

## SMARTAC ENABLES MOBILE RETAIL TRANSFORMATION FOR LINK CITY SHOPPING CENTER WITH RELAY2 SERVICE-READY WIFI

CREATING RICH CONNECTED MOBILE EXPERIENCES FOR SHOPPERS OVER HIGH-PERFORMANCE WIFI



### THE CUSTOMER CHALLENGE:

Suzhou Link City Shopping Mall provides a luxury one-stop shopping experience that including retail, dining, leisure, entertainment and community service. The shopping center, which has 150,000 square meters of floor space across 6 floors, is home to a variety of major local and western brands including Sam's Club, H&M, and many others. The facility includes over fifty restaurants, a cinema complex, as well as 10,000 square meter indoor theme park. However, with rise of ecommerce and digital retail, shopping centers like Link City are asking how technology can be leveraged to attract and retain mobile visitors.

To enhance shopper's experience, Link City decided to pursue a complete digital retail transformation that included social networking, interactive digital signage, and branded mobile applications. To support this, Link City also needed to modernize its WiFi infrastructure to facilitate engagement while customers were on-site. In doing so, Link City's objective was to change WiFi from being a "nice to have" amenity to a business-centric and sales-dependent capability. Through this effort, Link City expected to dramatically improve traffic and sales for shop owners and brands, while providing a more personalized and intimate experience for every shopper.

To lead the digital transformation, Link City partnered with SmartAC, a large hotspot operator in China.



### THE SOLUTION: RELAY2 SERVICE-READY WIFI

After an extensive selection process, SmartAC chose Relay2 for the Link City deployment. The selection was driven by Relay2's robust WiFi performance, ease of deployment and management, and platform openness to facilitate the integration of value-added capabilities including indoor location-based services.

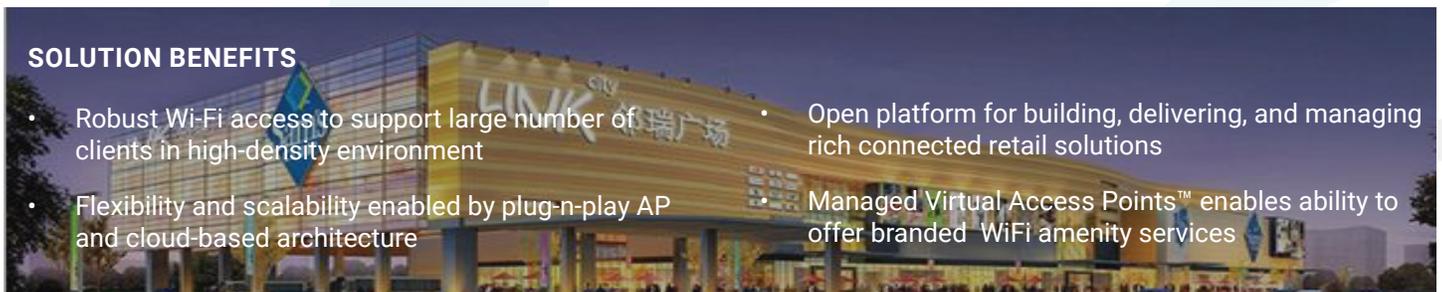
SmartAC deployed a total of 150 Relay2 Service-Ready Access Points™ across the shopping mall. These provide robust high-performance coverage of the entire mall including shops, indoor atriums, dining areas, parking lots, and offices. Leveraging advanced inter-AP coordination, the solution supports dynamic power control and load balance functions to provide reliable and stable wireless connections, even under high-density access scenarios, such as popular marketing promotion events in the atrium or during high-traffic festival and sale days.

The plug-&-play nature of the access points and low-complexity cloud-based architecture facilitated a streamlined and rapid deployment of the network in less than 3 weeks. The architecture also provided flexibility and scalability. The WiFi network can quickly be reconfigured to adjust when merchants change or relocate. During temporary events, additional infrastructure can easily be added. In addition, the Relay2 cloud-based architecture and management has simplified IT management by providing unified network and service management anytime, anywhere, and with tiered access rights for both SmartAC and Link City.

