



Zebra Creates a New Shopping Experience for Shopping Cidade Jardim Customers

ZEBRA'S WLAN ACCESS POINTS AND MPACT MOBILE MARKETING PLATFORM DELIVER FREE WI-FI TO SHOPPERS AND INNOVATIVE CUSTOMER ENGAGEMENT OPPORTUNITIES FOR RETAILERS

Sao Paulo, Brazil is one of the world's fastest-growing metropolitan cities with a booming population of over 11 million people. Famous for its round-the-clock lifestyle, Sao Paulo is home to world class museums, cultural centers, cinemas and some of the finest restaurants on the continent. It is also a shopper's paradise.

WI-FI EXPECTATIONS

When it comes to Wi-Fi in malls, today's shoppers expect, at a minimum, a reliable connection that is complimentary, easy to access and secure. But most shoppers want

even more. Many of who browse Shopping Cidade Jardim demand access to the highest quality retail experiences.

Estimates are that, at any moment, 30 percent of Shopping Cidade Jardim shoppers are accessing the Internet, which means that providing reliable, high-performance Wi-Fi connections is essential. However, because of the high-density environments throughout the mall—with customers constantly entering and leaving throughout the day—providing a quality Internet connection was a daunting challenge.

SUMMARY

Customer

Shopping Cidade Jardim
Sao Paulo, Brazil
Mall Owner:
JHSF

Zebra Partner

CoffeeBean Technology
Mobile Marketing Application

Industry

Retail

Challenge

Providing shoppers with fast, reliable Internet connections that enable a better understanding of shopper behavior for profitable personalized marketing programs.

Solution

- Zebra Wireless Local Area Network (WLAN)
- Zebra MPact Mobile Marketing platform
- Zebra AirDefense Wireless Intrusion Detection and Protection

Results

Expanded customer engagement, a deeper understanding of shopper behavior, preferences and needs and new revenue-generating marketing programs.

SUCCESS STORY

SHOPPING CIDADE JARDIM



THE JHSF/ZEBRA PARTNERSHIP

JHSF elected to partner with Zebra Technologies and deployed a powerful solution at Shopping Cidade Jardim beginning with Zebra's high-speed wireless local area network (WLAN).

"We chose the Zebra WLAN Wi-Fi Internet service for its ability to supply good coverage throughout the high-density environments that exist in shopping centers like ours," says Claudio Bessa, marketing manager, JHSF Shopping. "These include hallways, common areas and food courts, where shoppers are using all sorts of devices like mobile phones and tablets."

"The Zebra WLAN solution provides an excellent experience to end users," Bessa continues "because it is fast, offers high-speed Wi-Fi, and good coverage that prevents the services from disconnecting or crashing."

DISTRIBUTED WING ARCHITECTURE

In a retail environment where hundreds of shoppers are accessing the Wi-Fi connection at the same time, the Zebra solution is ideal. At Shopping Cidade Jardim, robust Zebra access points, which are uniquely designed for retail, provide a wealth of features that enable JHSF to drive the value of its wireless LAN up, while driving down the cost to deploy and operate the network.

With its distributed network-aware architecture, the Zebra solution empowers the WLAN with the

intelligence needed to determine which route best provides the speediest delivery of every transmission.

"Thanks to Zebra's WiNG architecture, the access points [AP 8132 and AP 8232] at Shopping Cidade Jardim mall are ideal for high-traffic areas," Bessa adds.

MEETING RF CHALLENGES

Shopping Cidade Jardim also presents RF challenges. It is an open-area shopping mall located in a dense urban area filled with tall buildings and featuring a tropical décor with trees, vines, palm trees, and hanging plants, creating even more obstacles to providing reliable Wi-Fi connections for customers. Its strong wireless connectivity is a significant selling point for Shopping Cidade Jardim. Today, when shoppers arrive, they are greeted by a banner that announces the free Wi-Fi access that exists throughout the mall.

"With all the RF coverage challenges we have, the Zebra solution has provided consistent and reliable Wi-Fi access for our shoppers," says Bessa. "It's working well."

TURNING COST INTO INVESTMENT

At the same time, JHSF was also seeking a solution that would serve as a platform for customer insights to help drive revenue-generating marketing programs. "What normally happens is

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marketing manager,
JHSF Shopping

that the WLAN infrastructure offered at malls and commercial establishments is viewed as a cost,” says Arnaldo Leite, ISV business development manager. “That was the concept we wanted to change—to show that there is a solution that can also serve as an investment to help generate business.”

