

ENHANCE CUSTOMER EXPERIENCES with PROACTIVE WI-FI PERFORMANCE MANAGEMENT

SOLUTION OVERVIEW
RETAIL

If you are like most retailers, then you need engaging in-store digital experiences for your customers – or risk revenue and brand loyalty. As a result, it's time to stop chasing down Wi-Fi issues with tools and it's time to start managing it centrally and proactively across your entire global retail footprint.



Wi-Fi networks are deployed to support the digital experiences for customers who enter your stores or cafés. Personalized offers, comparison shopping with price-match, app-aided checkout, as well as in-store associate communications. Reliable connectivity and high levels of performance are required to support customers and associates perform real-time critical processes.

Value to Your Organization

Rather than a set of tools that find and fix Wi-Fi issues at a point in time, 7SIGNAL provides a comprehensive system for continually monitoring the performance of Wi-Fi networks and wireless experiences across your diverse campus environment.

A disparate network of geographically dispersed storefronts and distribution centers make it difficult to troubleshoot, let alone accurately identify Wi-Fi problems that may impact workflows and the customer experience. However, 7SIGNAL will identify issues and alert you proactively so that you can remediate performance issues before they adversely impact brand loyalty.

Products

Patented Wi-Fi sensors called **Sapphire Eyes™** act like high performance clients and benchmark the performance in locations with around-the-clock user experience testing and passive scanning of the 2.4 and 5 GHz frequency bands.

Sapphire Eye Capabilities

Active Tests	Throughput, packet loss, latency, jitter, radio association, authentication, IP and DNS services
Passive Tests	Beacon availability, airtime utilization, channel utilization, data rate utilization, spectrum analysis, packet capture
APs Measured	<ul style="list-style-type: none"> • One Sapphire Eye 2100 measures 4 to 8 APs based on RSSI • One Sapphire Eye 500 measures 1 to 3 APs based on RSSI
Radio Specs	802.11ac Wave 1 3x3:3

7SIGNAL's **Mobile Eye™** software crowdsources Wi-Fi performance data at pre-defined intervals from wireless devices on the network. Smartphones, tablets and laptops running Windows, macOS, iOS and Android operating systems execute discrete Wi-Fi performance tests in the background against test endpoints you strategically place in your environment, at a periodic interval you define.

WHY 7SIGNAL

- Increase loyalty by enhancing in-store digital experiences.
- Create frictionless customer experiences that convert shopping into buying.
- Centrally manage Wi-Fi experiences across every location without onsite visits.
- Expand your wireless network visibility across every store, DC and corporate office.
- Find and fix remote Wi-Fi issues without the need for walkaround tools.
- Wi-Fi performance testing is discrete, at pre-defined intervals.

How It's Different

Unlike your Wireless LAN vendor, 7SIGNAL provides visibility of the Wi-Fi experience from the end-user's point of view. 7SIGNAL software "lives on the edge", where wireless experiences matter most.