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Smart Meetings and Intelligent Spaces

- Channel Partners TD Live

Jon Howell – Business Development Manager-
Location Based Services
EMEA

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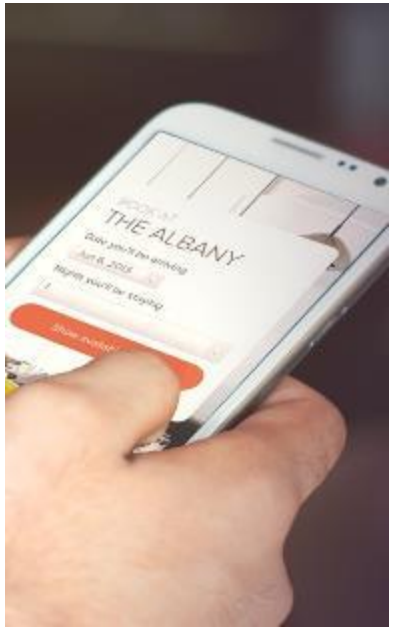
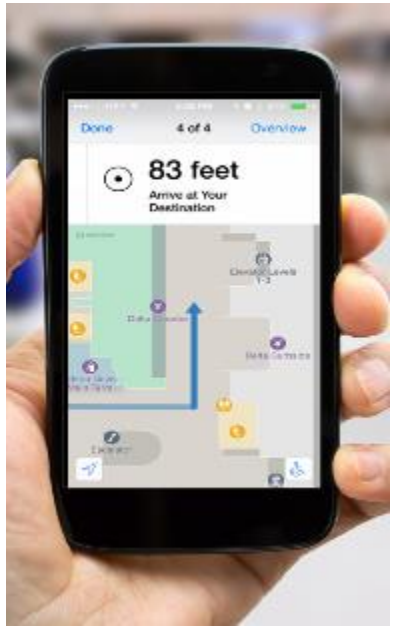
Intelligent Edge Division
Intelligent Edge Networking for the Mobile, Cloud, and IoT Era

"Customer First, Customer Last"
Dedicated Sales and Support

Innovation Pioneers
Leader in Wired and Wireless Networking

Innovation Hubs
Santa Clara, CA -HQ, Portland, Roseville, Canada, China, Costa Rica, India

Aruba Location Services Portfolio in the Digital Workspace

Guest	Wi-Fi Analytics	Mobile Engagement		Asset Tracking
				
Engage on guest Wi-Fi portals, with content per location and LobbyConnect/ Envoy	**Analyze space utilization and engage users with Wi-Fi presence**	**Accelerate engagement with Bluetooth powered proximity services**	**Improve experience with indoor maps and Bluetooth powered blue-dot navigation**	**Improve staff productivity with Bluetooth powered indoor asset tracking**
ClearPass	A.L.E / Central APi		Meridian	

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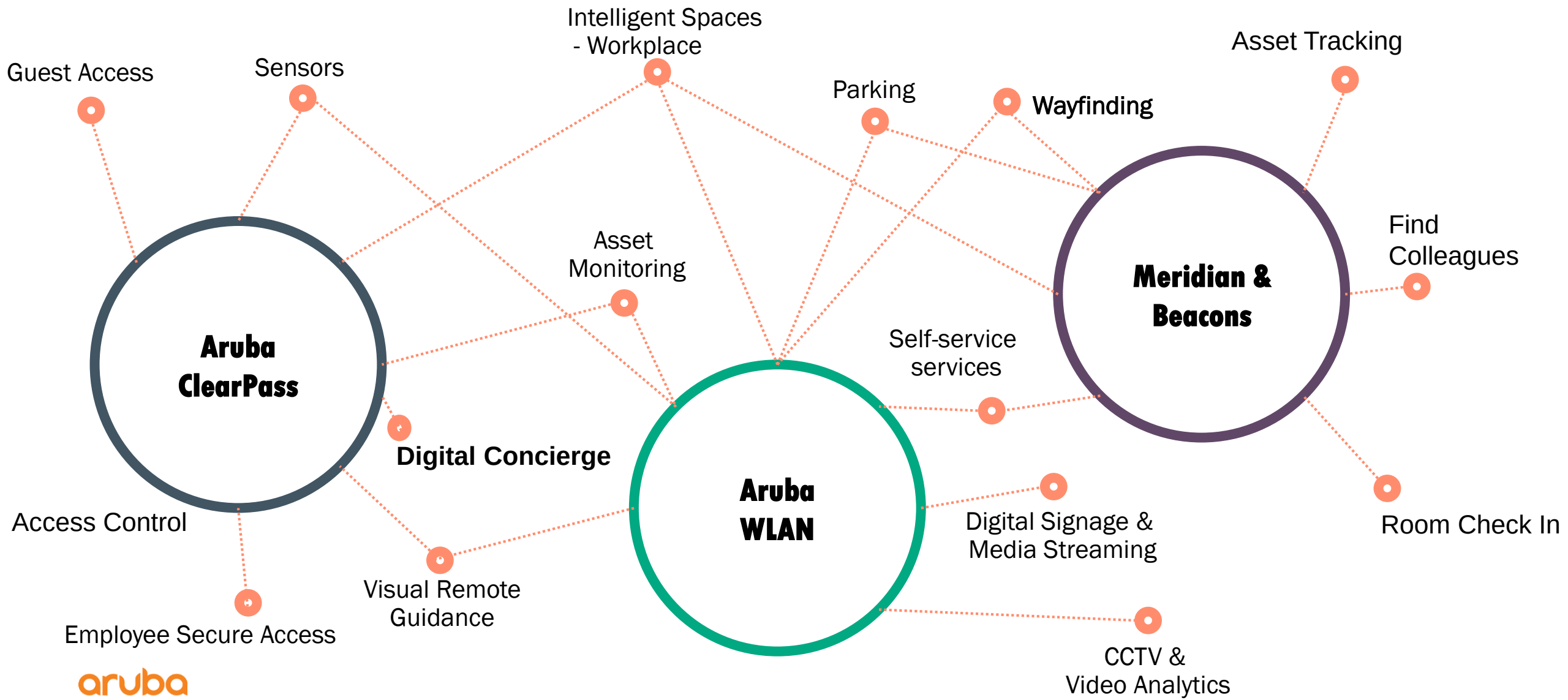
Aruba Technology Enablers at the Intelligent Edge



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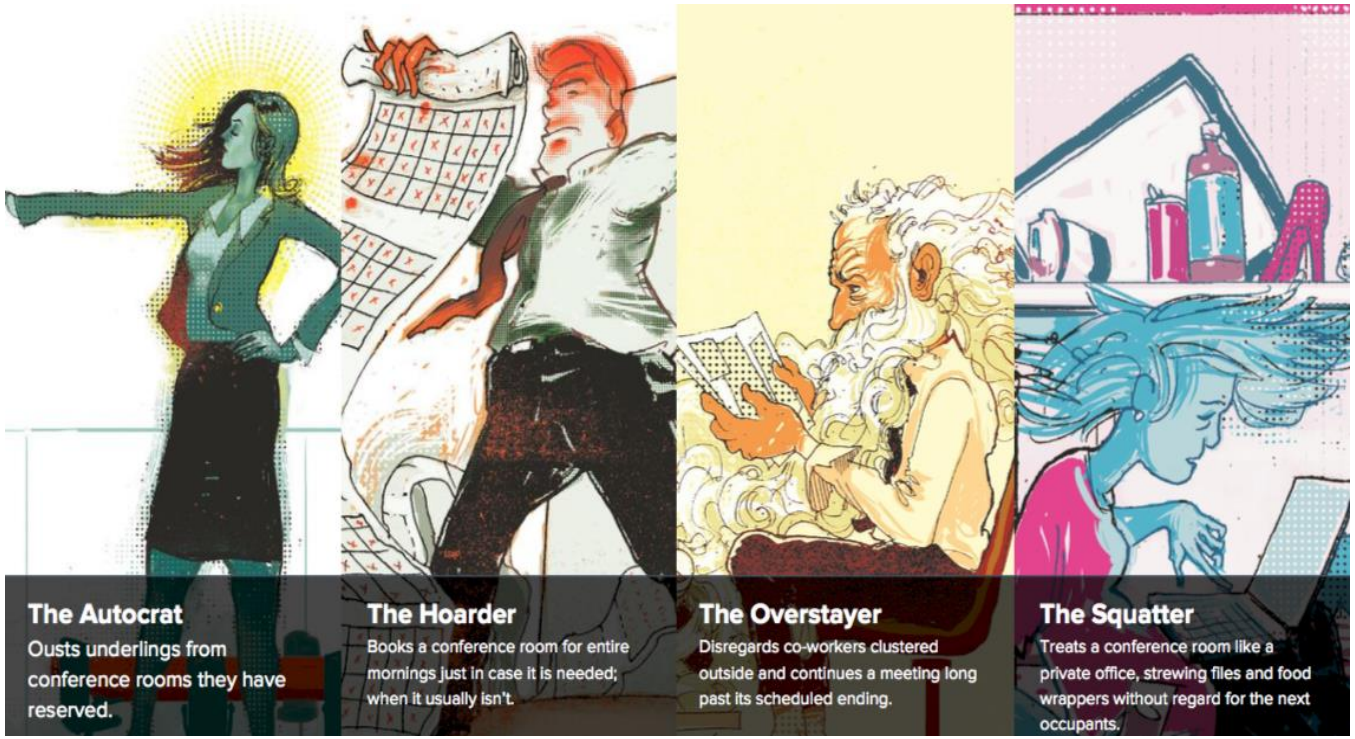
The smart workplace: Why now?



