



SAGA
new frontier group

Solution Brief

with Aruba & Saga



G|FENCE

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G# (G Fence) is a software platform developed by Saga, which gives line-of-business leaders the opportunity to better understand customer behavior inside their space. G# provides data to make calculated decisions based on customer walking patterns, internet browsing habits, marketing content feedback, visit frequency, and other movement trends. Combining data provided by G# and other in-house systems, it offers the means to enrich the customer experience inside of a space and consequently boost sales. G# empowers users to quickly adjust to customers' needs through real-time interaction, while encouraging marketing departments to create targeted campaigns with guaranteed success.



Why Saga?

Saga, a member of the New Frontier group, provides a suite of software solutions centered on real-time event based processing and customer engagement. GFence, part of a trio of Saga's intelligent suite, enables businesses to get a deeper insight on their customers and interact with them in real time. The solution is based on their customers' offline and online footprint. Other solutions from Saga empower businesses to use events such as zone entry, campaign feedback, or purchases, together with other data, to communicate the best possible content to customers via their favorite channel.



Aruba Integration

G# was developed in cooperation with Aruba, a provider of networking components. Aruba Wi-Fi infrastructure consists of the following hardware components: Aruba Wi-Fi Access Points (AP), Wi-Fi Controller, and Analytics and Location Engine (ALE). G#'s main software modules are: Location analytics, captive portal administration, and URL analytics. These software modules are presented in a customizable front end module with additional administrative features.

Aruba Wi-Fi infrastructure, installed inside a public space, has a capability to communicate with Wi-Fi enabled devices and transfer useful data to ALE, which then interprets data and calculates it into specific appearances of devices. G#, a transactional-analytical solution, is processing data received from ALE in real-time. Based on this data, powerful reports are generated in real time, based on a set of predefined filters. G# is a scalable product, which can be implemented on multiple locations of interest, while keeping a single centralized place for administration and report generation.

Saga & Aruba TOGETHER

owners get the opportunity to see how long customers they stayed in the space, where they stopped and how often they visited it. When this data is correlated to real sales, users can directly measure the commercial impact of marketing campaigns with customer behavior. Through location-based data, users will see how customers move around the facility, where they stop and how much that can help in the positioning of certain items. Analysis and reports on the movement in areas of interest is available. By providing guest Wi-Fi to customers, venue owners receive marketing opportunities in exchange. By using location-based analytics, venue owners can create profiles of customers' interests based on dwell time in the facility. This data can be used during the current visit or future visits of the consumers to your venue in the form of promotion through web banners (captive portal) or existing DSS (Digital Signage System), through email promotions, social networks to keep their awareness and thus encourage their future visits, which inevitably builds customer loyalty.

Required Aruba Wi-Fi infrastructure consists of the following hardware components: Aruba Wi-Fi Access Points (AP), Wi-Fi Controller, and Analytics and Location Engine (ALE). Aruba Wi-Fi infrastructure, installed inside a public space, has a capability to communicate with Wi-Fi enabled devices and transfer useful data to ALE, which G# then interprets and presents to the venue owner.

Key Features



Real time
Movement
Analytics



Analytical
Reports



Configurable captive
Portal with zone
Dependent content



URL analytics



Customizable
Front End

For more information regarding Aruba visit: <http://www.arubanetworks.com/>

For information regarding Saga visit: <https://www.arubanetworks.com/partners/ecosystem/>

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