SUCCESS STORIES: MOBILITY THAT EXCEEDS EXPECTATIONS

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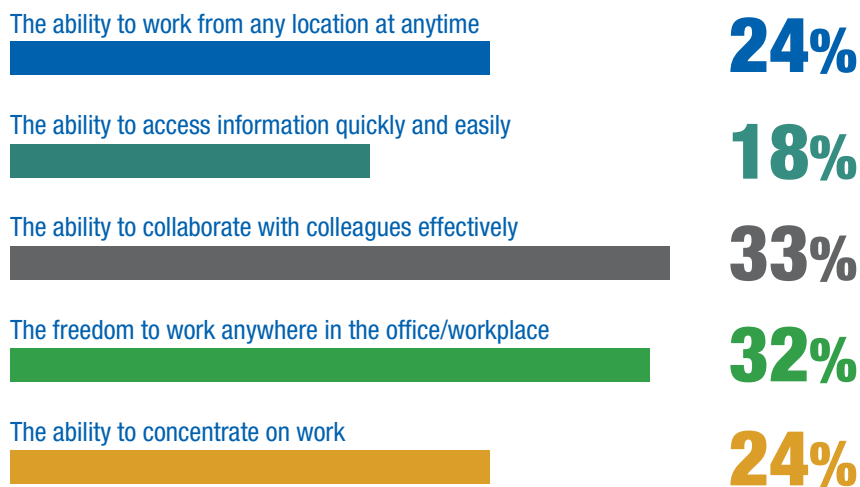
MOBILITY DELIVERS FRESH POTENTIAL

When it comes to technology, customers generally don't know what they don't know — this is why they need trusted advisers. Mobility is one area where that's true in spades. From Gigabit Wi-Fi to location tracking to advanced UC-as-a-service, mobility has come so far in recent years that it can truly transform a business for a reasonable investment. Yet few customers, even those with capable IT staffs, get just how profound that transformation could be.

Our Success Story respondents illustrate what's possible with a little ingenuity.
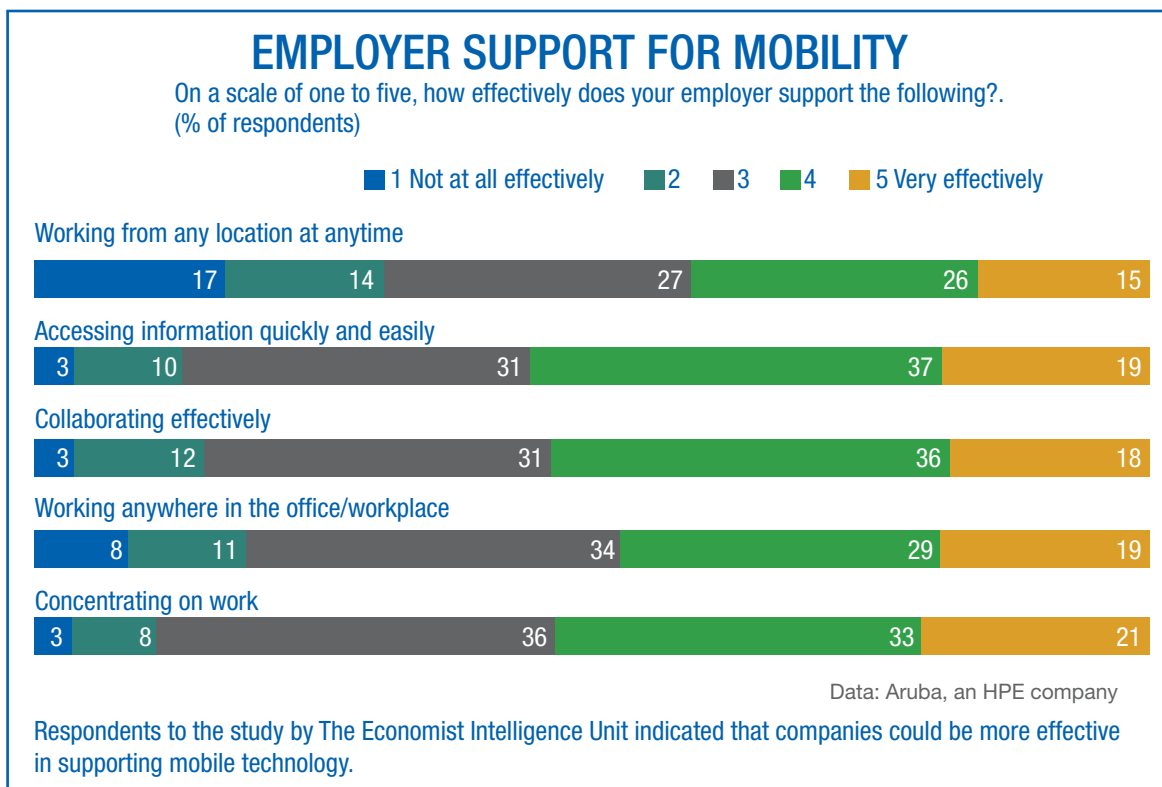
Mobility's Impact on Employee Loyalty