- Problem 1: Workspace supply and demand with increasing real estate prices.
- Problem 2: Booking tools people hate using! – Retention.
- Problem 3: Manifestation of the problems through employee behaviour

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Challenges faced by employees:

- Is the Board Room available tomorrow?
- Is there a room available with a screen and projector / Apple TV
- I’ve never been to this office before, where is
- Tell me when the balcony room becomes available.
- No consequences for worst offenders.
- Parking reservation and booking for guests.
- Guests need Wi-Fi authentication and securely.
- I’d like catering with the meeting.
- The room needs cleaning..

WHAT WE ARE ANNOUNCING

AI-Powered Analytics and Assurance Innovation

NetInsight

Smart Digital Workplace Partnerships

HermanMiller

Deloitte.

CBRE

Microsoft Teams

zoom

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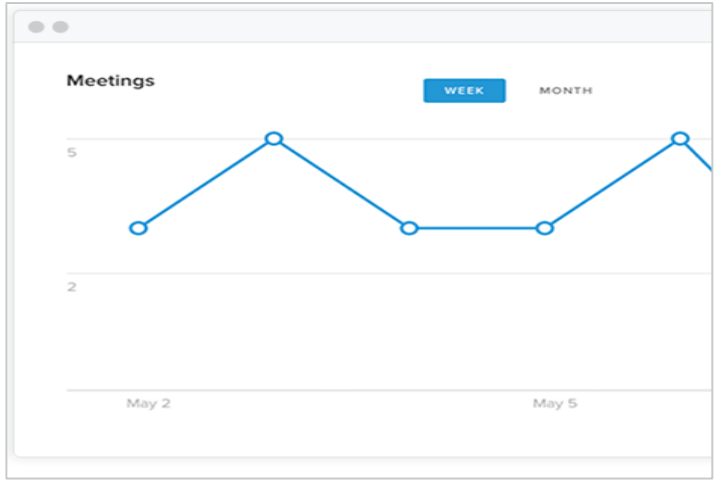
Challenges faced by employers:

- **We need to Engage with Visitors and Employees**
- with notifications about in-house services and events

- We need to give guests turn-by-turn directions to their meetings and live bookings

- We need to **analyze trends in conference room use over time.**
- **Retention, the workspace should be an easy to work with & intuitive environment:**



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Business drivers – 3 focus points.

Increase workspace efficiency

– by giving guests turn-by-turn directions to their meetings and live bookings

Increase building efficiency

– by reducing power to unused rooms, reducing air conditioning and heatmap of usage

Increase guest and employee satisfaction

– by making the workplace easier and open to work in. Guests enjoy a modern and slick approach.

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Solution:

End to end workspace intelligence

Multiple Sources, Multiple Resources = Intelligent Space.

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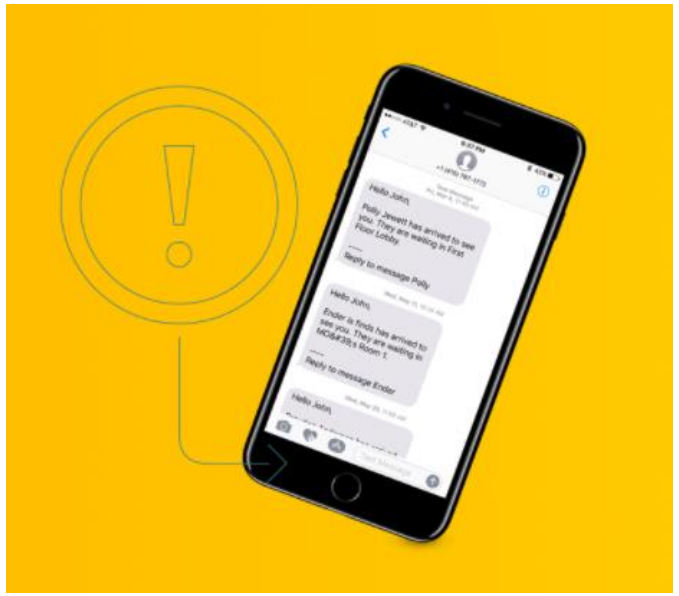
Customers are asking for:

- **Need for Seamless, centralized management**
  - Management dashboard
  - Security
  - Visitor management
  - Calendar integrations
  - Desk reservations
- **Workplace data that matters**
  - Room utilization
  - Meeting cancellations
  - Zombie meetings
  - Meeting duration
  - Meeting participants
  - Visitor details
  - Resource popularity
  - Compare metrics by location

Digital Concierge: ClearPass integration (LobbyConnect)



- Eliminate paper visitor logs while easily keeping track of who is visiting your office and when they are checking in. The solution also remembers everyone who checks in so returning visitors don't have to fill in all of their information every time they visit.
- USE THIS TO PUSH THE CORPORATE APPLICATION.

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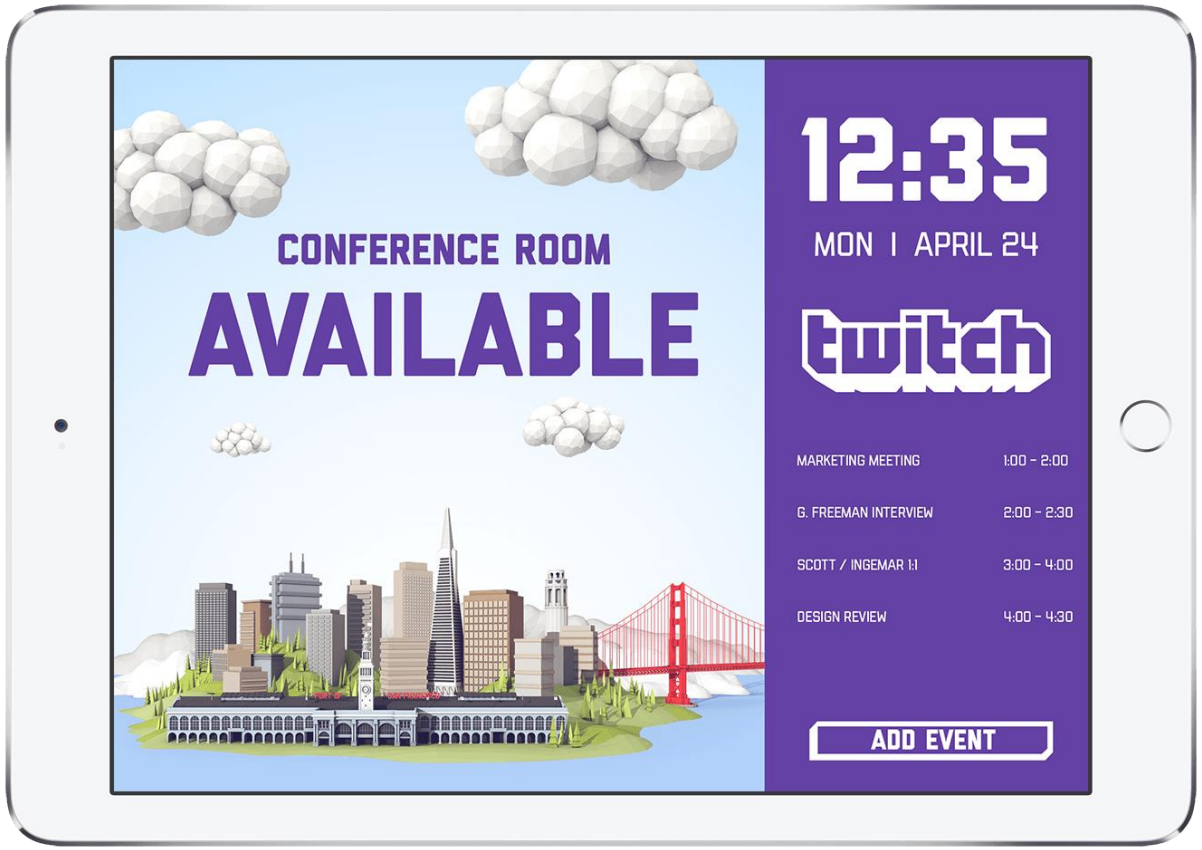
App-based customizable room panel: Big Differentiator.



- Fight room theft with highly visible schedules
- Stop no shows by requiring meeting check-ins
- Use to show or report faulty room facilities ie Apple TV or Projector.
- Runs on Ipad/ Android/ Amazon Kindle HDs- huge cost differentiator.

