

# SMART RETAIL

tailored solutions for **SHOPS & VENUES**  
and their **NETWORKS**



JT Global Enterprise's Smart Retail solution encompasses a set of technologies carefully selected to allow our retail customers to respond quickly to the changing retail landscape. It covers both the networking needs of stores, bars, pubs and restaurants, and the marketing tools needed to enhance the shoppers experience and capture key shopper analytics. The deployment of next-gen technology in stores allows the implementation of high performance WiFi, business driven SD-WAN strategies to minimise cost, and the collection of customers analytics to drive your marketing strategy.

There are three pillars to our Smart Retail Solution:

- Advanced networking capabilities to enable the best LAN and WAN experience
- Sophisticated Visitor Analytics allowing you to measure a range of metrics from customer walk-bys through to detailed video analytics
- Customer Engagement through integration with 3rd party marketing platforms

And the same WAN infrastructure can be used to deliver our **UCaaS** solution replacing ageing ISDN infrastructure and dramatically reducing telephony costs.

## WIFI ACCESS POINTS

Cisco Meraki access points are carefully optimised for a seamless user experience. The outcome is faster connections, greater user capacity, more coverage, and fewer support calls.

### **Rich Management Information**

The Meraki WiFi dashboard gives visibility into the network users, their devices, and their applications. Armed with rich analytics, administrators can quickly create access control and application usage policies, optimising both the end-user experience and network security.





### Dedicated Security Radio

In addition to the high-power 2.4 GHz and 5 GHz client-service radios, most Meraki APs pack a dedicated security radio. The radio:

- Continuously scans and protects against security threats
- Senses the RF environment and adapts to interference
- Automatically configures RF settings to maximise performance

### Location Analytics

The wireless access points (APs) come equipped with the ability to detect user presence based on probe requests beaming from WiFi devices (e.g., smartphones, laptops, and tablets). By exporting this data to the Meraki cloud for in-depth analysis, you get real-time analytics on the presence of WiFi devices with intuitive and customisable graphs, facilitating useful insight into trends such as foot traffic by time of day, new vs. repeat visitors, and visitor dwell time.

### Integrated Bluetooth Beacons

Integrated Bluetooth technology enables iBeacon and other active customer engagement applications, such as assisted navigation or location-aware mobile apps.

### Mobile Device Management

Cisco Meraki also offers a solution that provides unified management of mobile devices, Macs, PCs, and the entire network from a centralised dashboard. Enforce device security policies, deploy software and apps, and perform remote, live troubleshooting on thousands of managed devices.

## CCTV

Our CCTV solutions deliver high functionality in a simple to install secure form factor delivering centralised management and advanced visitor analytics.

### Centralised Cloud Management

The Meraki dashboard provides secure monitoring and management of all your cameras from anywhere in the world, no extra software required.

### Everything's in the Box

With video storage and powerful hardware, there's no need for an NVR or extra analytics packages.

### Super Secure

Cameras automatically purchase publicly signed SSL certificates and all Meraki management data is always encrypted by default.

### Bandwidth Conscious

A novel architecture places video storage on the camera, not in the cloud, ensuring mission critical network activities get the bandwidth they need.

### Visitor Analytics

#### Motion Heat Maps

Quickly assess foot traffic in a retail store or monitor where hotel guests are congregating in the lobby. Motion heat maps only require a small amount of metadata, rather than bulky video files, to provide results with big impact.

#### Object Detection

Learn which displays are attracting the most customers or how many people came to the office last Thursday. The ability to detect people using computer vision and increase accuracy over time through machine learning will provide deep business insights that were previously only possible with bulky servers.

#### Privacy Matters

All CCTV analytics functionalities are anonymised to ensure privacy while still providing intelligence. You'll simply know that a customer entered your store at 3:38.

## SOFTWARE DEFINED - WAN

SD-WAN is a new approach to network connectivity that lowers operational costs and improves resource usage for multi-site deployments, delivering bandwidth more efficiently and ensuring the highest possible level of performance for critical applications without sacrificing security or data privacy. Through our partnership with Silver Peak we are able to deliver business driven SD-WAN functionality.

### Full Orchestration and Lifecycle Management

Our solution provides of all WAN functions. When the business deploys a new application or when a QoS or security policy change is required, the networking model centrally configures and implements the required changes to the WAN in a few hours instead of weeks or months.

### Continuous Self-learning

The SD-WAN continuously monitors and self-learns the state of the network to deliver optimal application performance, even when network changes, congestion or impairments occur. A self-learning SD-WAN not only detects a resource deterioration or an outage, for example a WAN transport service or even a third-party cloud security service, it automatically remediates to keep traffic flowing while maintaining continuous compliance with business policy.

### Consistent Quality of Experience

A key benefit of an SD-WAN solution is the ability to actively use multiple forms of WAN transport. The business-driven solution we offer intelligently monitors and manages transport services. It has the ability to overcome the problems of packet loss, latency and jitter to deliver the highest levels of application performance and Quality of Experience to users, even when WAN lower cost transport services are used.