Which of the following have the greatest impact on how loyal you are to your employer? Please select up to two. (% of respondents)

The ability to work from any location at anytime
24%

The ability to access information quickly and easily
18%

The ability to collaborate with colleagues effectively
33%

The freedom to work anywhere in the office/workplace
32%

The ability to concentrate on work
24%

Data: Aruba, an HPE company

Respondents to a study done by The Economist Intelligence Unit for Aruba Networks cited being able to collaborate and work from anywhere as having the greatest impact on employee loyalty.

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And it's not just delighting end customers that justifies innovative mobile capabilities. A new global study by The Economist Intelligence Unit asked 1,865 full-time employees representing a range of ages, business departments and industries about their employers' mobile savvy. The survey, sponsored by Aruba, a Hewlett Packard Enterprise company, revealed potential for the channel. For example, just 11 percent gave their employers the top rating, calling them a mobility pioneer. Most, 42 percent, say their employers are "adequate."

EMPLOYER SUPPORT FOR MOBILITY

On a scale of one to five, how effectively does your employer support the following?. (% of respondents)

■ 1 Not at all effectively   ■ 2   ■ 3   ■ 4   ■ 5 Very effectively

Working from any location at anytime

| 17 | 14 | 27 | 26 | 15 |

Accessing information quickly and easily

| 3 | 10 | 31 | 37 | 19 |

Collaborating effectively

| 3 | 12 | 31 | 36 | 18 |

Working anywhere in the office/workplace

| 8 | 11 | 34 | 29 | 19 |

Concentrating on work

| 3 | 8 | 36 | 33 | 21 |

Data: Aruba, an HPE company

Respondents to the study by The Economist Intelligence Unit indicated that companies could be more effective in supporting mobile technology.

Hardly a recipe for retention.

Fortunately, all three Success Stories profiled in this issue offer examples of how, with some help from a partner, a range of industries can make innovative use of mobility for customers and employees.

With the assistance of local partner Accuvant, the Denver Museum of Nature & Science [Denver Museum of Nature & Science](#), the Rocky Mountain Region's leading resource for informational science education, used its WLAN to offer proximity awareness, presenting interactive features to guests as they encounter select exhibits while combining traffic flow analytics and wayfinding technologies to guide visitors to under-utilized areas of the museum in real-time.

Working with Smartac Group China Holdings, the Link City Shopping Mall in Suzhou, China, used mobile technology to attract and retain visitors and increase sales. Link City is a luxury shopping center that includes retail, dining and entertainment across more than 1.6 million square feet of floor space — including an indoor theme park that covers more than 107,000 square feet. Smartac led a complete digital retail transformation that included social networking, interactive digital signage and branded mobile applications.

5 Best Practices to Steal

1 **Location services bring opportunity.** While mobile-enabled location is great for retail, think outside that box. For example, the Denver Museum of Nature & Science uses proximity awareness to present interactive features to guests. Traffic flow analytics and wayfinding technologies enable the museum to guide visitors to less crowded areas. Consider a hospitality use case, where a restaurant chain with several local locations could notify customers via an app about wait times and guide them to the one that offers the best combination of proximity and speed.

