



DELIVER SECURE GUEST ACCESS TO SUPPORT YOUR DIGITAL STRATEGIES

# ENGAGE, LEARN AND INCREASE SALES

When a customer walks into your store today, they are rarely alone. Most bring along their own personal shopping assistant – a smartphone or other wireless device. While your customers use their favorite digital gear to learn more about your products, compare offers or check reviews, you could be learning how to engage them in new ways, making their experience inside your store something worth coming back for, again and again.

Access to your wireless network is the key. But you need to offer it without overwhelming your IT resources, compromising your network security or risking non-compliance with regulatory responsibilities. Motorola knows how.

## THE CHALLENGE: STRENGTHEN YOUR CUSTOMER CONNECTION

A customer inside your store has already met you more than halfway. If you can reach out, delivering precisely the kind of interaction and service they want while they are within your facility, you can not only build closer relationships, but close more sales as well. That's why 74% of retail executives say that developing a more engaging in-store customer experience is going to be business-critical over the next five years.

Retailers are already investing heavily in digital marketing strategies to enhance customer relationships, from creating a strong social media

presence to deploying new services such as mobile shopping, mobile payments and mobile POS. It only makes sense to bring those digital strategies directly into the retail store.

But wireless communication inside your store environment must be done right. You need to protect your enterprise data and ensure regulatory compliance. You must protect the privacy of your guest users, without burdening them with complex authentication routines. You want to be ready to support all the different devices and operating systems they may use, without bogging down your IT staff with constant demands on their time and resources.

## IN-STORE OPPORTUNITIES FOR WIRELESS ACCESS

- Product reviews
- Social media
- Manufacturer content
- Location-based promotions
- Digital Wallet purchases
- Pop-up retail
- Stores-within-stores
- Special events
- Targeted and self-requested customer service
- Self-checkout
- Line busters
- Custom mobile applications

**THE SOLUTION:  
OPEN COMMUNICATION, SECURE NETWORK**

Motorola Secure Access is a straightforward software solution tailored to today's retail environment. Simply and securely, you can provide customers with the continuous wireless connectivity they want, while you collect in-store data you can use to improve each customer experience and increase per-customer revenues.

**Quick and easy connection for users**

Motorola's Secure Access solution is designed to support your digital marketing strategies by meeting the expectations of connected consumers, quickly and easily. Secure Access automates the process of authorizing guests to use your Wi-Fi network, so it requires virtually no support from your IT staff. Guests can register for access with their social media login or use your custom mobile application for a simple, self-service and intuitive one-time process; on future visits, a registered shopper is automatically authenticated.

**Secure by design**

You want to open dialogues with your customers, not a pathway to your sensitive enterprise data. The Motorola solution is designed end-to-end to protect you and your users against eavesdropping, rogue AP broadcasts and other typical vulnerabilities of open Wi-Fi networks.

Secure Access uses infrastructure based authentication that requires no dedicated firewall hardware in the store. Each device is identified and "fingerprinted" and its user provisioned with the appropriate access, so you always know who is using your network and what they are doing. Guest traffic cannot pass through to the enterprise data center. Because guest access is managed at the edge of your network, your data center won't be slowed by variable traffic loads in-store.

To learn more about how Motorola's Secure Access Solution can help you build stronger customer relationships and differentiate the shopping experience you offer, please visit us on the web at [motorolasolutions.com/configwizard](http://motorolasolutions.com/configwizard) or [motorolasolutions.com/enrollmentserver](http://motorolasolutions.com/enrollmentserver).

**More visibility into shopper behavior**

The more you know about who is accessing your network and how they are using it, the easier it is to design a personalized shopping experience for your customers. When combined with Motorola's Wi-Fi analytics, the solution not only monitors the traffic on your guest network, but captures a wealth of information about who is shopping, how many new/repeat users come to your store, the devices they use on your guest network, the websites they visit and what they search for there.

Easy reporting capabilities let you see the view from a single store or across a global chain, so you can gain new insights into individual shopping behaviors, as well as spot trends over time. So you can craft smarter strategies to engage your customers and differentiate your services.

**CONNECTIVITY WITHOUT COMPROMISE**

Motorola Secure Access is designed to be an efficient, effective and economical way to strengthen customer relationships, boost revenue and give you a competitive advantage. Simple, secure and scalable, it lets you:

- Quickly and securely onboard guest users.
- Authorize access with a guest's favorite social media login (Google, Facebook, LinkedIn).
- Support a wide range of consumer and enterprise mobile devices and operating systems.
- Protect shopper privacy and provide compliance while they shop.
- Enable PCI DSS compliant mobile applications, including POS and self checkout.
- Learn about your shoppers' behavior while they are in your store.
- Use in-store data to improve customer experience and increase basket size.

**75%**

Consumers who rely on smartphones and other wireless devices in-store

