aruba

a Hewlett Packard
Enterprise company

PARTNER SOLUTION OVERVIEW

Aruba & Purple

Give Guests the Royal Treatment With Purple Context-Informed Marketing Solutions

Retail and hospitality organizations require solutions that can monetize guest Wi-Fi access, create personalized guest experiences, and open the door to context-informed marketing campaigns. Authenticating guests on Wi-Fi networks using social media credentials enables businesses to tailor loyalty programs, and marketing campaigns to each individual user. Customer sentiment can be changed in real-time and that results in higher revenue and better customer satisfaction ratings.

According to a study by Hotel Internet Services (HIS), more than 90% of hotel guests connect with more than one device, but more than 80% of guests have an unsatisfactory Wi-Fi experience in the process.[1] Combining an easy-to-use social log-in solution with robust and secure Wi-Fi connectivity will address these issue and help win, serve, and retain guests.

Purple is a leading provider of social Wi-Fi marketing and analytics in more than fifteen vertical markets world-wide. Purple's services include:

- Social Wi-Fi with multilingual and content filtering support;
- Wi-Fi analytics that provide real-time visitor data; and
- Wi-Fi marketing services including surveys, email/SMS engagement.

Aruba and Purple have teamed to provide a value-added guest access service for customer-facing businesses of all sizes. The solution is ideal for hotels, restaurants, transportation hubs, and n large public venues in which customers are likely to dwell for any period of time.

Aruba's portfolio of 802.11ax (Wi-Fi 6) and 802.11ac (Wi-Fi 5) indoor and outdoor access points deliver robust wireless connectivity for any density deployment. Joint certification allows customers to quickly deploy both the wireless infrastructure with Purple's guest Wi-Fi solution. Or, add Purple to an existing deployment.

WHY ARUBA & PURPLE?

- Easy to deploy and customizable captive portal
- Valuable insights into how customers behave while on site
- Context-informed- marketing and guest communication
- Easily promote offer and events for enhanced ROI
- Certified joint interoperability for fast deployment
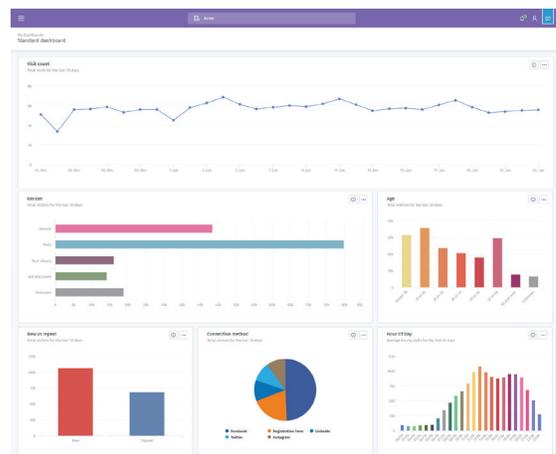
The joint solution is comprised of Aruba's wireless infrastructure, Purple software, and Aruba Analytics and Location Engine (ALE). With ALE, customer data feeds can be collected from devices connected through the Purple Portal. The information is matched with the user's demographic profile, providing valuable insights into customer behavior.

In today's world, legally acquired customer data are a highly prized commodity. Purple's software gathers data feeds into a single easy-to-use dashboard organized by parameters such as age, gender, loyalty, and physical location within a venue. These highly specific data allow marketing programs to be precisely targeted in a relevant and timely manner.

[1] (2019). Hospitality WiFi Study of Guests and Hoteliers. Simi Valley, CA. Retrieved from hotelwifi.com
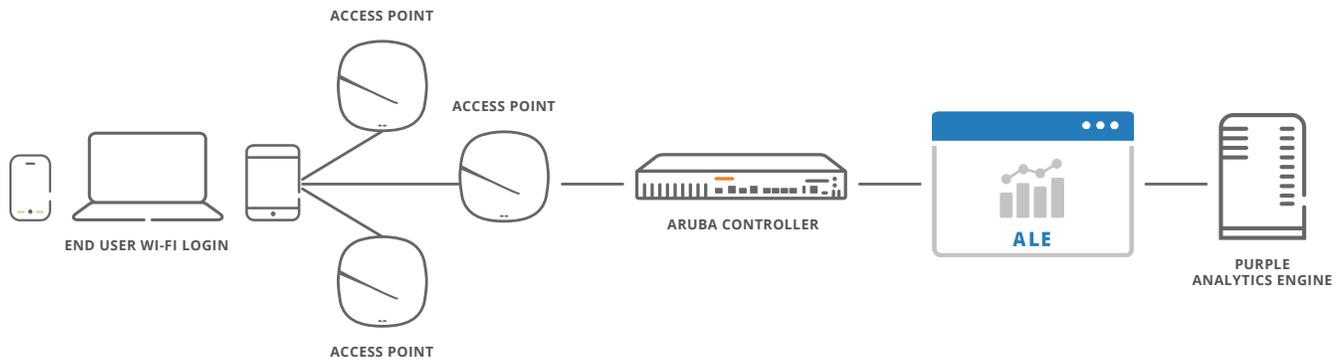
purple

Figure 1: Aruba and Purple joint solution diagram

BUSINESS BENEFITS

This joint solution offers the following business benefits:

- **A personalized portal:** Purple captive portals can be personalized with splash pages, promotions, and surveys that also allow for content filtering
- **A better visitor experience:** frustration-free Internet access extends the time visitors spend in a location and raises the likelihood of return vists
- **More successful marketing campaigns:** tailored engagements are easily created based on real-time, customer device data
- **Increased opportunities:** easier and faster ways to encourage on-line customer reviews, advertise loyalty programs, and send survey requests for continual feedback; and

- **Safe and secure:** networks are protected behind a secure captive portal.

SUMMARY

Aruba and Purple have partnered to offer fast and secure guest Wi-Fi to businesses of any size. Contact your local sales representative to see how Aruba and Purple offer one of the industry's most innovative Wi-Fi and analytics solutions available today.

To learn more about Aruba's wireless portfolio: https://www.arubanetworks.com/products/networking/access-points/

To learn more about Purple visit: https://purple.ai/

DEPEND ON PURPLE

Purple creates software for social engagement, marketing tools, and location analytics to provide digital insights from Wi-Fi and location data. They are currently based in Manchester, UK.

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