2 **Multitenancy is smart business.** If you support shopping centers, convention centers, office buildings or other multitenant sites, offering secure, managed Wi-Fi as an amenity is smart, from both a business and a technology standpoint. Technically, a bunch of unsynchronized APs can create massive interference problems, and how will you spot malicious rogue access points if every tenant can deploy their own? In contrast, the Link City Wi-Fi network can be easily reconfigured when merchants change or relocate. A WLAN with segregation of networking resources is an upsell op for the venue owner that will be hard to turn down, given consumer expectations of free Wi-Fi. And during events or busy seasons, additional infrastructure can easily be added, as with Link City.

3 **Mobility analysis? Another business op.** Want to be a trusted business adviser? Pew Research says that as of April 2015, 64 percent of American adults owned smartphones, up from 35 percent in the spring of 2011. Ownership is especially high among younger people and those with relatively high income and education levels — desirable demographics. Relay2 worked closely with Smartac and Link City to take advantage of these devices by understanding how consumers behave, from store entry through purchase completion, and suggesting ways to use the wireless network and collected data to create richer shopping experiences. This principle applies everywhere from health care facilities to municipal service centers.

4 **SSID-based VLANs are complex. You can do better.** The Denver Museum of Nature & Science worked with Accuvant to implement Aruba ClearPass for access control. The previous system required multiple SSIDs with separate VLANs, sometimes spun up on an ad-hoc basis for events. This is a complex and time-consuming way to control access, and it can be error-prone. Products like ClearPass enable partners or IT to centrally manage policies, automatically configure devices and distribute security certificates, admit guest users, assess device health and more.

5 **The kids don't want feature phones.** With its UCaaS solution, Kerasotes can enable managers to use smartphones as their business phones. That may be a "nice to have" now, but as more Millennials enter the workforce, it's table stakes. A new mobility study by The Economist Intelligence Unit shows that, among respondents seen as early technology adopters, four out of 10 say they would never work for a company that did not allow them to use their own mobile devices for work.

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Finally, UCaaS provider ANPI helped Chicago-based <u>Kerasotes ShowPlace Theatres</u> introduce a "new era of moviegoing." The chain offer reserved luxury seating, bar and lounge areas and cutting-edge digital technology and wanted its forward-facing communications to be just as advanced. With cloud-based mobility, managers can work whenever, wherever, while customers are able to quickly and easily get the information they need.

What Kind of Collaborators Are Your Customers?

In a <u>recent blog post</u>, AT&T lead marketing manager Sandra Weinstein described types of collaboration styles. Matching employees to these — and some custom — profiles could be helpful when selecting a UCaaS system for a customer.

1. Home worker looking to be more productive while maintaining location and time flexibility.

Challenges: Staying connected on projects and feeling like part of the team while working remotely.

Needs: Presence and real-time chat solutions and content collaboration tools that enable remote employees to collaborate effectively.

2. Senior executive looking to promote innovation.

Challenges: A dispersed work force, demanding customers and disparate suppliers.

Needs: Team collaboration apps plus Web and video conferencing that work seamlessly on a variety of devices, for both employees and outside parties.

3. Road warrior racing to drive sales while on the move.

Challenges: Customers are knowledgeable; closing a sale demands up-to-date data.

Needs: Mobile UC and near-real-time mobile collaboration solutions that let salespeople securely access current product information, deliver presentations and customize material to send to customers on almost any device.

Weinstein also suggests asking about employees in different countries. Time zones and distance can pose their own UC challenges. Fortunately, dispersed workforces are a strength for cloud-based systems.

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ACCUVANT HELPS DENVER MUSEUM OF NATURE & SCIENCE MOBILIZE VISITOR INTERACTIVITY

THE COMPANY

Accuvant
linkedin.com/company/accuvant

In 2015, Accuvant merged with FishNet Security to form Optiv, a market-leading provider of end-to-end cybersecurity solutions.

THE CLIENT

DENVER MUSEUM OF NATURE & SCIENCE

Founded in 1900, the **Denver Museum of Nature & Science** is the Rocky Mountain Region's leading resource for informational science education. A variety of engaging exhibits, discussions and activities help museum visitors celebrate and understand the wonders of Colorado, Earth and the universe.