In addition to the supporting robust WiFi and centralized management, Relay2's unique Mobile Application Service Engine™ (MASE) provides an open platform to allow SmartAC to build, deploy, and manage retail-centric mobile services integrated with the WiFi network. Relay2 worked closely with SmartAC & Link City to understand the stages of the consumer experience from store entry, browsing, trying, interacting with staff, to purchase completion. Understanding these, a definition was created for how the network and network data could be integrated to create rich connected

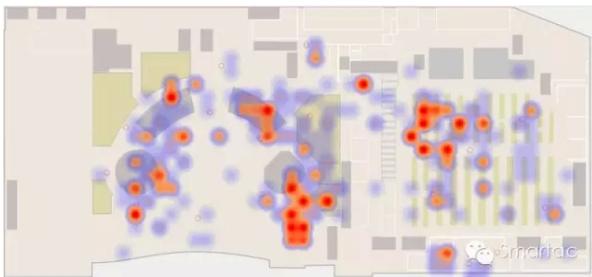
### SOLUTION BENEFITS

- Robust Wi-Fi access to support large number of clients in high-density environment
- Flexibility and scalability enabled by plug-n-play AP and cloud-based architecture
- Open platform for building, delivering, and managing rich connected retail solutions
- Managed Virtual Access Points™ enables ability to offer branded WiFi amenity services



shopping experiences leveraging the Relay2 platform to build edge applications. In this effort, the main function and value propositions of the Relay2 platform were:

- Multiple authentication methods: support for variety of authentication methods including by SMS, QR code scan, single click within mobile application, etc. This provides a convenient and mobile-friendly means to connect to Internet.
- Location & Context Awareness: Client data collected via the WiFi network, including location and web traffic information, is available for integration to create complete digital retail solutions such as client-aware interactive digital signage or mobile app location event triggering.
- Big Data Analysis: Data collected by the WiFi network can be used to discern insights such as foot traffic volume, frequent routes, dwell-time, high-traffic areas, etc. All of which are helpful for merchant to make adjustments such as product placement and display to improve sale efficiency. Client and network statistics can be integrated via API for analysis and visualization.



- HTML insertion: Promotions and notifications can be displayed via mobile browsers overlays to enhance business interaction with customer and generate more sales leads within store. Based on network provided location and client data, inserted HTML content can be targeted. For example, geo-fencing can be used to trigger promotion in specific areas.
- Web Cache / Web Portal: Optimize the online mobile experience throughout Link City by providing ultra-low latency access to high-value as well as popular web content. By caching merchant sites, mobile video, and other rich media, merchants can create an “endless-aisle” shopping experience where promoting both in-store and online-only products.

## THE RESULTS

While providing visitors with reliable high-speed wireless coverage throughout Link City, the WiFi has also enabled SmartAC to roll out capabilities that create a seamless online to on-site digital experiences for mobile shoppers. This includes social media campaigns that encourage shoppers to visit partner stores. Smart interactive screens throughout the mall provide store information, maps, events, advertisements, and coupons. The screens also allow interaction via mobile phones so that shoppers can participate in sales promotion, events, and games.



Furthermore, SmartAC was able to provide key business insights to Link City management: “The WiFi network collects location information of consumers to enable mall managers to understand consumer behaviors and traffic distribution in the mall in real time.”

Regarding the capabilities of the Relay2 platform, SmartAC commented that, “With Relay2 plug & play wireless solution, we are able to provide high-capacity commercial WiFi services across the whole shopping mall, meanwhile, the unique MASE service engine provide us a easy way to deploy edge applications which truly optimize our value-added retail service offering, and improve the shopping experience for customer.”

Looking ahead, SmartAC can further leverage the built-in processing, storage, and services of the deployed Service-Ready Access Points™ and open MASE platform to build and deploy more advanced retail solutions that provide an increased degree of personalization and convenience to mobile shoppers. Additionally, the deployed access points support Relay2’s patent-pending Managed Virtual Access Point™ (MVAP) capability. This enables SmartAC and Link City to offer merchants WiFi amenity services in the form of their own branded and individually managed network by virtualizing the deployed WiFi access point infrastructure.

## ABOUT RELAY2, INC.

Relay2, a leader in cloud-managed wireless networks, helps businesses and service providers transform legacy managed services into complete ROI-generating business solutions. Relay2’s pioneering Service-Ready Access Point™ enables cloud-managed applications and content to be hosted at the network edge, as close as possible to mobile customers, guests, and employees. The open Relay2 platform makes it both simple and low cost to leverage a foundation of high performance WiFi to build, deploy, and manage innovative edge applications that provide rich connected experiences.

Headquartered in Milpitas, California, Relay2 was founded in 2011 and is a privately funded company led by an experienced team of industry veterans.

