



UNLOCK THE POTENTIAL OF WI-FI ENABLED LOCATION-BASED SERVICES

PROXIMITY AWARENESS & ANALYTICS

Today consumers and businesses rely on smartphones, tablets and other Wi-Fi enabled devices for a wide array of personal and commercial applications. Now Motorola's Proximity Awareness & Analytics make it possible to use these devices to improve consumer engagement and improve associate productivity in WLAN environments. Use your Wi-Fi infrastructure to capture shopper attention with personalized promotions and in-store coupons. Enable applications that help drive employee productivity and service delivery. Get the data you need to turn browsing into buying – and prospects into profits.

REACH OUT TO YOUR CUSTOMERS

Proximity Awareness & Analytics are designed to support real-time loyalty programs for your customers, delivered on their own mobile devices while they are in your environment. Presence sensing and locationing tools let you identify visitors as they arrive, then respond to them automatically as they move through your retail setting. Easy-to-implement open APIs let you design opportunities to engage customers and interact positively with them at the moment they show interest in your products. The result is better service, higher customer satisfaction and more tailored revenue-building opportunities.

ACT TO TAILOR YOUR SHOPPING EXPERIENCE

Proximity Awareness & Analytics also include powerful data collection and analytic tools, enabling you to gather more detailed intelligence on who your customers are and how they experience your shopping environment. Track where they go and what they do, then analyze and visualize that data later at your convenience. Armed with a better understanding of what customers expect from you, you can develop more effective customer service and store operations practices. The unique shopping experience you can create will enhance the value of your customer relationships and set you apart from your competitors.

BENEFITS

Drive higher sales conversion by interacting with customers as they shop

Tailor customer service and store operations to the needs of your local and loyal customers

Provide an accurate record of Wi-Fi device activity over time for marketing analysis, promotional development and service optimization

IMPROVE SERVICE DELIVERY

With Proximity Awareness & Analytics, enterprises can use information on Wi-Fi device usage and location analysis to optimize facility layouts, improve resource utilization, and facilitate activities related to workforce management. By turning location data into insights, users of the functionality can deploy location based application to achieve targeted operational outcomes and improve overall business performance.

THE RIGHT TOOLS

Proximity Awareness & Analytics provide a number of key functions:

PRESENCE SERVICES

- Detect customers on premises
- Rule based push – welcome, coupons, specials

WI-FI ANALYTICS

- Track detailed statistics about customer activity (per store visit time, repeat customers, total customers in store, demographic profiles)
- Enable manager to better understand customers

LOCATIONING (RTLS) SERVICES

- Define zones to detect customers in specific areas
- Drive promotions and increase per-customer revenue

HISTORIC LOCATION ANALYSIS

- Track single/multiple device location and path over time
- Quantify value of shelf space based on location in store
- Identify customer flow and congestion

To learn more about how Motorola Proximity Awareness & Analytics can help you create more engaging experiences for customers and more revenue opportunities for your enterprise, please visit us on the web at motorolasolutions.com/shopperengagement.

HOLISTIC WIRELESS MANAGEMENT

The Proximity Awareness & Analytics suite runs on the Motorola NX9500, offering seamless integration with our other WLAN network service capabilities which include WiNG 5 Controller, Wireless Security & Compliance, and Network Assurance. Collectively these tools allow central troubleshooting of user connectivity issues, optimization of WLAN performance and delivery of WLAN-enabled enterprise services. With Proximity Awareness & Analytics, Motorola stays true to its goal of providing a comprehensive solution designed to help enterprise IT organizations dramatically reduce TCO and achieve quicker ROI from their WLAN investments.

Motorola WLAN solutions reflect our holistic approach to WLAN services management. With support for network design, management, security, network assurance and location based services, Motorola delivers the entire portfolio and software tools you need to build and operate a trusted high performance WLAN network.

SYSTEM REQUIREMENTS FOR PROXIMITY AWARENESS & ANALYTICS

An appliance is required to run the Proximity Awareness & Analytics modules. The server appliance is a true plug-and-play system with a hardened operating system, optimized database, and application software included.

Current model options include:

- Model 1252
- Model 3652
- Model 4250
- Model NX9500

Please see each Motorola AirDefense server appliance specification sheet for model specs.