THE CHALLENGE

Beyond hosting more than 1.4 million visitors a year, the Denver Museum of Nature & Science conducts scientific research in five academic disciplines within its 716,000-square-foot facility. Naturally, this makes secure, reliable Wi-Fi an imperative.

"During our latest expansion, we determined the exhibits, classrooms and work areas would require modern Wi-Fi," says Stan Rehfuss, technology systems manager for the museum. "It was time to update."

THE SOLUTION

To outfit its newest wing, and the remainder of its multistory facility, the museum investigated various options. Aruba, a Hewlett Packard Enterprise company, offered the most attractive Wi-Fi solution.

"Aruba's solution was robust, flexible and easier to manage," says Rehfuss. "As a public entity with enterprise needs and a lean IT staff, management efficiencies and cost-effective scalability are important to us."

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Fast Wi-Fi on Current Copper?

Before promising customers wired-level performance over a WLAN, ensure their cabling is up to the challenge. Those with Cat5e or Cat6 in place can take advantage of **NBASE-T technology**, which can increase the speeds of existing cables up to 5 Gbps at lengths up to 100 meters via advanced physical-layer integrated-circuit technology — and is almost certainly more cost-effective than upgrading to Cat6a or fiber.

With the assistance of local partner Accuvant, the museum selected and installed Aruba's indoor and outdoor access points (APs) and 7200 Series Mobility Controllers. Plus, the museum adopted Aruba's vendor-agnostic tools: ClearPass, for network access control, and AirWave, for management and Wi-Fi optimization.

To safeguard its multivendor wireless and wired environment, the museum values ClearPass for complete access control in a mobile world, according to Rehfuss. "For security, our previous system required multiple SSIDs with separate VLANs behind each of them," he says. "Because we host many events every year, from corporate meetings to weddings, we also frequently added ad-hoc SSIDs.

"As a result, we had SSID soup. It was confusing and time-consuming to manage. With ClearPass, that's all solved because policies are centralized and streamlined, eliminating the need for multiple SSIDs."

According to Rehfuss, ClearPass has significantly improved security by automatically separating the museum's internal traffic from contractor and visitor access. Also, with role-based policies, it's now a breeze to support the museum's multiple types of access needs, including employee BYOD, exhibit-based devices, contractor mobility and visitor access.

"Our employee mobility is completely BYOD," explains Rehfuss. "Also, museum visitors expect guest Wi-Fi, contractors need connectivity and our exhibits increasingly use mobile devices for interactivity. With ClearPass, we set policies for each type of use and the tool handles the rest. It's that simple."

For maintaining overall WLAN health, the museum relies on AirWave to unify management of its multivendor network. Seamless integration with ClearPass, for speedy issue diagnosis and troubleshooting, is also critical.

AirWave's map-like interface provides the museum with critical and granular visibility into each AP, including real-time and historical connection information.

"We leverage AirWave in multiple ways," Rehfuss says. "This includes investigating device authentication issues, where we begin with the ClearPass Access Tracker. From there, we can automatically launch AirWave, which frequently reveals the problem's source is RF-related. Such drill-down capability was non-existent before."

The museum also utilizes AirWave's VisualRF, which fuses application reporting with device information. As a result, problems that previously took hours to resolve can be fixed in minutes, producing substantial savings through operational efficiency, reduced downtime and consolidated management toolsets.

"VisualRF really helps us resolve AV equipment interference issues, like between a wireless mic and a projector," says Rehfuss. "We depend on AirWave for quick and effective troubleshooting."

THE RESULTS

Overall, the benefits from the museum's Wi-Fi modernization are significant, starting with pervasive mobility for increasingly tech-savvy mobile device users.

"Previously, we only offered guest access to contractor groups," Rehfuss says. "Now, we provide secure connectivity to individual contractors, as well as more than 1.4 million museum visitors annually."

Additionally, enterprise Wi-Fi has improved the museum's compliance with regulations, such as PCI. "Securing our network from rogue access points is a PCI requirement," says Rehfuss. "Aruba's alerting capabilities help us keep rogues from connecting, which is a positive for network performance as well as compliance."