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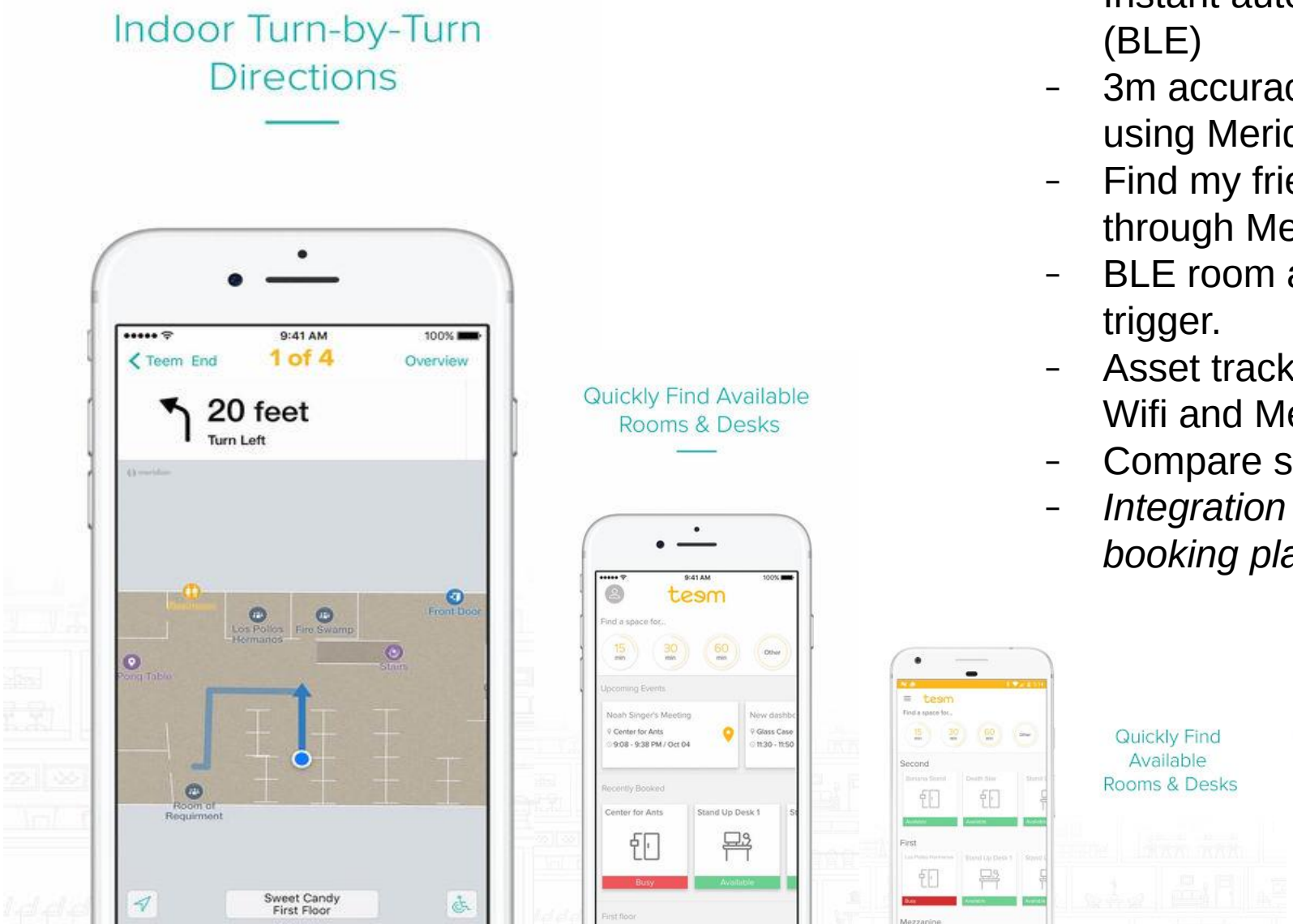
Mobile apps – Booking on the move:



- Accurate real time occupancy
- Instant auto check-in and out (BLE)
- 3m accuracy indoor navigation using Meridian
- Find my friends Location Sharing through Meridian.
- BLE room authentication and trigger.
- Asset track enablement (Aruba Wifi and Meridian)
- Compare schedules with rooms.
- *Integration SDK with leading booking platforms.*

meridian

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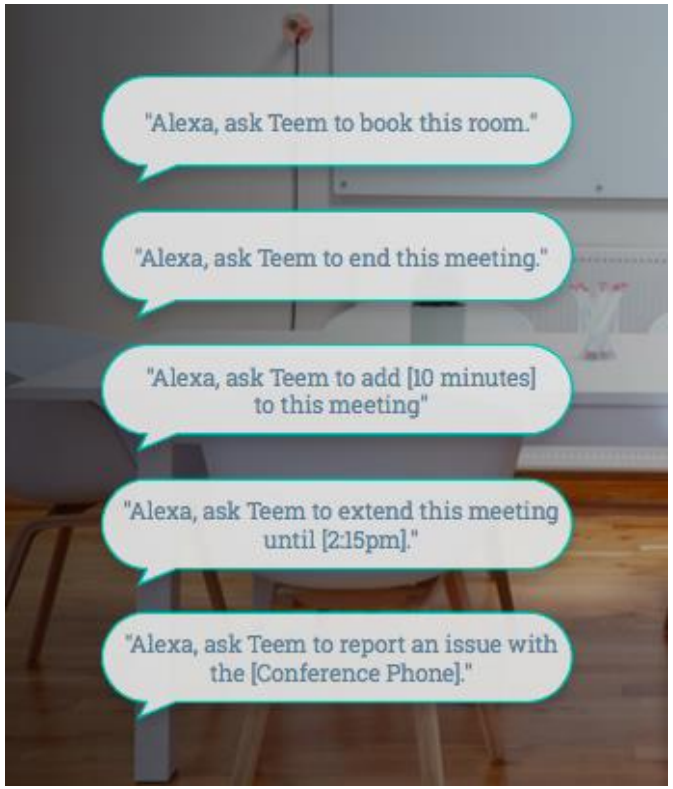
Intelligent Devices: Alexa + Print = Clearpass/ Introspect



Voice Control for the of the Future:
All it takes is a simple "Alexa, ask Teem to..." and you've added a natural convenience to many of the pain-points.

Device as a service opportunity: Manage printers and Voice enabled devices using Clearpass and Introspect. IoT authentication is key.

alexa for business

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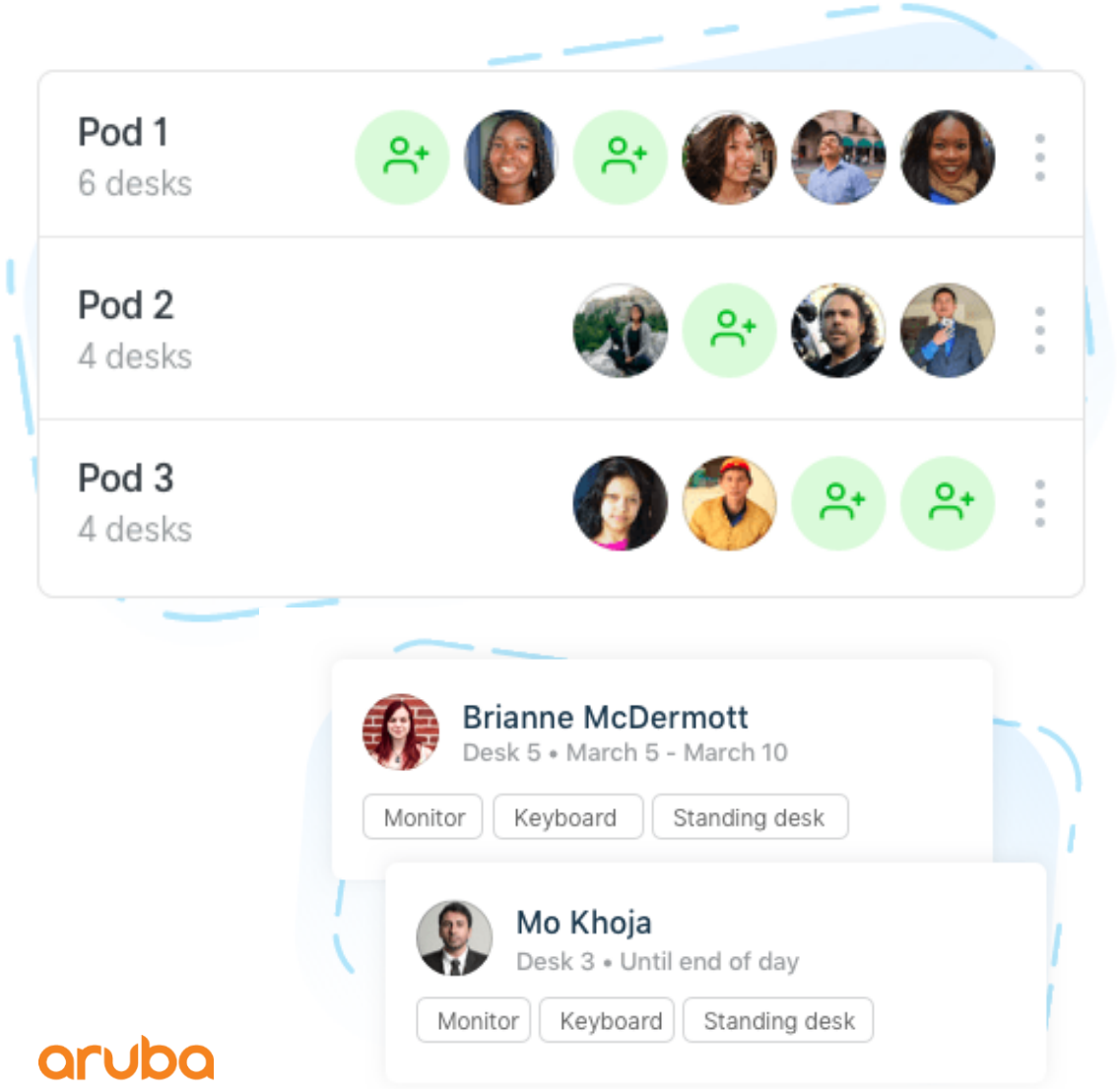
Intelligent Desk Booking:



Office seating plans powered by software, not spreadsheets:

Shuffling seats disrupts the office. This cuts down the changes you have to make, so you can arrange workspaces with confidence and avoid interruption.

