



ARUBA AIOPS USE CASES

# Solving Passerby Performance Problems in Retail

## INTRO

### Not every connection is a customer

Imagine people sitting in front of a retail store in a high traffic area. While people watching and surfing the Internet may be fun, the drain on the network might not be. For businesses located in high traffic areas, the source of network performance issues could be from people (and their mobile devices) who are inadvertently connecting to your wireless network.

## CHALLENGE

### Not all stores are the same

The problem starts with using a baseline configuration for each store. When you planned your Wi-Fi deployment, you probably installed access points near the entrance and the windows. You were thinking inside-out and not outside-in during the design phase. This made perfect sense. Aisles were covered, and Point of Sale (PoS) devices and guest access worked flawlessly. What could possibly go wrong?

But did you consider the effects of heavy foot traffic in front of each store, parking spots nearby, and whether or not popular adjacent stores would be a problem? And to complicate things, what if your IT team is busy when the Help Desk calls start coming in.

## SOLUTION

### Aruba ESP and AIOps are here to help

When using Aruba AIOps, your IT team is able to diagnose and fix problems fast, even preempting issues before users notice or the network's performance suffers. Data is collected from every Aruba wireless access point, switch, and SD-WAN gateway to build a baseline across all your stores. When problems arise, Insights built from your specific network can pinpoint root causes or "reasons" for why the problem is happening.

Peer comparisons are what really differentiates Aruba from the rest. Recommended changes to your configuration or deployment also take into consideration how "like" sites that have experienced a similar problem performed after they made network changes. So, your network gets a step up...and so does your store.

# A real-life example

For one national retail chain using Aruba AIOps, it was as simple as logging into their Aruba Central instance and checking the AI Insights dashboard to solve passerby problems at one store.

Further analysis revealed that a high number of probe requests were starving network resources for legitimate users and PoS devices. Using factors such as Signal-to-noise ratio (SNR), dwell time, and bytes transferred, Aruba AIOps determined which users were legitimate and which were just people walking by.

Data further revealed that the issue was occurring in 40% of the retail chain's stores, so the IT team was able to use Aruba AIOps to also deploy a configuration in all impacted stores to provide the best probe threshold settings for those locations, before they experienced any problems.

After implementing the recommendations this customer eliminated 95% of interference caused by illegitimate users and increased Wi-Fi Performance by 25%.

All done using the Aruba access points they already have. No additional hardware needed.

## SUMMARY

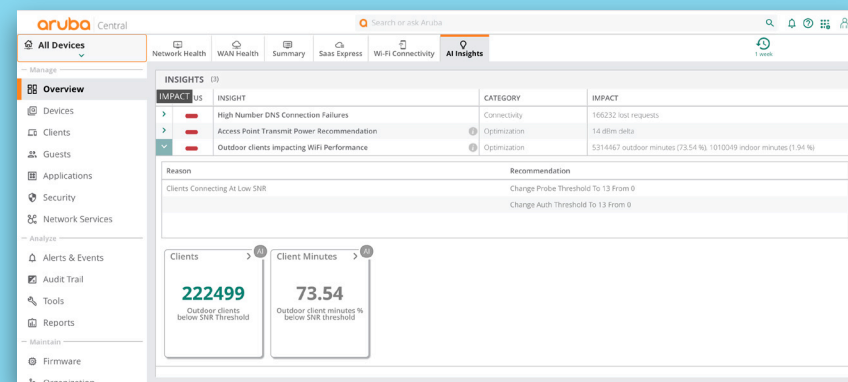
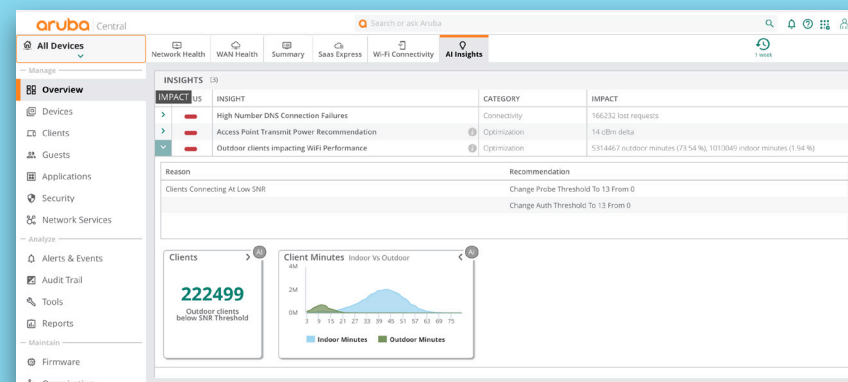
IT efficiency, AIOps, and retail success go hand in hand. In fact, the passerby issue can affect any network located in dense environments such as universities, government buildings, and event facilities. Aruba AIOps found these conditions exist in 30% of Aruba's customer networks, thereby saving a large number of IT teams valuable time and energy.



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