According to Rehfuss, visitor and research experiences are also enhanced by the updated network. "For example, in our Space Odyssey exhibit we have what's called 'Science on a Sphere,'" he says. "There, docents use a tablet to manage the exhibit, making reliable Wi-Fi essential to fully engaging the public."

In addition, the museum's research in anthropology, earth sciences, health sciences, space sciences and zoology also benefits from Wi-Fi connectivity, Rehfuss says.

Most recently, the museum began standardizing on gigabit Wi-Fi by adding 802.11ac-enabled equipment in key locations, including the new outdoor AP-277 to supply cost-effective access for staff and guests.

"Deploying the AP-277 gave our staff tablet-based capabilities for checking in summer camp attendees," Rehfuss says. "Now, parents don't even need to leave their cars, smoothing drop-offs and improving experiences. Plus it was fast and easy to install."

Moving forward, the museum can further tap Aruba's enterprise scalability. This could include adopting mobile engagement technologies, such as Aruba's Meridian Mobile App Platform and Aruba Beacons. These technologies can augment visitor services, offer turn-by-turn directions to amenities and provide proximity-aware interactivity.

"With proximity awareness, we could present interactive features to guests as they encounter an exhibit," says Rehfuss. "Also, by combining traffic flow analytics and wayfinding technologies, we could guide visitors to under-utilized areas of the museum in real-time."

Today, the museum's staff, contractors and visitors enjoy uninterrupted, high-quality, secure mobile experiences wherever they work or roam. And, it's all possible without added burdens to the organization's IT staff.

"Whether it's exhibits, research, events or day-to-day operations, we're becoming more dependent on wireless connectivity," Rehfuss says. "With our Aruba system, and its enterprise tool sets, we can ensure it's all seamless to our mobile users."

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SUCCESS STORY IN BRIEF

BUSINESS CHALLENGE	Connectivity equally adept at facilitating multiple types of access needs including employee BYOD, contractor mobility, exhibit-based devices and visitor interactivity.
OLD SOLUTION WEAKNESS	Outdated Wi-Fi needed to be replaced with an efficient, scalable and cost-effective solution.
NEW SOLUTION	Aruba indoor and outdoor access points, 7200 Series Mobility Controllers, ClearPass (for network access control) and AirWave (for management and Wi-Fi optimization).
IMPACT	In addition to improving client's compliance with regulations, the new system creates an enhanced experience for tech-savvy visitors, augments museum operations and is easy for the IT staff to manage.

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SMARTAC ENABLES MOBILE RETAIL TRANSFORMATION FOR LINK CITY SHOPPING CENTER

The six-story Link City Shopping Mall in Suzhou, China, offers a variety of local and western retail brands.

THE COMPANY
Smartac

Smartac Group China Holdings (Smartac) is responsible for the installation, post-installation maintenance and provision of operation service of Wi-Fi systems in more than 400 railway stations operated by Guangzhou Railway (Group) Corp., Beijing Railway Administration and Lanzhou Railway Administration. In addition, the company provides software and online-to-offline (O2O) solutions that combine wireless technology and social network platforms.

THE CLIENT

Link City Shopping Mall in Suzhou, China, provides a luxury one-stop shopping experience that including retail, dining, leisure, entertainment and community service. The shopping center, which has more than 1.6 million square feet of floor space across six stories, is home to a variety of major local and western brands including Sam's Club, H&M and many others. The facility includes more than 50 restaurants and a cinema complex, as well as an indoor theme park that covers more than 107,000 square feet.

THE CHALLENGE

With rise of e-commerce and digital retail, Link City and shopping centers like it are asking how technology can be leveraged to attract and retain mobile visitors.

To enhance shoppers' 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 Wi-Fi infrastructure to facilitate engagement while customers were on-site. In doing so, Link City's objective was to change Wi-Fi 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.

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THE SOLUTION

After an extensive selection process, Smartac chose Relay2 for the Link City deployment. The selection was driven by Relay2's robust Wi-Fi 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-and-play nature of the access points and low-complexity cloud-based architecture facilitated a streamlined deployment of the network that was completed in less than three weeks. The architecture also provided flexibility and scalability. The Wi-Fi 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.