SIMPLIFY YOUR SEATING

- Get more out of your existing office space to avoid expanding too early

- Communicate simply if and when seat owners change

- Make colleagues easier to find, especially when you combine Desks with Meridian & Maps.

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Skype For Business / Microsoft Teams

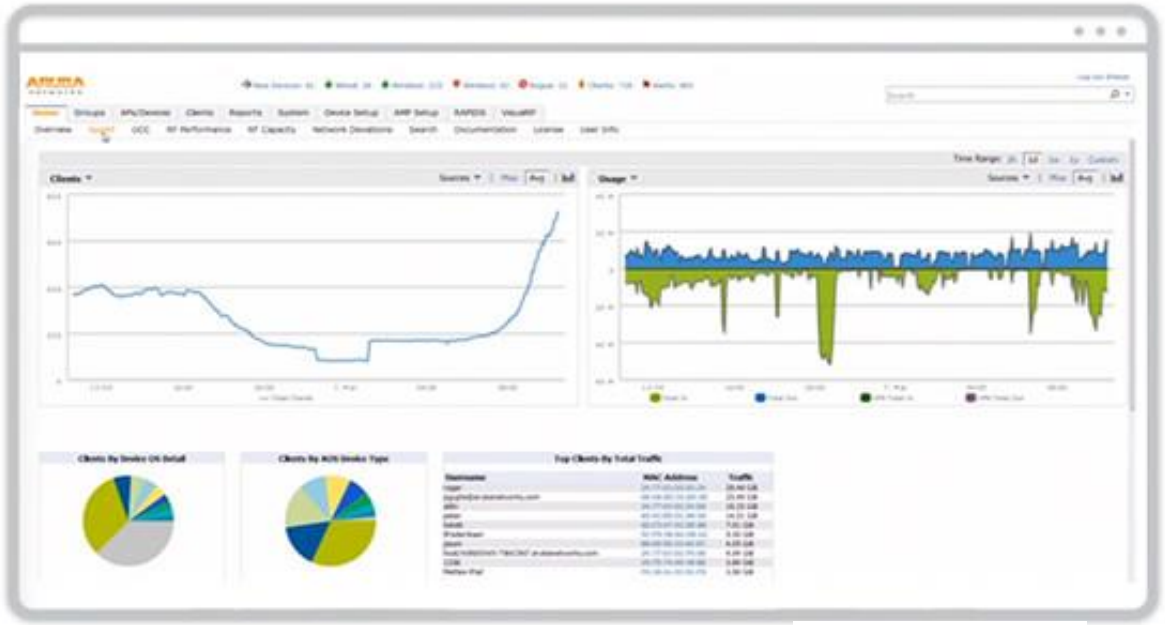
Today's workforce prefers the freedom and collaboration of mobile unified communications.

In both wired and wireless environments Aruba's solution prioritizes Skype for Business and Office 365 network traffic.

= fewer dropped calls, higher video quality, and **employees that can work from anywhere.**

Visibility into Skype for Business traffic, real-time voice and video calls, and wireless network performance with AirWave.

Interactive dashboards make it easy to correlate call quality with client and network health, access call diagnostics, and view performance over time.



Skype for Business SDN API

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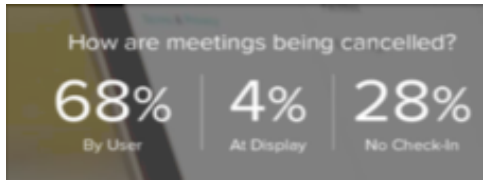
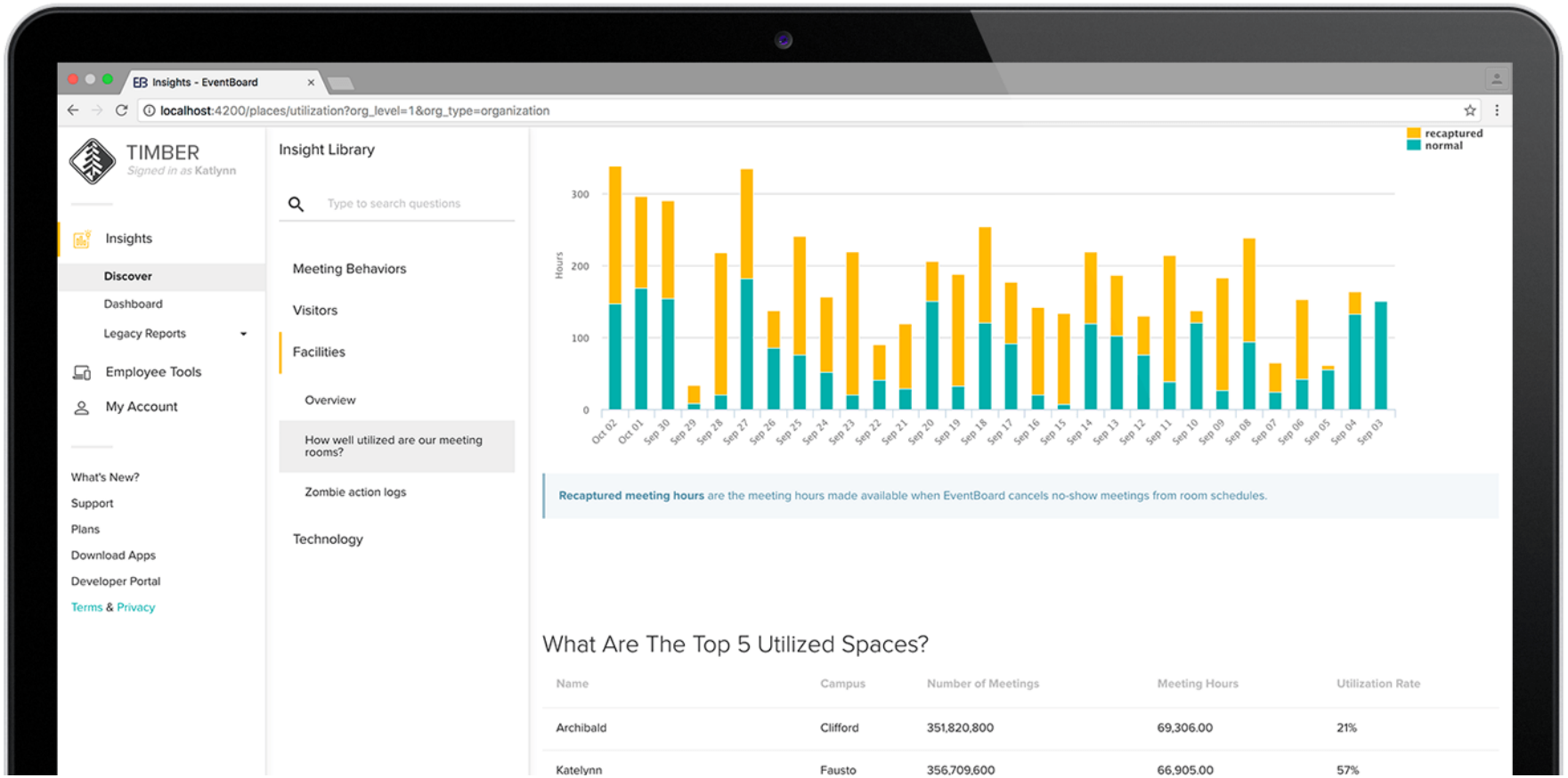
Detailed Reporting and Analytics

- Monthly or weekly reports sent via email or push messaging to all employees or facilities
- Busiest location comparison and events weekly update
- Busiest users
- Worst offender





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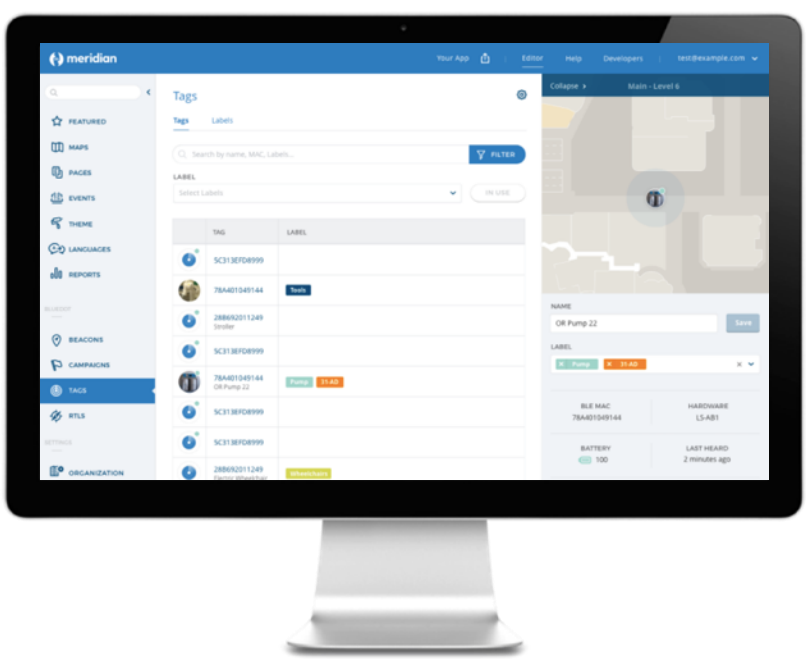
Extras…

Find Critical/ High Value Assets: Aruba Tag



Aruba Tags

Aruba APs
and Sensors

Target parameters and use cases

High level management and eliminate loss of assets

100 tags tracked in real-time per observer

2-year battery, 1-2 mins latency, 3-5 meters accuracy

Capabilities

Snap-on, zip-strap, mount-design deployment accessories

Aruba Tags mobile app to install and monitor tags

Centralized monitoring and firmware upgrades

Zone-based notifications with entry and exit

Group and label tags for common workflows

Real-time tag location data via mobile SDK and API

REMEMBER: Aruba Wifi Only!

