

Managed NaaS for Wi-Fi

Give customers a next generation retail experience

The increasing use of mobile to make purchasing decisions is accelerating demand for a next-generation retail experience with high-bandwidth Wi-Fi that seamlessly integrates mobile and in-store shopping environments. As a result, industry-leading retailers are turning to managed Wi-Fi for their channel integration and customer engagement needs.



40%

HIGHER CONVERSION

Customers who consult their mobile device while shopping*

*Deloitte

Best-in-Class Wi-Fi with Dynamic Customer Analytics

Ventus Managed NaaS for Wi-Fi offers secure, reliable Wi-Fi with insightful analytics. High-bandwidth network connectivity ensures customers have access to PCI-compliant, high speed Wi-Fi while giving retailers a powerful platform to offer personalized shopping experiences and targeted marketing opportunities.

On top of providing total area coverage, the solution's intelligent Wi-Fi devices log real-time data on shopping behavior, offering reports on dwell times, heat maps, and visitor counts. These features help retailers personalize the in-store experience, improving customer loyalty, boosting conversion, and driving sales.

Ventus Managed Network-as-a-Service

Ventus Managed NaaS for Wi-Fi is an end-to-end solution that helps retailers achieve networking and integration goals without overloading internal IT resources. Ventus' knowledgeable and responsive networking experts and dedicated client care teams handle all the critical details of network management, including engineering, hardware provisioning, installation & maintenance, network security, monitoring, and 24x7 technical support.

Benefits

- 100% managed by Ventus (NaaS)
- Full visibility across entire chain/store portfolio
- Improved shopper conversion
- Integrated online/in-store retail experience
- Increased customer dwell times
- Insightful shopping behavior & trend analytics
- Zero-touch deployment & fast installation
- PCI DSS Level 1 certified cloud network platform

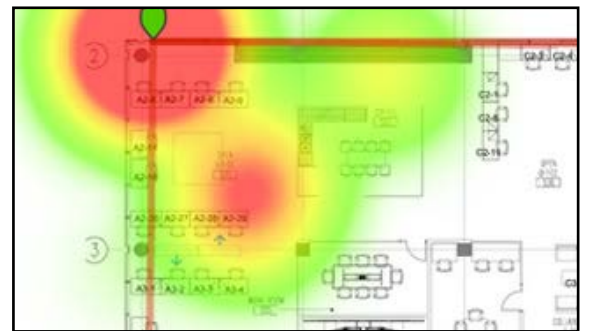
Get the Right Solution for Your Retail Portfolio

Ventus Managed NaaS for Wi-Fi is fully scalable, with three solution tiers from which to choose, whether you need a simple access point, advanced payment security protection, or something more customized.

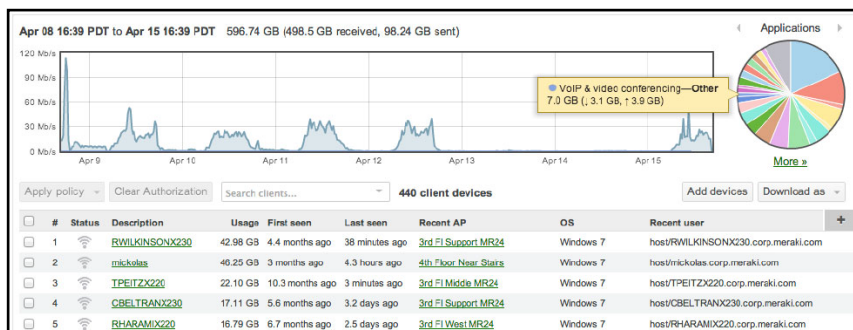
Equipment	Ventus Pro	Ventus Pro+	Ventus Enterprise
	Access Point	Access Point Firewall/Security Appliance	Access Point Firewall/Security Appliance Software-Defined Networks
Management, Monitoring, & Maintenance	X	X	X
24x7 Technical Support	X	X	X
Cloud Dashboard	X	X	X
Location Analytics	X	X	X
Guest Access	X	X	X
Zero-touch Provisioning	X	X	X
List Management	X	X	X
Rogue Access Point Detection	X	X	X
Secure Corporate WLAN		Single Profile	Multiple Profiles
Role Based Administration		Single Admin	Multiple Admins
Site Survey		X	X
PCI Level 1 Compliance Reporting		X	X
Shopper Sign-on Integration			X
Dual-active VPN Uplinks			X
Policy Based Routing (PbR)			X
Dynamic Path Selection			X
Bluetooth Beacon			X
Onsite Maintenance	Optional	Optional	Optional

Visibility for Your Entire Retail Portfolio

Ventus Managed NaaS for Wi-Fi offers valuable insights and functionality for personalizing the customer experience. API tools let you integrate network sign-on with CRM, push specialized apps, and drive engagement through mobile offers. Additionally, the solution's intelligent Wi-Fi routers, which detect nearby Wi-Fi-enabled mobile devices inside and outside the store, help you measure store traffic and performance.



Location Heat Map



Summary Report



Network Visibility