Relay2's Mobile Application Service Engine (MASE) provides an open platform to allow Smartac to build, deploy and manage retail-centric mobile services integrated with the Wi-Fi network. Relay2 worked closely with Smartac and 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 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 and context awareness.** Client data collected via the Wi-Fi 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 Wi-Fi 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 merchants 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 customers 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 promoting both in-store and online-only products.

THE RESULTS

While providing visitors with reliable high-speed wireless coverage throughout Link City, the Wi-Fi 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 by using the Wi-Fi to collect consumers' location information so that mall managers could understand consumer behaviors and traffic distribution in the mall in real time.

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 Wi-Fi amenity services in the form of their own branded and individually managed network by virtualizing the deployed Wi-Fi access point infrastructure.

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SUCCESS STORY IN BRIEF

BUSINESS CHALLENGE	Create a mobile environment for brick-and-mortar customers to compete with e-commerce and digital retail experiences.
OLD SOLUTION WEAKNESS	Existing Wi-Fi infrastructure was not robust enough to support desired level of customer engagement
NEW SOLUTION	Relay2 provided access points throughout the client's facility, with Wi-Fi that can be scaled and reconfigured to meet changing needs and an open platform for building a rich connected shopping experience.
IMPACT	Client can provide customers with a seamless, secure online to on-site experience while collecting data to examine and respond to customer traffic and behaviors in real time in a variety of formats, from mobile devices to on-site interactive screens.

ANPI HAS JUST THE TICKET FOR KERASOTES SHOWPLACE THEATRES' MOBILITY NEEDS

The lounge bar at the Keratoes ShowPlace ICON at Roosevelt Collection in Chicago

Photo Credit : Graycor Construction

THE COMPANY

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ANPI is a premier communications provider offering an award-winning unified communications-as-a-service (UcaaS) solution that gives businesses the ability to be accessible anytime, anywhere, any place. The solution is built on top of the company's carrier-grade voice network. Available for resell or as a private-label solution, ANPI's UCaaS gives partners the ability to own the customer experience from proposal through implementation.

THE CLIENT

Founded in 1909 with a single storefront nickelodeon, Chicago-based Kerasotes ShowPlace Theatres introduced a "new era of moviegoing" in its ShowPlace ICON Theatres with luxury accommodations, reserved seating, bar and lounge areas, cutting-edge digital technology and more. Still owned and operated by the Kerasotes family, the chain promises moviegoers a superior motion picture experience each time.

THE CHALLENGE

The premium motion picture experience at Kerasotes theatres starts and ends with outstanding customer services, a key element of which is being available throughout the day to customers, many of whom want to reach a live contact. When their traditional PBX phone system experienced a major failure and their provider told them it would take several weeks for necessary new parts to arrive, Kerasotes began looking at cloud-based solutions.

Kerasotes wanted a cloud-based phone system from an Internet-independent provider that could provide nationwide service. In addition, the new system had to be up and running as soon as possible, to keep customer contacts — and the business — from suffering.

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THE SOLUTION

Only ANPI had all the features that Kerasotes needed and had the service delivery process to get them up and running in a week so there would be zero downtime and customer loss.

ANPI installed its UCaaS solution across all Kerasotes locations, implemented call routing capabilities, integrated mobility and provided business continuity capabilities. The system was accessible through the cloud and designed to connect all theater locations. Not only was the ability to reach staff whenever necessary significantly improved, but the new system offered more flexibility and options as well.

The ANPI UCaaS solution provides Kerasotes with a whole new level of mobility and connectivity beyond what they imagined. The mobility application to enables floor managers to use their cellphones as their business phones, making it possible for them to move freely between locations without missing customer and vendor calls. Managers were also given Polycom IP phones which allow them to move between theaters and simply plug their desk phones into an Ethernet port at any location. Even better, the managers have "Call Pull" functionality so they can seamlessly transfer calls in progress among devices.

Kerasotes now has a "master call center" with auto attendant. Customers now can call one Kerasotes number and be directed to any theater location.

