

Wi-Fi Solution Opens New Business Opportunities in Marketing Analytics

Aislelabs

EXECUTIVE SUMMARY

Industry: Marketing and Analytics

Head Office: Toronto, Ontario

Number of Employees: 25-50

CHALLENGE

- Provide more tailored information on shoppers' traffic and behavioural patterns for monetization
- Strategically capitalize on shoppers' personal mobile devices and free public Wi-Fi
- Take shopping centre analytic solutions and adapt for other large venues

SOLUTION

- Cisco Meraki

RESULTS

- Successfully monetized shoppers' use of personal mobile devices and Wi-Fi
- Success in retail arena led to introduction of services in airports and other transportation hubs
- Businesses become more intelligent, optimize practices, and ultimately increase revenue

Aislelabs uses Cisco Connected Mobile Experiences to monetize Wi-Fi and data analytics

CHALLENGE

Aislelabs is a technology company that effectively harnesses the Internet of Things to provide its clients with valuable information needed to increase levels of business efficiency and revenue. Working in tandem with Cisco's Connected Mobile Experiences solution, Aislelabs offers a suite of products that compile and deploy advanced Wi-Fi based data analytics to understand customer traffic and behaviour patterns, and deliver highly personalized marketing using multiple technologies.

Aislelabs originally targeted its solutions to operators of large retail spaces, such as shopping centres or big-box retail locations, but have since branched out to include other active spaces such as stadiums and convention centres, as well as airports and other transportation hubs. The common denominator to all these spaces is a constant stream of visitors passing through the location, many of which are looking to spend money on products or services. By providing more tailored information on shoppers' traffic and behavioural patterns, Aislelabs enables operators and retailers to better understand and more effectively target potential customers.

"When we entered the scene we found the majority of large-space operators had very high-level customer pattern demographics that tended to be based on surveys or out-dated technology," says Dr. Nick Koudas, co-founder and CEO of Aislelabs. "These were adequate to provide a big picture overview, such as number of daily visitors, but it was a challenge to take that information and apply it strategically. We were interested in digging deeper, scouring for more granular data and then analyzing it effectively to come up with quantifiable results our customers could monetize."

SOLUTION

In order to provide the most accurate information possible, Aislelabs capitalizes on two of the fastest growing technology trends in recent years: the proliferation of personal mobile devices and the offering of free Wi-Fi in venues.

"We initially approached shopping centres and made the argument that the majority of shoppers will be carrying a smart phone," says Koudas. "Additionally, using the centre's Wi-Fi network, we have the ability to connect unobtrusively with visitors through those phones and then utilize the provided information to better understand their behaviour and market to them. Many centres were eager to try a new way to reach out to patrons."

Aislelabs takes a three-pronged approach when working with shopping centres and big-box retailers, spreading its solution over three platforms.

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First, they present the raw analytics and discuss how these can be used to provide a picture of where and how people shop, what time of day is busiest, which stores are frequented the most, traffic and cross-shopping patterns. These metrics are utilized by operators to strategically place tenants. For example, a popular destination coffee shop can be placed to drive traffic in a particular area. Aislelabs has the technology to quantify what is the impact in the centre traffic when specific retailers are placed in certain areas, enabling what-if analysis, tenant mix selection as well as assisting leasing teams to attract the right retailers. Similarly, a department store can determine which area is the most effective to display certain products. Stores can also better identify shopping patterns and staffing needs more appropriately.

Second, Aislelabs stresses the importance of monetizing Wi-Fi via its SocialWiFi products. Aislelabs demonstrated that operators could receive vital shopper information in return for providing free Wi-Fi access. In particular, Aislelabs caters a very detailed, social analytics platform about the visitors connecting to the Wi-Fi. Through Aislelabs' social Wi-Fi solution, operators are able to authenticate visitors with a variety of options such as social accounts and further use that information for marketing purposes, transforming a free service into a valuable email and social marketing research platform.

The third platform is customer engagement through an end-to-end solution that deploys and manages beacons for the centre. This provides not only marketing capabilities such as redeemable offers, but also navigation, wayfinding and turn-by-turn directions inside a venue. In addition, via its integration with Cisco's StadiumVision product, Aislelabs can drive content on screens and displays for information and marketing purposes.

Together, these processes help businesses become more intelligent, optimize practices, and ultimately increase revenue.

RESULTS

Aislelabs' success in the retail environment led to them working with Cisco in order to introduce this concept into new arenas, most notably airports and other transportation hubs, such as train stations. Similar to shopping centres, airports have well-defined active spaces: patrons enter, check-in, go through security, and then wait for departure. It is generally at this point that passengers spend money in airport restaurants or duty-free shops.

Utilizing Aislelabs' solutions allows airports to accomplish many things for the first time. Gain a better understanding of the passenger's journey, taking into account destination and airline, and time spent at each point. This enables them to analyze delays and bottlenecks for any type of passenger. If too much time is being spent checking in, for example, the airport can make suggestions for improvement.

Additionally, the airport is able to process this data and use it to help the commercial areas increase revenue. For example, if a passenger is delayed at security, they're unlikely to take the time to spend money before boarding a flight.

“For the first time, we are able to analyze the dependency between time spent and money spent,” says Koudas. “Our value proposition to transportation hubs is clear: if you improve specific processes by X amount, this will translate to specific revenue. As a result the ROI (Return on Investment) of deploying this technology in transportation hubs is something our clients respond very favourably to.”

Aislelabs has also been able to incorporate Cisco StadiumVision™ into its airport solution, becoming the first to deploy the technology in a transportation hub. Airports now have the ability to transform all real-time flight information into an actionable display format in the StadiumVision system. Information such as flight delays can be enhanced, taking into account the traveller's location and letting them know how long it will take to get from one point to the next. Future applications of this technology could include posting real-time information externally on a web site, giving travellers access from home so they can plan accordingly.



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Together, Cisco and Aislelabs have been able to use the technology to open the door on new business opportunities for both companies. In particular, they have been able to present the new solutions as something that goes beyond simple IT applications. In particular, they have demonstrated the marketing possibilities of the technology and how it can be a vital component of a robust campaign, garnering interest from company CEOs, CMOs and CIOs that are not simply looking for an IT solution.

NEXT STEPS

Though adoption of this technology application is still in its infancy, Koudas is confident that there is plenty of room for future opportunities and what we are currently seeing is merely the tip of the iceberg.

“As the technology continues to grow and develop, it will be more widely adopted and adapted to each business’ need,” says Koudas. “Imagine visiting a retail store and pressing a button on your mobile device to attract the nearest sales associate. Or using a navigation platform on your device to find your way through a busy sports stadium so you can reach the restroom or refreshments quicker. These are all extensions of correlating your location with other data sources in order to enhance your experience. It’s the evolution of big data and it’s only going to get bigger.”

FOR MORE INFORMATION

For more about Aislelabs visit: <http://www.aislelabs.com/>
For more about Cisco Meraki, visit: <https://meraki.cisco.com>

PRODUCT LIST

- Cisco Meraki

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