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Channel: New Tools and Programs

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When to Sell Meridian / Smart Office Solution

- Find a customer that wants room booking, wayfinding or notifications
- **Upsell to existing Aruba customers** to pull more value from our infrastructure – asset tracking
- Show “what can be done later” - to help close a wireless sale with 300 series Aps.
- Get a foot in the door at a competitor’s account – Trojan horse!

Head of facilities

Head of Innovation

CMO

Director of Operations

Chief Compliance Officer

CFO

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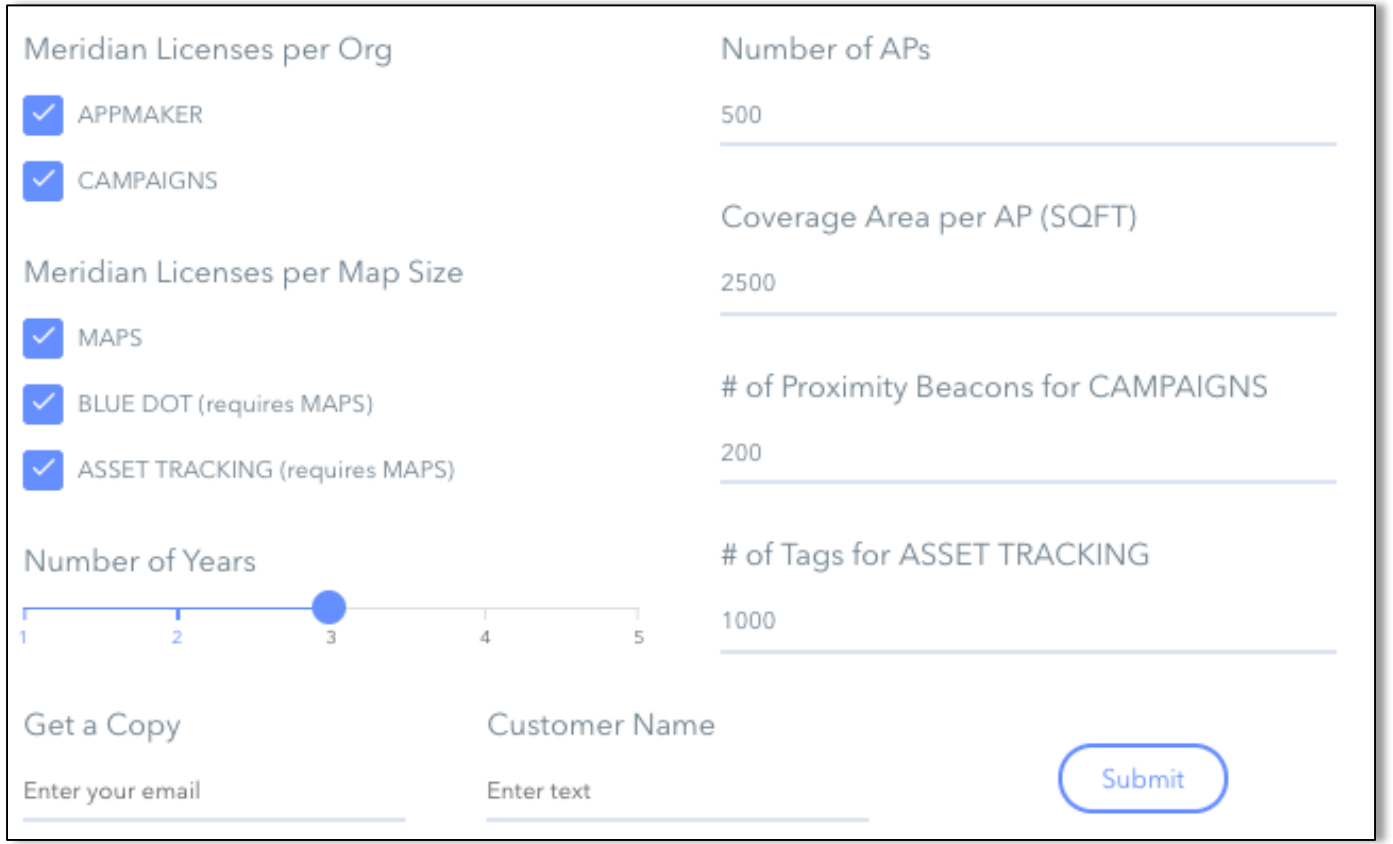
Location is an Opportunity Program Overview

- Over 2 million location ready APs have been sold
- Each one presents a £180 per year (UK list) upsell opportunity
- Focus on Healthcare and Corporate Campuses



https://afp.arubanetworks.com/afp/index.php/Location_Is_An_Opportunity_Program

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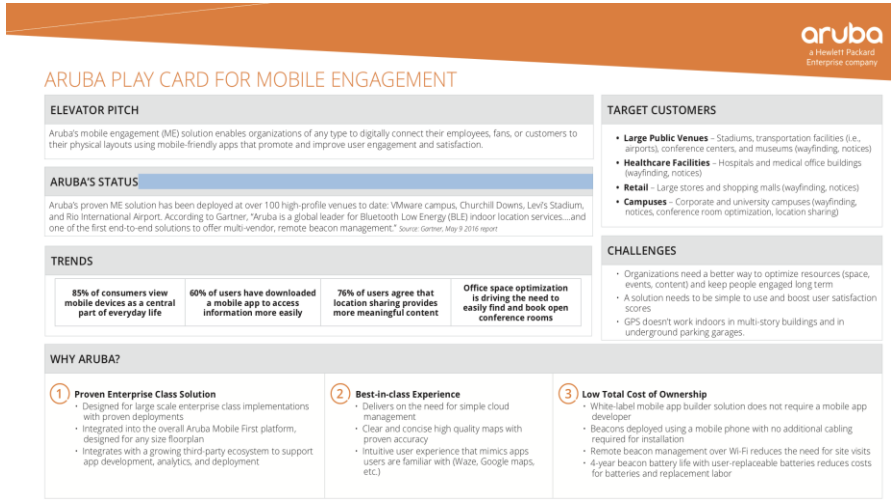
New Tools Available:

Everything you'll ever need: https://docs.meridianapps.com

ROI Calculators:

- Wayfinding: http://edm.arubanetworks.com/E120R0T6UQz0v05R0M0BL0r
- Asset Tracking: http://edm.arubanetworks.com/GrU0RM00z7BRR02L0010Tv5

New Play Cards: Engagement & Asset Tracking:



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ARUBA PLAY CARD FOR MOBILE ENGAGEMENT

ELEVATOR PITCH

Aruba's mobile engagement (ME) solution enables organizations of any type to digitally connect their employees, fans, or customers to their physical layouts using mobile-friendly apps that promote and improve user engagement and satisfaction.