THE RESULTS

The ANPI system was installed and activated with no downtime for Kerasotes operations, and ANPI offers a 100 percent SLA on network availability, so Kerasotes will always be available for its customers.

The Kerasotes customer experience has improved tremendously. Customers are able to quickly and easily make the connections they want when they call in. In addition, the cloud-based system provides protection against weather-related disasters — valuable to a company headquartered in a city where winter storms can escalate quickly — such as when the Internet goes down. Customers can still call and be directed to the auto attendant for show times or to be directed to another location

"We were faced with an emergency situation and ANPI was able to get us up and running in a week," said Andy Gift, director for technology for Kerasote. "This, plus the enhanced mobility and customer experience, is why we chose ANPI."

UCaaS TCO

Nemertes Research looked at the total cost of ownership for cloud-based IP telephony and unified communications and collaboration versus on-premises versions. When comparing, the key metrics are whether the customer favors capital or operational expenses; operational realities, such as the frequency of moves, adds and changes; and upfront implementation — in-depth planning matters here. As a partner, expect to devote significant time to defining user types, call flows, training and more before flicking the switch.

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SUCCESS STORY IN BRIEF

BUSINESS CHALLENGE	A communications system that kept employees in contact with customers at all times, from all locations.
OLD SOLUTION WEAKNESS	Traditional PBX phone system experienced major failure that would take several weeks to remedy, causing a complete disruption in customer contact.
NEW SOLUTION	ANPI installed its UCaaS solution across all locations, implemented call routing capabilities, integrated mobility and provided business continuity capabilities
IMPACT	Installed and activated with no downtime for client operations, the UCaaS solution offers a 100 percent SLA on network availability and provides a new level of flexibility and connectivity that enable the client to deliver a tremendously improved customer experience.

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3 Lessons Learned

Denver Museum of Nature & Science: Wired and wireless networks are rarely homogeneous. End-user devices, even less so.
Accuvant recommended vendor-agnostic network access control, management and Wi-Fi optimization tools.
To Do: Look for support for multiple identity stores, including Microsoft Active Directory, LDAP-compliant directories, ODBC-compliant SQL databases, token servers and internal databases, as well as RADIUS/TACACS+ and 802.1X. Also, you want the ability to communicate with multiple MDM systems to detect policy violations.

Link City: Make authentication as painless as possible.
All the mobile data analysis and location services in the world won't help if customers don't connect. Thus the Link City Wi-Fi network supports a variety of authentication methods, including SMS, QR code scan and a single click within a mobile application.
To Do: QR codes can be generated for guest access in a few ways. On iOS, try Qrafter. For Android, InstaWifi. Or, for PCs, you can use this. And did you know that QR codes are quite popular in China?

Kerasotes ShowPlace Theatres: Customer service must match the business' image.
Kerasotes offers a premium moviegoing experience, with amenities including reserved adults-only VIP sections with tables, top-of-the-line Dolby sound technology, 4K projectors and assistive services. The company's outward-facing phone presence needed to match.
To Do: The beauty of the cloud is that even small companies can have enterprise-class technology, and UC-as-a-service is no exception. It's not surprising that the global UCaaS market is poised to deliver "staggering growth" — reaching nearly $38 billion by 2022, according to Transparency Market Research, on a CAGR of more than 23 percent. And partners have plenty of options: Gartner estimates there are roughly 100 unified communications providers in North America, and more than 200 globally. Top features to look for: robust collaboration and integration, such as with CRM and business productivity tools, that allow employees (like Kerasotes managers) to work at any time, on any device. Look for contextual intelligence around, for example, an employee's role, social profiles and real-time availability. Partners will want seamless onboarding of new customers, single-pane portals and dedicated support from product experts.

Do you have a success story you'd like to share? The Channel Partners Case Study Challenge is accepting submissions on a rolling basis. They will be published in a special section on the Channel Partners site, and the best ones will be awarded a Case Study Challenge Winner logo for use on their own websites. The best of the best will be invited to share their stories during a live session at a Channel Partners event. Case studies should be 1,200 words or less. You can download the form, send responses directly to Lorna Garey, editor-in-chief or use our Web submission process. Let us hear from you!