



CASE STUDY

SMARTAC ENABLES MOBILE RETAIL TRANSFORMATION FOR LINK CITY SHOPPING CENTER WITH RELAY2 SERVICE-READY WI-FI

Relay2 helped create rich, connected mobile experiences for shoppers over high-performance Wi-Fi.

SOLUTION BENEFITS

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





THE CHALLENGE

Enhance Shopper Experiences with a Digital Retail Transformation

Suzhou Link City Shopping Mall provides a luxury one-stop shopping experience that includes retail, dining, leisure, entertainment, and community service. The shopping center—which has 150,000 square meters of floor space across six 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 50 restaurants, a cinema complex, and a 10,000-square-meter indoor theme park. However, with the rise of e-commerce and digital retail, shopping centers like Link City are asking how technology can be leveraged to attract and retain mobile visitors.

To enhance the shopper 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, a large hotspot operator in China.



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— SmartAC Representative

THE SOLUTION

Relay2 Service-Ready Wi-Fi

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 and rapid deployment

of the network 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 have 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 robust Wi-Fi 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 Wi-Fi network.

Relay2 worked closely with SmartAC and Link City to understand the stages of the consumer experience, including store entry, browsing, trying, interacting with staff, and purchase completion.





Understanding these stages, 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 as follows:

- **Multiple Authentication Methods**

Support for a variety of authentication methods, including SMS, QR code scan, single-click within mobile applications, etc. This provides a convenient and mobile-friendly means to connect to the 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 is 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 browser overlays to enhance business interaction with customers and generate more sales leads within stores. Based on network-provided location and client data, inserted HTML content can be targeted. For example, geofencing 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 and popular web content. By caching merchant sites, mobile videos, and other rich media, merchants can create an “endless-aisle” shopping experience, promoting both in-store and online-only products.

THE RESULTS

Improved Customer Experience, High-Capacity Wi-Fi services, and Easy Deployment

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 experience 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 promotions, events, and games.

Furthermore, SmartAC was able to provide key business insights to Link City management: “The

Wi-Fi network collects location information of consumers to enable mall managers to understand consumer behaviors and traffic distribution in the mall in real time,” said one representative.

Regarding the capabilities of the Relay2 platform, SmartAC commented, “With Relay2’s plug-and-play wireless solution, we are able to provide high-capacity commercial Wi-Fi services across the whole shopping mall. Meanwhile, the unique MASE provides us with an easy way to deploy edge applications, which truly optimizes our value-added retail service offering and improves the shopping experience for customers.”



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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Relay2 is at the forefront of Wi-Fi-as-a-Service Edge Computing, powered by our patented ServiceEdge Platform. Our breakthrough device technology, Service Points, delivers unparalleled application performance, bolstering security, privacy, and scalability at the edge. Committed to revolutionizing how businesses manage, distribute, and optimize applications, content, and data, we strive to push technology's boundaries.

Built on our ground-breaking Service Points technology, our ServiceEdge Platform revolutionizes Wi-Fi-as-a-Service Edge Computing. Designed for scale and adaptability to meet diverse industry needs, our solutions provide unparalleled control, enhanced infrastructure efficiency, and optimized performance at the network edge. The ServiceEdge Platform improves application performance, simplifies your network, and reduces operational costs by streamlining computing and storage infrastructure. Our platform delivers unrivaled security and privacy, safeguarding application deployment across various networks and ensuring robust data privacy to create a cyber-resilient ecosystem.

At Relay2, we envision empowering businesses to achieve more through continuous innovation. Harnessing edge computing, our goal is to shape a seamless digital world where application performance and user experience remain uncompromised. Join us on our journey as we revolutionize the Wi-Fi-as-a-Service Edge Computing landscape, ensuring global delivery of unmatched performance, security, privacy, and scalability for applications, content, and data.