With the dramatic growth in the use of mobile technologies, mall operators are seeking innovative ways to capture and tap into customer data and gain insights into shopper behavior. The wireless solution, the company reasoned, should also be able to serve as a platform for providing insights that would enable revenue-generating marketing programs.

MPACT MOBILE MARKETING PLATFORM

JHSF utilizes Zebra’s MPact mobile marketing platform to leverage the WLAN solution in its efforts to collect and maximize use of customer information. The mobile platform’s location-based analytics triangulate locations from signals generated by mobile phones to better understand and act on customer actions and behaviors.

This up-to-the-minute data helps tenants take the shopper experience to the next level by providing compelling content and, ultimately, developing stronger relationships with shoppers via social networking sites. Mall operators and store managers alike are able to track the movements of shoppers inside stores and mall public spaces,

helping them create engaging experiences customized to shopper preferences. “In addition to fast and stable Internet connections, the solution helps us better understand customer behavior,” notes Bessa.

ENHANCED PERSONALIZATION

Zebra’s high-speed WLAN network and the MPact mobile marketing platform help Shopping Cidade Jardim management connect with customers wherever they are on the property. Thanks to MPact, mall and store managers can pinpoint how frequently customers visit the mall, in addition to where and how long they linger. At the same time, they can leverage the basic information shoppers use to log into the network—in combination with MPact’s sophisticated indoor locationing technology—to communicate with them directly and provide more compelling, more personalized messages and offers in real time.

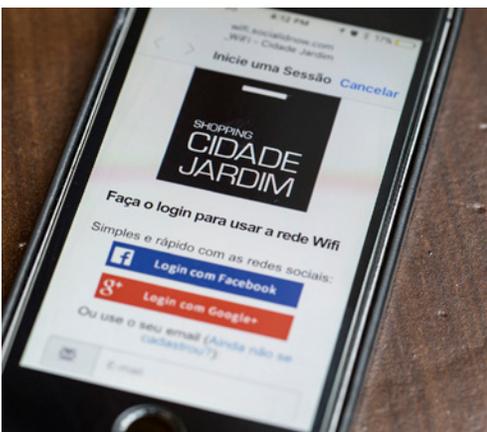
FAST, RELIABLE CONNECTIVITY

The Zebra WLAN solution makes it easy for shoppers to join the mall’s Wi-Fi network. By using their existing credentials at social networking sites like Facebook or Twitter, they can easily sign on, while the mall owner can control the amount of time they are able to access the network.

Because shoppers are coming and going all the time, it is critical that the system offer decision-making intelligence at every access point as each customer is added to the network. This guarantees fast and reliable connections for more users,

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since the network grows in accordance with the demands of connected customers—and ensures that there are no bottlenecks, crashes, or failures.

PERSONALIZING CUSTOMER ENGAGEMENT

The unique MPact locationing technology from Zebra enables the owners of Shopping Cidade Jardim to provide each shopper who enters the mall with a customized, personalized experience. As soon as shoppers sign on to the mall's Wi-Fi network, MPact provides instant visibility to the mall operator regarding shoppers' locations in the mall—as well as the ability to instantly take action to send personal greetings, deliver special offers based on buying history or dwell times, or provide step-by-step directions to a specific sale or promotion.

Shopping Cidade Jardim leverages the mobile marketing technology developed by mall tenant CoffeeBean Technology, which uses the MPact platform to capture MAC (media access control) addresses for smartphones associated with customer social profiles and to keep track of precise shopper locations. The company also uses the MPact indoor locationing capabilities to monitor how shoppers move through the mall to send them real-time messages via push notifications, email, Facebook and Twitter in real time, based on Bluetooth micro localization.

ENSURING CUSTOMER DATA PRIVACY

More than simply a network, today's WLAN is now a critical business tool that shopping centers and retailers can leverage to improve the customer experience. Shoppers are also especially security-conscious and cognizant of the security issues that are common in high-density environments. Because the solution can make use of credentials from the most popular social media networking sites, shoppers do not need to provide personal or contact information to receive personalized messages and offers.

JHSF installed the Zebra AirDefense platform at Shopping Cidade Jardim to support its security and compliance functions. "Because we installed the AirDefense platform, the wireless network structure at the mall is protected against potential risks to the privacy of user data shared between the shopper and our Wi-Fi service," says Bessa.

TRANSFORMING THE SHOPPER EXPERIENCE

"We realized that there has long been a real need for malls in Brazil to offer a quality, fast and stable Internet connection for customers, while also helping mall operators understand customer behavior, preferences and needs," says Bessa. "In the end it was clear that the Zebra solution offered us a new opportunity for us to expand our customer connectivity and engagement efforts."

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