ARUBA'S STATUS

Aruba's proven ME solution has been deployed at over 100 high-profile venues to date: VMware campus, Churchill Downs, Levi's Stadium, and Rio International Airport. According to Gartner, "Aruba is a global leader for Bluetooth Low Energy (BLE) indoor location services…and one of the first end-to-end solutions to offer multi-vendor, remote beacon management." *Source: Gartner, May 9 2016 report*

TRENDS

- 85% of consumers view mobile devices as a central part of everyday life
- 60% of users have downloaded a mobile app to access information more easily
- 76% of users agree that location sharing provides more meaningful content
- Office space optimization is driving the need to easily find and book open conference rooms

TARGET CUSTOMERS

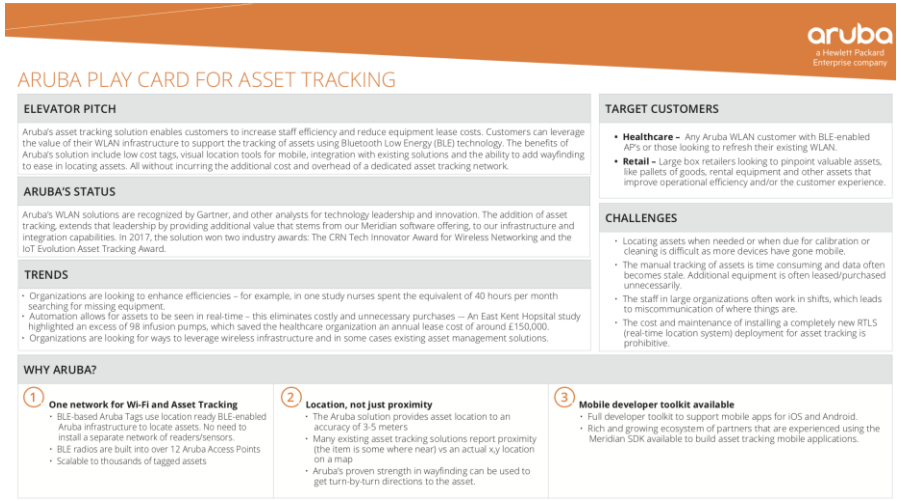
- **Large Public Venues** – Stadiums, transportation facilities (i.e., airports), conference centers, and museums (wayfinding, notices)
- **Healthcare Facilities** – Hospitals and medical office buildings (wayfinding, notices)
- **Retail** – Large stores and shopping malls (wayfinding, notices)
- **Campuses** – Corporate and university campuses (wayfinding, notices, conference room optimization, location sharing)

CHALLENGES

- Organizations need a better way to optimize resources (space, events, content) and keep people engaged long term
- A solution needs to be simple to use and boost user satisfaction scores
- GPS doesn't work indoors in multi-story buildings and in underground parking garages.

WHY ARUBA?

1. **Proven Enterprise Class Solution**
   - Designed for large scale enterprise class implementations with proven deployments
   - Integrated into the overall Aruba Mobile First platform, designed for any size floorplan
   - Integrates with a growing third-party ecosystem to support app development, analytics, and deployment
2. **Best-in-class Experience**
   - Delivers on the need for simple cloud management
   - Clear and concise high quality maps with proven accuracy
   - Intuitive user experience that mimics apps users are familiar with (Waze, Google maps, etc.)
3. **Low Total Cost of Ownership**
   - White-label mobile app builder solution does not require a mobile app developer
   - Beacons deployed using a mobile phone with no additional cabling required for installation
   - Remote beacon management over Wi-Fi reduces the need for site visits
   - 4-year beacon battery life with user-replaceable batteries reduces costs for batteries and replacement labor



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ARUBA PLAY CARD FOR ASSET TRACKING

ELEVATOR PITCH

Aruba's asset tracking solution enables customers to increase staff efficiency and reduce equipment lease costs. Customers can leverage the value of their WLAN infrastructure to support the tracking of assets using Bluetooth Low Energy (BLE) technology. The benefits of Aruba's solution include low cost tags, visual location tools for mobile, integration with existing solutions and the ability to add wayfinding to ease in locating assets. All without incurring the additional cost and overhead of a dedicated asset tracking network.

ARUBA'S STATUS

Aruba's WLAN solutions are recognized by Gartner, and other analysts for technology leadership and innovation. The addition of asset tracking, extends that leadership by providing additional value that stems from our Meridian software offering, to our infrastructure and integration capabilities. In 2017, the solution won two industry awards: The CRN Tech Innovator Award for Wireless Networking and the IoT Evolution Asset Tracking Award.

TRENDS

- Organizations are looking to enhance efficiencies – for example, in one study nurses spent the equivalent of 40 hours per month searching for missing equipment.
- Automation allows for assets to be seen in real-time – this eliminates costly and unnecessary purchases — An East Kent Hopsital study highlighted an excess of 98 infusion pumps, which saved the healthcare organization an annual lease cost of around £150,000.
- Organizations are looking for ways to leverage wireless infrastructure and in some cases existing asset management solutions.

TARGET CUSTOMERS

- **Healthcare –** Any Aruba WLAN customer with BLE-enabled AP's or those looking to refresh their existing WLAN.
- **Retail –** Large box retailers looking to pinpoint valuable assets, like pallets of goods, rental equipment and other assets that improve operational efficiency and/or the customer experience.

CHALLENGES

- Locating assets when needed or when due for calibration or cleaning is difficult as more devices have gone mobile.
- The manual tracking of assets is time consuming and data often becomes stale. Additional equipment is often leased/purchased unnecessarily.
- The staff in large organizations often work in shifts, which leads to miscommunication of where things are.
- The cost and maintenance of installing a completely new RTLS (real-time location system) deployment for asset tracking is prohibitive.

WHY ARUBA?

1. **One network for Wi-Fi and Asset Tracking**
   - BLE-based Aruba Tags use location ready BLE-enabled Aruba infrastructure to locate assets. No need to install a separate network of readers/sensors.
   - BLE radios are built into over 12 Aruba Access Points
   - Scalable to thousands of tagged assets
2. **Location, not just proximity**
   - The Aruba solution provides asset location to an accuracy of 3-5 meters
   - Many existing asset tracking solutions report proximity (the item is some where near) vs an actual x,y location on a map
   - Aruba's proven strength in wayfinding can be used to get turn-by-turn directions to the asset.
3. **Mobile developer toolkit available**
   - Full developer toolkit to support mobile apps for iOS and Android.
   - Rich and growing ecosystem of partners that are experienced using the Meridian SDK available to build asset tracking mobile applications.

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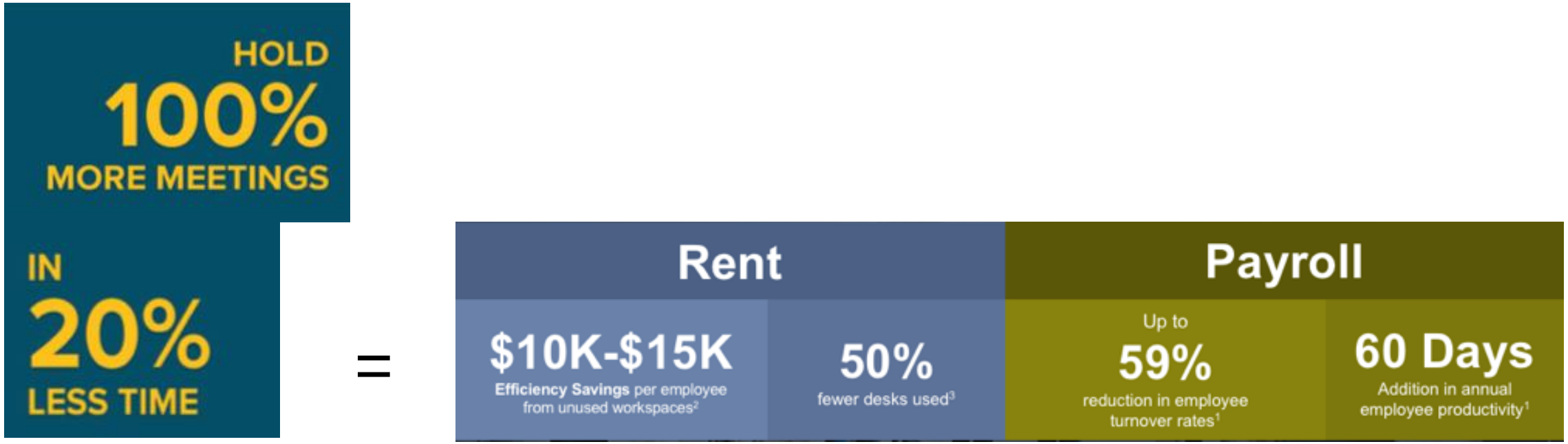
Summary

Outcome after all of this:

Your Secret Weapon for a Better Workplace

More than a meeting room booking system, HPE Aruba gives you intelligent tools and powerful workplace analytics to optimize your most valuable resources: *Your people, places and technology*.



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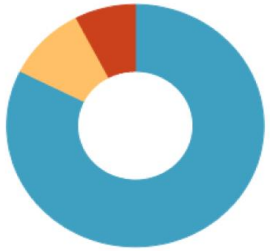
Next Steps to Success with Aruba and TechData:

Together with TD, Aruba provides a 60 day POC includes 25 beacons and 5 meeting room licenses with Teem: Enabling a very simple step by step road to close:

Attended vs Unattended Meetings

Count of attended meetings, Ghost Meetings (unattended), and Zombie Meetings (unattended)



- Install 25 beacons on Meridian giving the customer navigation, find my friend and context aware campaigns.
- Align the Meridian account to the Teem platform – Application Tokens
- Align Office 365/ Exchange or Google Suite to the Teem platform.
- Install the Teem application on the wall mounted tablets and the customer iOS and Android devices.
- Log in and start using the end to end solution, booking parking spaces, desks and conference rooms.
- Run the system for 14 days, book a follow meeting to run through insight analytics, zombie killer and customer feedback.
- Make changes and agree the business outcomes, agree to allow all employees to download the app and receive a PO!

