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Fortinet and Aislelabs Solution Integration

Security, Location Analytics, and Marketing Automation for Brick and Mortar Retail Enterprises

Executive Summary

The Aislelabs platform leverages the partnership with Fortinet to enable Wi-Fi marketing and location analytics for brick and mortar retail stores, together with the industry-leading security and networking capabilities provided by Fortinet. Aislelabs natively integrates with a host of Fortinet access points (APs), providing additional business value to end clients.

Challenge

Businesses of any size always strive to understand who their customers are to connect and market to them. The Aislelabs product suite, enabled over Fortinet wireless APs, addresses this fundamental need. It provides location intelligence using Wi-Fi as a proxy for data collection from physical locations (stores). Businesses can now understand how many customers visit their stores, how much time they spend there, and most importantly, how they flow and move within the space. This unlocks numerous insights for operations and marketing teams directly from the Aislelabs platform.

In addition, Aislelabs' cloud-based software enables sophisticated data acquisition from customers that connect to the Wi-Fi network, enabling businesses to build enterprise-grade customer databases. Moreover, businesses can digitally re-target their customers natively within the Aislelabs platform (or integrated through suitable marketing platforms) to gain a profound marketing return on investment by keeping those customers engaged and transforming them into repeat customers.

Joint Solution

Aislelabs and Fortinet have partnered to deliver an industry-leading security solution to address the above customer needs. The integration of the Aislelabs product with the Fortinet FortiGate next-generation firewall (NGFW) and the Fortinet Secure Access solution is enabled through the Fortinet Fabric-Ready technology alliance partner program. The integration delivers a full-service solution that enables retail businesses to address their location analytics, location-based customer intelligence, and location-based marketing needs. Bundled with account management services, the solution becomes a turnkey initiative to improve operations and drive revenue for end clients.

Joint Solution Components

- Fortinet FortiGate
- Fortinet FortiSwitch
- Fortinet FortiAP
- Aislelabs Flow
- Aislelabs Connect

Joint Solution Benefits

- Acquire and unify data pertaining to online and offline customer behavior, including store visits and point-of-sale (POS) data at scale
- Inform strategy, operations, and marketing teams with data-driven strategies
- Run marketing campaigns designed to increase customer loyalty and drive return on investment (ROI)

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Joint Solution Components

Fortinet Aislelabs Flow is a cloud-based marketing and location analytics platform that analyzes customer behavior inside physical stores. It provides more than 100 interactive reports analyzing customer dwell time and behavior inside specific areas, delivering insights for operations, consumer insights, marketing, and security teams.

Fortinet Aislelabs Insights provides unified customer behavioral analytics through an extensive set of integrations with smart cameras, ticketing, POS, people counting, and any other existing footfall analytics solutions. Unifying these integrations provides a comprehensive repository of information, imparting the most accurate real-time snapshot of customer behavior.

Aislelabs Connect is a marketing automation platform designed for the physical world. Connect leverages their Fortinet partnership to provide a customer data acquisition, marketing delivery, and customer engagement tool. All data becomes actionable directly through the platform, enabling sophisticated marketing strategies.

Fortinet FortiGate NGFWs help organizations achieve digital transformation by protecting any edge and any application at any scale by improving operational efficiency, automating workflows, and delivering strong security posture with best-of-breed threat protection.

The Fortinet wireless local-area network (WLAN) solution enables retailers to transform the shopping experience and convert walk-bys into walk-ins, showroomers into loyal customers, and loyal customers into brand ambassadors. The Fortinet secure WLAN solution is ideal for retailers with multiple locations. As a recognized leader in network security, Fortinet can support the deployment of thousands of remote locations over any type of wide-area network (WAN), and can deal with every type of wired and wireless threat to far exceed the minimal requirements of Payment Card Industry (PCI) compliance.

Fortinet WLANs can easily handle the quality of service (QoS), bandwidth, security, and regulatory requirements placed on retail networks carrying financial information alongside different traffic types, ensuring that each gets the right security, resources, and priority. Centralized policy management offers complete control and flexibility over application policies and implemented features at each location.

Fortinet APs provide complete coverage for all indoor, outdoor, and remote scenarios. They work in conjunction with a local or centralized FortiGate WLAN controller that combines WLAN control, virtual private network (VPN), firewall, and unified threat management (UTM) features into one platform.

Joint Solution Integration

Aiselabs integration with Fortinet FortiGate and FortiAPs uses real-time location system (RTLS) for anonymous Wi-Fi location analytics, offering advanced capabilities for Wi-Fi marketing. As Aislelabs Flow requires no action from a customer, it collects only anonymous data from Wi-Fi-enabled devices, balancing the protection of a customer's right to privacy while still collecting insights in a privacy-by-design manner. No contact or demographic information is known about them nor is it displayed on any dashboard.

Flow collects billions of new data points every single day, ingesting, processing, and storing well over 1,000,000 data points per second at peak. Trillions of data points are stored in thousands of terabytes of solid-state drive (SSD) storage, and Aislelabs' storage array always keeps hundreds of terabytes available with 100,000+ input/output operations per second (IOPS), ready for complex analytics of this aggregated anonymized data. All data is analyzed and displayed in aggregate, which shows percentages of how many devices are detected, which times are more popular, how long they stayed at the site, and more statistical culminated data.

Joint Use Cases

Use Case 1

Analyze historical footfall to inform leasing and operational strategy

The Flow platform provides granular location analytics of historical footfall and seasonal trends to provide leasing and operational teams the insight required to make data-driven decisions.

Use Case 2

Visualize the end-to-end customer journey to inform omnichannel strategy

The Customer Hub platform unifies the website and app data with all offline customer behavior such as visits to the store. Run email, Short Message Service (SMS), and smart coupon campaigns through the Connect platform and measure offline attribution at scale.

Use Case 3

Reopen your business safely through data-driven COVID-19 compliance

Leverage Aislelabs' COVID-19 modules to monitor maximum occupancy, run effective sanitization operations, and provide an opt-in for contact tracing. The Aislelabs platform natively offers these solutions to ensure data-driven regulatory compliance without the need for expensive infrastructure or lengthy deployment process.

About Aislelabs

Aislelabs is the leading global provider of enterprise software for marketing automation, location analytics, predictive intelligence, and unifying online and offline customer touchpoints. The company serves customers across verticals including retail, transportation, hospitality, venues, and F&B.

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