### End-to End Security Capabilities

We provide comprehensive, end-to-end security capabilities. In addition to supporting a zone-based firewall within the platform, the SD-WAN platform orchestrates and enforces end-to-end segmentation spanning the LAN-WAN-Data center. Centrally configured security policies are far more consistent — due to far fewer human errors — than with a device-centric WAN model or a basic SD-WAN model that often require configuring policies device-by-device. If a policy requires a change, it is



programmed once with a business-driven SD-WAN and pushed to 100s or even 1000s of nodes across the network, providing a significant increase in operational efficiency.

### Improved Productivity through Direct Internet Breakout to Cloud Applications

Many basic SD-WANs provide some application classification capabilities based on fixed definitions and manually scripted ACLs to send SaaS and IaaS traffic directly across the internet. This approach might work fine when initially deployed, but cloud applications change constantly. Our business-driven SD-WAN keeps pace by continuously adapting to these changes, doing so with daily application definition and IP address updates. If they are not updated, the application breaks, users are disrupted and satisfaction sinks as does productivity.

### Simplified Deployment in a Branch or Shop

The WAN edge consists of a number of network services and functions including routing, WAN optimisation, a multitude of security services, connectivity to DNS servers, application and network performance monitoring, load balancing and more. Many of these network services or functions are well-suited to be unified within a single SD-WAN platform. However, more sophisticated functions often require specialised technologies. To support all of the WAN edge requirements at branch offices, the SD-WAN should be able to seamlessly service-chain with network functions provided by industry segment leaders. This requires not only extensive business partnerships but oftentimes, custom developments that simplify and streamline the integration of network functions with the SD-WAN platform.

## MARKETING SOLUTIONS

Through our partnerships with Marketing Solution providers we can provide the platform to drive customer engagement through your Guest WiFi network.

Allow your customers to access your Wi-Fi network quickly and without the need of passwords. Add your imagery, logos and choose the data you want to collect.

- Collect GDPR compliant data
- Encourage Opt-ins
- Recognise returning customers
- Build marketing lists of real customers

### Learn Who Your Customers Are

See who your most regular customers are, and reward loyalty and export data to determine who your customers are:

- Use data for social advertising
- See when your quiet times are
- Export your data at the touch of a button

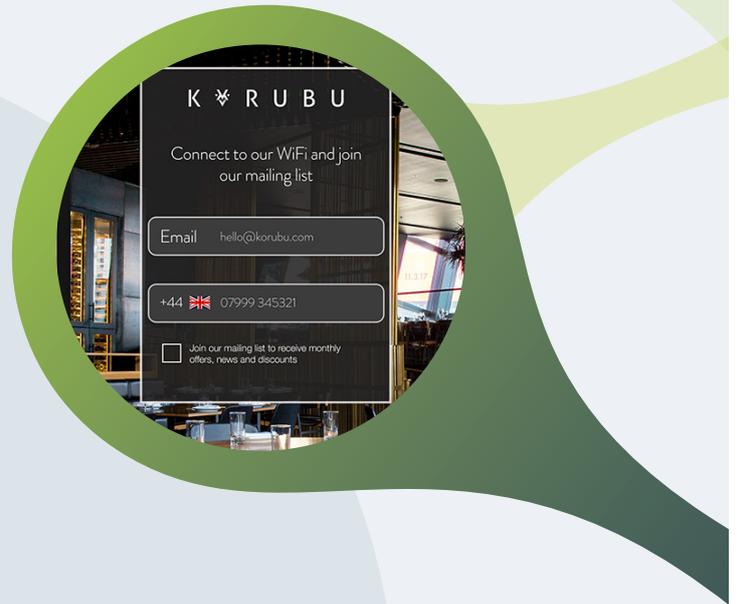
## KORUBU - GUEST WIFI

JT partners with Korubu to help you build customer loyalty. Korubu's intelligent, accessible Guest Wi-Fi solutions get your customers online and engaged from the moment they walk into your venue, for a richer all-round experience. Password-free WiFi means your customers can access your network immediately, without any annoying interruptions. Just add your imagery, logos and choose the data you want to collect.

Marketing works better when you're talking to the right people. Korubu ensure your contact list is clean, up-to-date and has permission to send marketing campaigns. Then, we actively encourage recipients to opt-in so you can build your audience and your business opportunities.

### Keep Customers Updated, All the Time

The Korubu fully integrated SMS platform gives you everything you need to stay in touch. Automate text messages to send out after a customer leaves, react quickly to quiet periods with offers, segment data



to encourage customers to try a different menu or sitting and create campaigns based on seasons and news.

### Get to Know your Audience

Find out who your most regular customers are, reward loyalty and export data at the touch of a button. Identify quiet periods and encourage customers to return with tailored, exclusive offers.

### Engage Smarter Socially

Make the most of your data by uploading it on to social media platforms. Create ads tailored specifically for your customers' demographic and interests – as well as new prospects fitting your target profile.

So come and talk to us to find out how integrating Guest Wi-Fi from Korubu with our Smart Retail solutions can enhance your customer marketing while meeting GDPR compliance.

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