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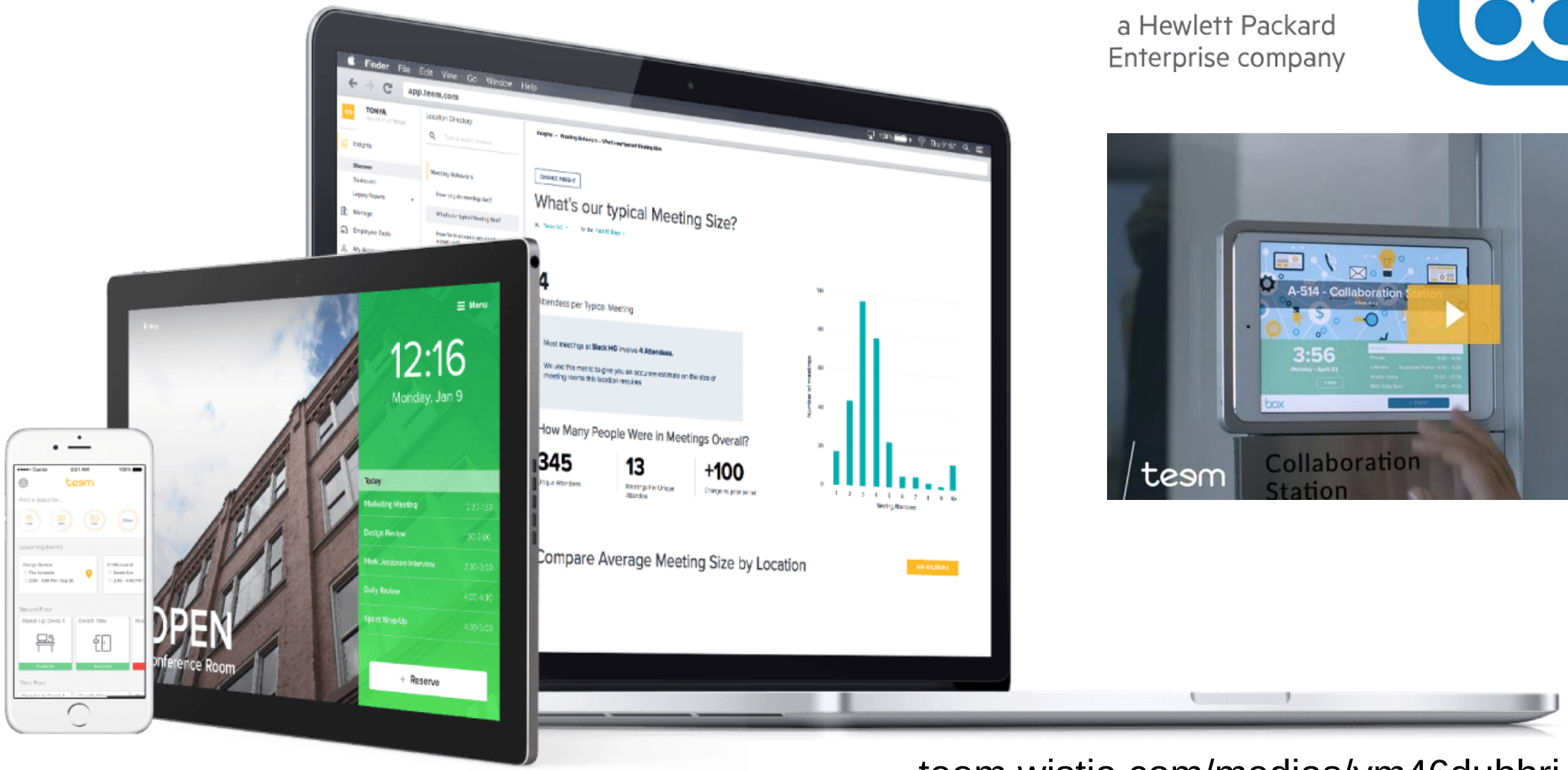
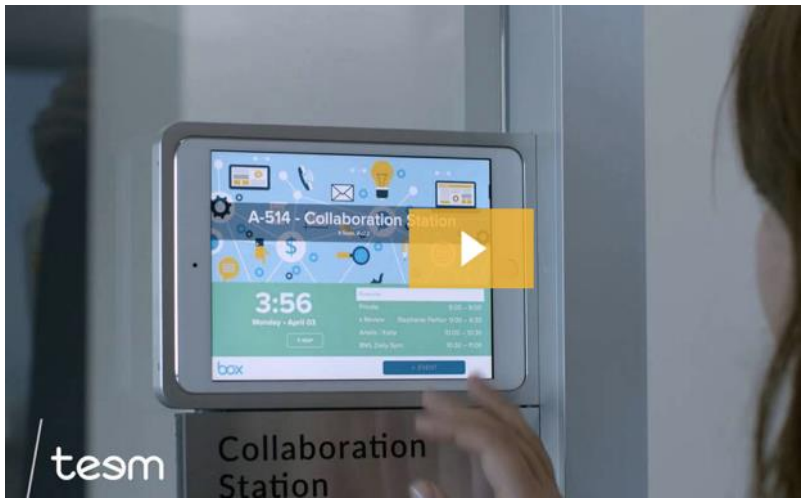
Real customer examples:

Real example

HPE Aruba Office & Box.com





teem.wistia.com/medias/ym46dubhri

https://www.youtube.com/watch?v=tDEb-_ShRjI

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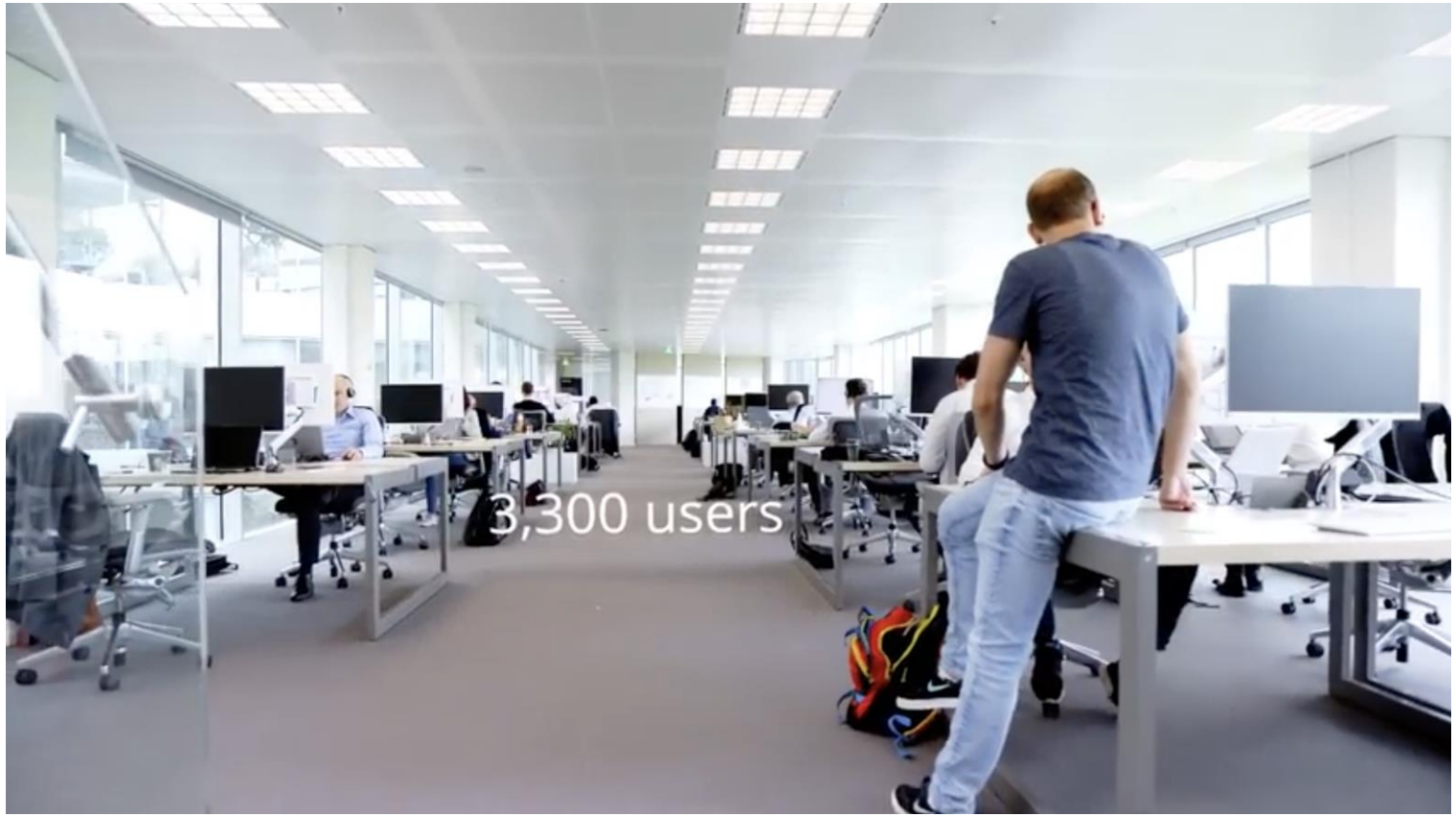
Real example

HPE Aruba & Deloitte @TheEdge 2.0



Deloitte.

