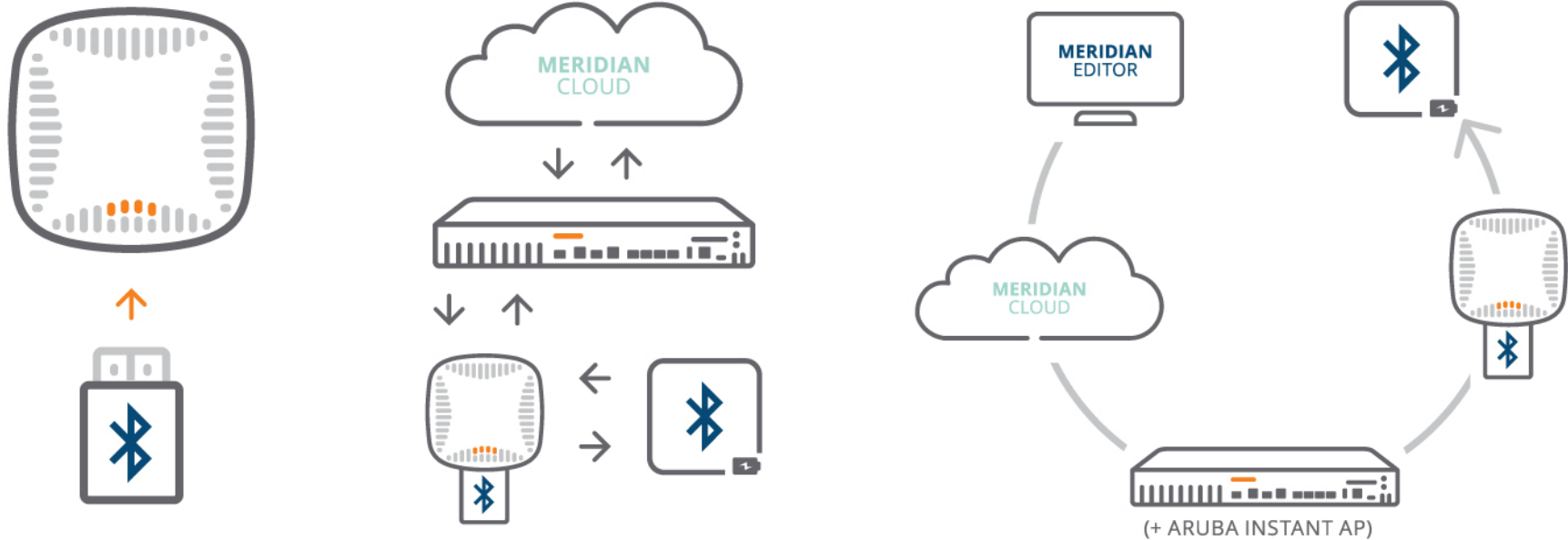- Also used to run active site-surveys

Use the Meridian platform to manage

- Battery power level
  - Beacon status
- Update firmware

Backend Beacons Management Tools

**① ARUBA USB BEACON PLUGS INTO AN ARUBA WI-FI AP.**

② ARUBA AP COMMUNICATES WITH ARUBA BATTERY-POWERED BEACONS AND MERIDIAN CLOUD VIA ARUBA CONTROLLER (OR ARUBA INSTANT AP).
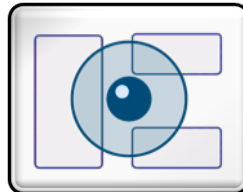
③ ENTERPRISE CUSTOMER EDITS ARUBA BEACON DETAILS FROM WITHIN MERIDIAN CLOUD EDITOR, AND EDITS ARE BROADCASTED TO THE ARUBA BATTERY-POWERED BEACON VIA THE ARUBA BEACON/ARUBA AP ECOSYSTEM.

Levi's Uses Meridian SDK with Aruba Beacons
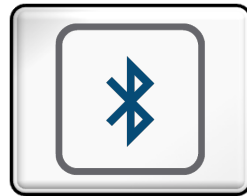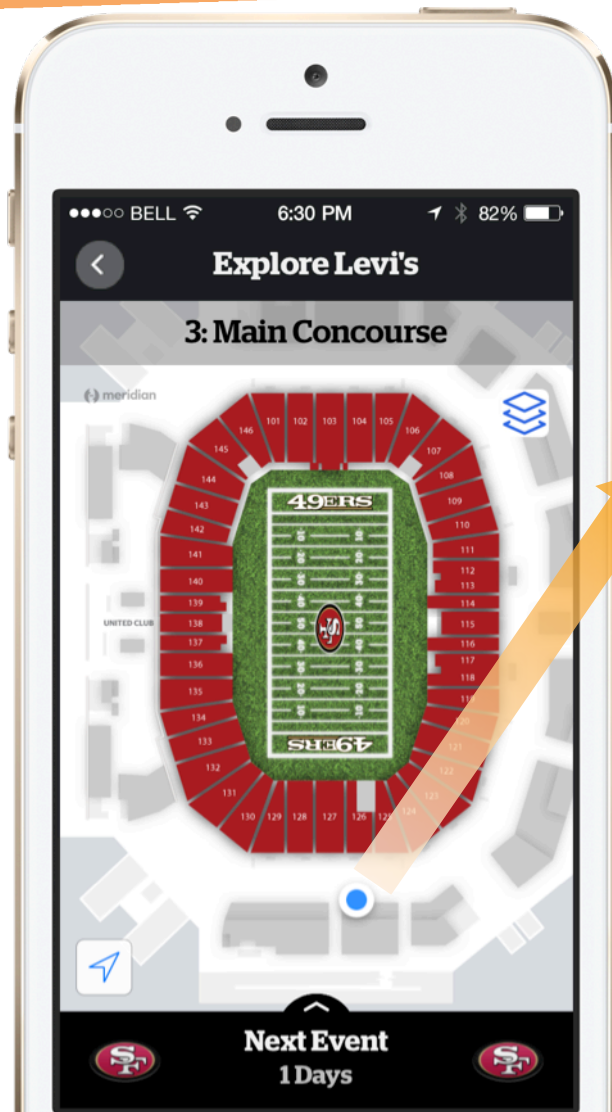
Beacon SDK

BluDot SDK

NavKit SDK

- Levi's Stadium app integrates Meridian SDK
- Location services powered by 1,000+ Aruba Beacons
- 2,100 food orders with the app during the first game

THANK YOU