



An Enhanced In-Store Retail Experience Includes the Smart OmniEdge[™]

Challenges Facing Brick and Mortar Retail Stores Today

Brick and mortar retail stores are reshaping the in-store experience to remain competitive and profitable, as well as meet the heightened expectations of connected customers. Driven by the rapid growth of online retail brands, which deliver a highly-personalized and convenient experience to users, to successfully conduct business in today's economy retailers must augment the in-store shopping experience as well, oftentimes comprising of multiple locations across large geographies, all with limited resources at their disposal.

By investing in strategic technologies, retail stores can exceed the digital expectations of today's shopper, optimize the in-house operations of the organization - which includes internal staff and associates - while building a powerful business asset for the organization moving forward. For retail brands, networking solutions must meet the unique requirements of retail the industry today, including:

- Seamless In-Store Guest Access and Roaming
- Secure, Reliable Connectivity and Performance
- Simple and Fast Network Deployments
- Zero-Touch Provisioning
- Support of Distributed, Scalable Architecture

- Centralized, Policy-Based Management
- Granular Visibility and Control
- Pervasive Intelligence and Security
- Location-Based Analytics and Engagements

Smart OmniEdge for Retailers

Our message to the industry is: retailers are using digital transformation to reinvent themselves to deliver the same level of service and convenience to in-store customers as is delivered online. Extreme Networks enables retailers to create a highly-personalized, mobile-centric shopping experience, and to optimize store operations. Our software-driven solutions leverage secure, flexible, and smart network infrastructure that strategically integrates wireless and wired technologies, guest access, analytics, location-based services, and centralized network management. For these reasons and our #1 rated customer support, we count some of the world's largest retailers as our customers.

Pervasive Intelligence

Retailers face the challenge of supporting distributed locations across geographies, whether these properties are brick and mortar stores or are transportation and logistics facilities driving the organization's supply chain. Both entities are mission critical for retailers, requiring constant

operational uptime and efficiency. With Smart OmniEdge small IT staff – characteristic of retail businesses – are given a boost by augmenting human intelligence with machine learning and proactive AI; this includes Extreme’s virtual network engineer, an appliance that independently tunes the network for the changing conditions, even in the most challenging RF environments.

Business Adaptive

Extreme’s Smart OmniEdge solution provides a single pane of glass for unified wired/wireless management, and unique deployment requirements may leverage a variety of network configurations – cloud-based, on premise, etc. It doesn’t require retail organizations to lock into one architecture or deployment model, enabling retail brands with greater flexibility to The same access points are used, whether managed on-premise or from the cloud, and regardless of the network architecture or licensing model.

Intrinsically Secure

Smart Edge comprised of a secure, unified wired/wireless infrastructure complemented by a broad portfolio of applications and services, all augmented by artificial intelligence and machine learning. Smart Edge policy and control enables secure on-boarding of in-house, BYOD, guest, and IoT devices; safely and securely with minimal network administration. Retailers can institute an extensive, diverse set of role-based policies – providing network rules by user, device, time-of-day, location, and application.

Smart OmniEdge Benefits

With less time and money spent on managing and troubleshooting the network, **retailers have a greater opportunity to personalize the in-store experience and optimize their in-house operations.**

- Network issues are identified sooner or even prevented, reducing help desk tickets and freeing up IT resources to concentrate on more strategic and innovative business initiatives, like leveraging location-based promotions, rolling out a brand loyalty app for repeat shoppers, or implementing an in-store AR solution.

- Location-based analytics and services: Smart OmniEdge integrates seamlessly into location-based systems and solutions, an emerging capability in the industry as it delivers valuable analytics related to foot traffic trends and the tracking of in-house associates across locations, in addition to sending contextual promotions to in-store shoppers.
- Smart OmniEdge also includes an open-API architecture to easily support and integrate with native tools third party platforms and apps

Retail organizations have a range of unique requirements depending on their business, size, number of locations, and available IT resources; **their networking solution must deliver flexibility and scalability to adapt to the business as it evolves.**

- The network can adapt and grow as the organization grows and evolves. For retail businesses enhancing their network or even expanding their network to new properties, Smart OmniEdge quickly adapts to accommodate business needs while keeping network management, hardware (wired/WLAN) and the customer experience consistent.
- When network upgrades or expansions occur, this often comes with a rip and replacement, taking away valuable time and resources (and with it, profits). With Smart OmniEdge up-time and availability, critical keys to success for all retailers, remains steady.
- Built-in range of network automation capabilities, from basic functionality like zero touch provisioning to highly sophisticated automation across multiple domains.

With Extreme AI-RF and ExtremeCloud Appliance, Extreme [Smart OmniEdge](#) delivers on all of retailer’s requirements with a network edge solution that is intelligent, adaptive, and secure – enabling retail businesses with a customer-driven experience for their users with the network capabilities to achieve their digital transformation goals faster.



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