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https://www.youtube.com/watch?v=IhAKb2EYsBg&t=19s

LEADING BRANDS TRUST US

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Demo: ClearPass, Meridian & Teem

Thank you

Example Analytics 3

Utilization by room

Edit the **Columns** in this table

Tables are currently limited to 15k rows

Campus Name	Space Name	True Room Utilization	Number of meetings	Meeting hours	Number of no-show meetings	No-show meeting hours	Perceived Room Utilization	Operating Hours
Salt Lake City	Fire Swamp	**47.43%**	232	94	0	0	47.68%	198
Salt Lake City	Death Star	**36.10%**	77	71	19	15	44.20%	198
Salt Lake City	Flynn's Arcade	**34.71%**	102	69	14	10	40.75%	198
Salt Lake City	Glass Case of Emotion	**31.92%**	72	63	36	29	47.51%	198
Salt Lake City	The Schwartz	**24.32%**	90	48	49	35	43.02%	198
Salt Lake City	Center for Ants	**23.21%**	69	46	16	14	30.87%	198
Salt Lake City	Parking Spot - N5	**12.12%**	3	24	0	0	12.12%	198
Salt Lake City	Parking Spot - N4	**5.81%**	2	12	0	0	5.81%	198
Salt Lake City	Parking Spot - N6	**2.78%**	1	6	0	0	2.78%	198
Salt Lake City	Los Pollos Hermanos	**0.49%**	4	1	5	5	2.96%	198

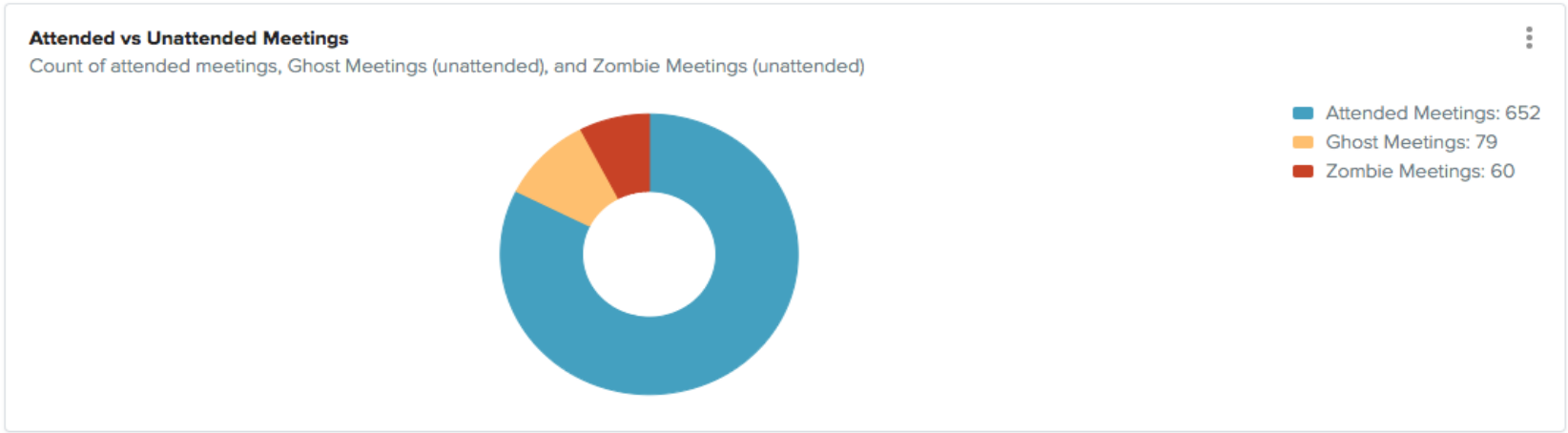
Example Analytics 4

How often do meetings go unattended?

at: HQ TEEM for: LAST 30 DAYS

18%

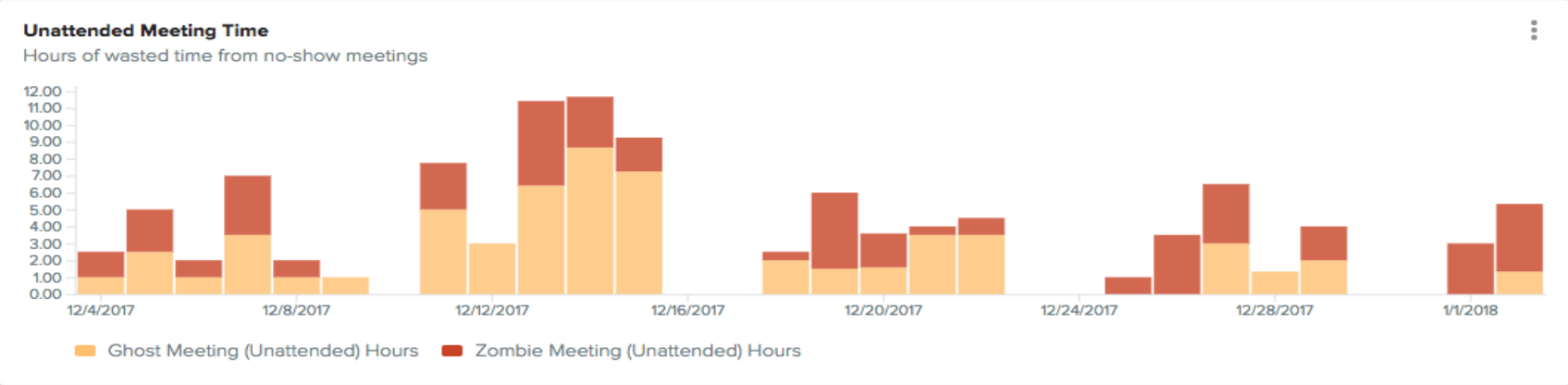
Employees failed to show up for 18% of meetings.



There are two types of unattended meetings: Ghost Meetings (10%) and Zombie Meetings (8%). Between these, **18% of your meetings are no-shows**. Unattended meetings are detrimental to your workplace; learn how to reduce the negative effects of these no-shows below.

Example Analytics 5

How much time is wasted by unattended meetings?



When a room is reserved for a meeting that employees don't plan to attend, it prevents others from reserving that room in advance. This causes others to delay important meetings and effectively slows down your company's productivity. It also affects your Perceived Utilization and reinforces employee belief that the workplace isn't adequate for their needs.

No-show meetings waste your real estate investment if the originally scheduled time can't be recaptured by your employees. If meeting participants plan to meet but the meeting owner fails to show up, it can cause up to 30 minutes of wasted time per meeting participant.

How many meetings are untracked by Check-in?

283 Meetings → 181 Hours

Of your 1,238 scheduled meetings in Teem-powered rooms, 283 of them were not tracked by Check-in, which leaves **181 hours unaccounted for**. These Untracked Meetings prevent accurate reporting which in turn causes your ROI calculations and analysis to be misreported and for your real estate, facilities, and workplace decisions to be based off of incorrect information.

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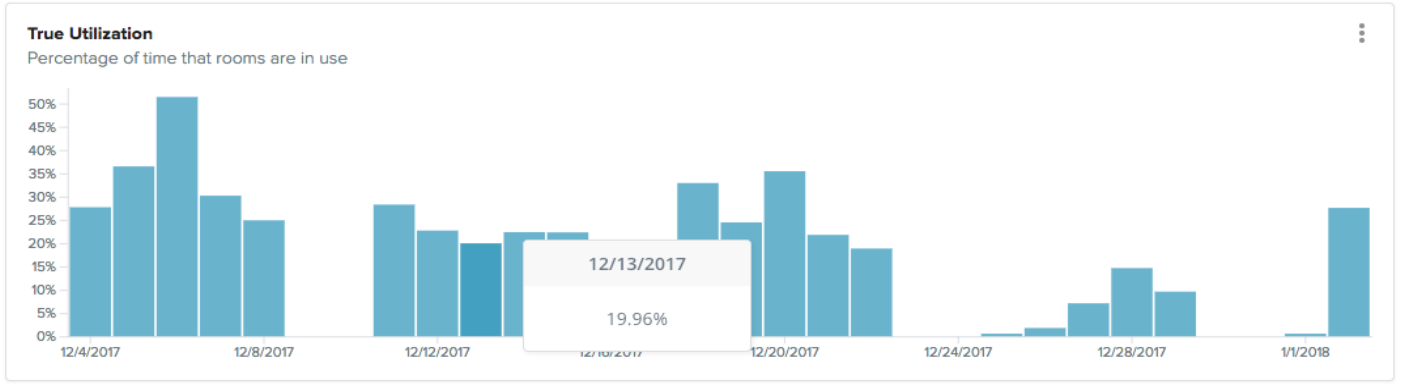
Example Analytics 6

What is your True Utilization?

at: HQ TEEM for: LAST 30 DAYS

22%

True Utilization for this location averages 22% over the last 30 days, or about 1.4 hours per room, per day.



True Utilization is a valuable metric that tracks how efficiently your organization is using its existing space. Teem has found that **ideal utilization is between 60% and 75%**. If you're below 60%, you're paying for rooms that your employees aren't using, but above 75%, employees don't notice available spaces - which can delay important meetings.

Make sure that you are optimizing room utilization by taking full advantage of Teem's efficiency-boosting features such as Check-in and Zombie Killer. These features will also help prevent employees from perceiving space utilization incorrectly.

It's important to note that Perceived Utilization is different from True Utilization, in that it is an inaccurate representation of room utilization. You may not be using your spaces as efficiently as it seems if you or your employees are making decisions based on Perceived Utilization. Read below to learn more about Perceived vs True Utilization.

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