Transforming Retail with On-premise Mobile Clouds

From large shopping malls to big box retailers, ensuring that customers are engaged and have a positive shopping experience are the primary concerns. Part of that customer satisfaction quotient comes from guaranteeing that customers stay connected with their mobile devices no matter where they are in the mall or store.

Wi-Fi is used in most retail establishments, however, its unreliability is frustrating for shoppers who hope to do comparison price shopping, or who might want to snap a photo or video of a product to share with someone at home. The shortcomings of Wi-Fi means that the retailers lose the ability to engage with their customers, gather and analyze consumer patterns, location data and more.

So, what can retailers do? Taking control of their network by deploying Cyrus is a good start. Cyrus enables retailers to deliver always-on connectivity, making it easy for shoppers to surf while they shop. This approach offers high-speed and unlimited capacity, supports all carriers, and works with any device. The technology relies on on-premise mobile clouds that are fully scalable and secure.

The Cyrus solution enables retailers to own their cellular network rather than ceding control to mobile carriers. It also lets them gather and aggregate user data to help them better operate their stores for improved security and reliability. Cyrus also empowers retailers to engage with their customers and personalize their marketing outreach and offers. In short, local mobile clouds free the retailers from the limitations of the carriers and the unreliability of Wi-Fi, while enhancing the customer experience.

Cyrus serves the needs of retailers:

- Provides rich analytics around time, identity, position and service (TIPS). That includes insight into shopping habits, mobile device location, and point of sale opportunities, all of which keep shoppers in the store longer
- See aggregated user data, know when your shoppers are comparing pricing online, improve and refine your offering
- Offer seamless mobile data connectivity to shoppers – without Wi-Fi – on any device

Cyrus End-to-End Solution

Cloud Network Switches
Cloud Automation Servers
Cloud Compute Servers
LTE processing
Cyrus Connect

Backhaul Transport
GPP Servers
Core Network
DAS POI (third party)

DAS Remote Units (third party)

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Benefits

Guaranteed Service Delivery for All Wireless Carriers

- The store or mall is pre-wired to support all wireless carriers (connected to a 3rd party DAS)
- 'Always-on' cellular services
- Multi carrier mobile cloud
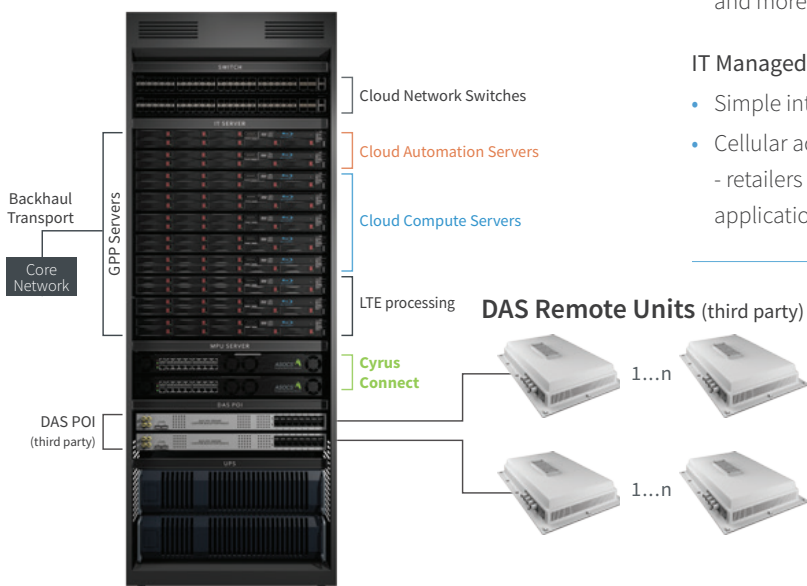- Easily upgradable to support additional carriers, services, and applications

Private IoT Network

- A highly secure, reliable and high-capacity, personalized private IoT network – owned and operated by the retailer
- Supports all cellular-based IoT applications, including **interactive signage, in-store video calls**, security, video surveillance, augmented reality and virtual reality applications and more
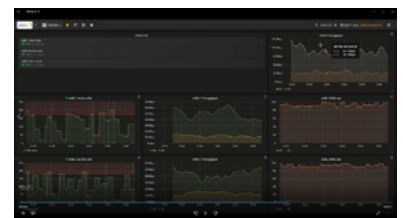
IT Managed

- Simple integration with cloud automation tools
- Cellular access software is installed on a cloud architecture - retailers leverage the private cloud to host additional applications such as video analytics and location tracking

Cyrus Dashboard

Key Takeaways:

ASOCS' Cyrus is a game-changer for both small and large retail venues, offering important options for the broadband needs of visitors and workers alike. Mobile edge clouds from ASOCS are scalable, easily installed, cost-effective, and support any carrier. Please visit www.asocscloud.com to learn more.

ASOCS®
On-premise mobile clouds

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