



True Enterprise Grade Cloud-based Wi-Fi

The Challenge

- Retail operations want free in-store Wi-Fi for customers but this is a cost to the business with intangible benefits.
- Marketing want to understand, quantify, qualify and talk to the in-store customers while they are not in-store
- Customers want Wi-Fi internet access in-store without the messy and complicated sign-up process and another new password.

The Solution

Use Edifi cloud Wi-Fi:

- Deploy Guest (and corporate) services throughout the estate using pre-configured cloud-based controllers.
- Install world-class, fully featured, high-performance access points from Zebra (Motorola, Symbol).
- Allow customers to use their social media logins (Facebook, Google+ etc.) to authenticate to the in-store guest Wi-Fi.
- Most importantly – gather their metrics as part of the process and market directly to the right demographics.

The Results



How does that work?

The unique Edifi platform provides an easy way to deploy a fully featured Enterprise Wireless solution, with built-in features not available elsewhere. Edifi is designed to provide a ready-made resilient platform for all Wi-Fi requirements, guest or corporate. All of the 'heavy lifting' has already been done, just specify the requirements and add the access points. Two-factor authentication is already provided using open standards and zero-cost tokens for PCI compliance requirements.

Operational-Expenditure versus Capital-Expenditure

Traditional wireless solutions comprise of access points and controllers with a large amount of engineering time to prepare configure, deploy and test just to prepare the resilient base platform and first access point. This represents a large capital expenditure before any services are even delivered. Other features such as two-factor authentication or user statistics are required and these will take significantly more engineering time and effort to achieve, if even possible.

Features such as social-media logins represent a large and usually unfeasible barrier to cost organisations, while two-factor authentication is often an expensive and complex part of the solution, often avoided as a result. The Edifi cloud solution provides the majority of the preparation, clustered controller hardware, authentication services, guest portals, and – most importantly – the collection and convenient storage of all social media analytics for the marketing department.

Global Reach

The cloud-based nature of the Edifi service means it can be **deployed in any geographic location**. The first two data centres are based in the UK, predominantly to comply with some UK data protection act requirements. The same platforms can be deployed in minutes to a more geographically convenient location as required for performance or – more likely – legislative or administrative needs.

Consistent policy across whole estate

The Edifi solution is a **full enterprise wireless solution**, based on WiNG architecture from Zebra. Zebra have a large number of Wireless Patents, often as ‘Motorola’ or ‘Symbol’ and were significant contributors of the 802.11a standards and specifications. Both Motorola and Symbol are very well respected names in retail wireless and have been solving wireless requirements for over 25 years. The Edifi cloud-based solution provides a holistic approach to delivering Wireless Services across the whole organisation. Wireless Services can be described in **one central place** and **delivered consistently** across the whole estate to ensure a minimum configuration effort with a maximum of delivery.

Security

As a fully resilient enterprise solution, all security requirements are fully supported, such as 802.11x services. Full separation of guest and corporate services is fundamental in any such design and every access point has a built-in firewall to reinforce such security policies. **Two factor authentication** is often essential, but a non-trivial part of a PCI-complaint solution, so this is provided as part of the Edifi platform to minimise the time and cost of deployment.

PCI Compliance

PCI Compliance doesn't have to be time-consuming, as it is **built-in** to the Edifi architecture from the ground up, so the simple mechanism for compliance reporting reiterates that the complete solution is consistent with this requirement.