JUNIPER NETWORKS | Engineering Simplicity

OUTLETCITY METZINGEN

aeroaccess mobile communication

OUTLETCITY METZINGEN ENGAGES 4.2 MILLION SHOPPERS WITH JUNIPER WI-FI

Summary

Company:
Outletcity Metzingen

Industry:
Retail

Business Challenges:
Offer excellent visitor Wi-Fi and location-based services to engage shoppers at Europe's largest outlet for premium and luxury brands

Technology Solution:
- *Juniper AP21 High-Performance Access Point*
- *Juniper AP41 High-Performance Access Point*
- *Juniper AP61 High-Performance Access Point*
- *Juniper BT11 Enterprise Grade Access Point*

Business Results:
- *Provide perfect Internet connectivity for 4.2 million shoppers per year (pre-pandemic)*
- *Enable digital shopping with Wi-Fi covering 40,000 square meters of retail floor space*
- *Support innovative digital services, including loyalty club, digital queue management, and upcoming location-based engagement services and virtual beacon technology*
- *Utilize omnichannel management to enable location-based services that allow changes to be made quickly and flexibly*

Millions of people from around the world come to Outletcity Metzingen in Germany for an exceptional shopping experience at more than 500 premium and luxury brand stores, both online and onsite. As Europe's largest outlet, Outletcity is home to brands like Burberry, Gucci, Prada, Moncler, Nike, Adidas, Tommy Hilfiger, Calvin Klein, and many more. The facility attracted more than 4.2 million shoppers in 2019.

Exceptional Retail Experiences

"Outletcity Metzingen's vision is to offer every guest the best shopping experience at any touchpoint, which inspires us to work every day with the spirit of passion and innovation," says Simon Drees, director of omnichannel services and innovations at Outletcity Metzingen.

Outletcity expanded its retail floor space by one third and added popular food and beverage options like Marché Mövenpick and Starbucks in 2019.

Digital elements, including Outletcity's online shop, the Outletcity Club app, and interactive screens at partner brands like Tommy Hilfiger, enable online purchases, blurring the boundaries between in-store and digital retail experiences. Wi-Fi also enables innovative digital solutions like digital queue management, which is a game changer in these times of coronavirus.

The experience begins the moment shoppers arrive. Parking is plentiful, but people can also hop on a shuttle bus from Stuttgart. Personal shoppers can help with luxury brands, and onsite childcare is a fun experience for the kids. And of course, there's free Wi-Fi.

Outletcity's previous Wi-Fi solution was simply too limited to support its vision of today's retail experience.

"To achieve greater digitalization of the shopping experience, we needed an excellent network infrastructure," Drees says. "A Juniper network enables us to deliver that experience."

"To achieve greater digitalization of the shopping experience, we needed an excellent network infrastructure. A Juniper network enables us to deliver that experience."

- Simon Drees, director of omnichannel services and innovations, Outletcity Metzingen

Outletcity relies on Juniper® Wireless Services driven by Mist™ AI. The Wi-Fi covers 40,000 square meters of retail floor space, as well as outdoor areas and parking garages.

Great Wi-Fi is particularly important for its many international visitors. "We wanted to offer free Wi-Fi to shoppers from outside Germany who don't use their mobile connectivity but want to be online to pay and chat with friends and family as they shop," Drees says.

"It was very challenging to deploy a seamless experience for customers and retailers across this whole part of the city, indoors and outdoors. With Juniper, customers have a seamless Wi-Fi experience everywhere they go."

- Sebastian Stelter, team lead project management and service support, Outletcity

Simplify and Scale Wi-Fi

The simplicity and scalability of Juniper networking and the Juniper Mist cloud architecture is a powerful advantage for the scope and complexity of Outletcity's vision. The Juniper Series of High-Performance Access Points work with the Juniper Mist cloud architecture and Mist AI to deliver exceptional network user experiences and to automate and simplify network operations for the IT team. Juniper's wireless solution met all of Outletcity's requirements for optimized Wi-Fi to support digital retail experiences, retail analytics, and to boost safety for shoppers and employees as Outletcity adapts to COVID.

A key factor in choosing Juniper was the design of the Juniper Access Points, which converge Wi-Fi, Bluetooth® LE, and IoT. Integrated and patented virtual Bluetooth LE (BLE) technology makes it easier for Outletcity to roll out future shopper engagement services without having to deploy and manage an overlay network of battery-powered BLE beacons.

"We intend to use the Bluetooth beacon functionality in Juniper Access Points to create a better shopping experience," Drees says. "We will implement a push feature through our mobile app so that as shoppers approach favorite stores, they can get notifications about special offers."

Virtual Bluetooth LE is critical to efficiently scale digital engagement. "Battery-powered Bluetooth beacons are a nightmare on an operating level," Drees says. "It wouldn't be possible to offer an interactive push messaging feature with battery-powered beacons. Virtual Bluetooth beacons are integrated into Juniper Access Points, and it's why we chose Juniper Mist."

Grow Customer Loyalty

"Our customers are very happy with the Wi-Fi," says Sebastian Stelter, team lead project management and service support at Outletcity. "The Juniper network, driven by Mist AI, is so good that we rarely have problems with the Wi-Fi or device connections."

Fast, reliable Wi-Fi is key for Outletcity Club, the outlet's loyalty program and mobile app. Members earn rewards based on purchases and gain special access to coupons, VIP parking, and events. Members collect points every time they make a purchase, while dedicated permanently installed mobile phones at each cash register are used to track purchases. Outletcity uses smartphones and Juniper Wi-Fi to connect its Outletcity Club point-of-sale terminals.

As in-person shopping slowly returns, Outletcity has seen a 1.5x increase in the use of its mobile app thanks to the new and improved Wi-Fi. That's important because customers using Outletcity's mobile app spend more than average. "We view the increase in mobile app usage as a huge success," Drees says.

The fusion of Wi-Fi and Bluetooth LE technologies has also instilled confidence in a COVID-safe shopping experience. Shoppers can check Outletcity's website to see the overall visitor level and, when they arrive at a favorite store, use mobile check-in for safe entry. "People can use our mobile check-in solution and have a coffee or go to another shop until their entry time," Drees says. "Without a perfect network, mobile check-in wouldn't be possible."

Large-Scale Wi-Fi Deployment

Retail is always a challenging environment for Wi-Fi, but delivering an optimized network user experience was dramatically simplified by the Juniper Mist Platform. Millions of people visit Outletcity every year. The visitor Wi-Fi covers an area greater than five football pitches, and many retailers also use their own private Wi-Fi. This introduces lots of potential radio frequency interference that could result in poor user experiences.

"It was very challenging to deploy a seamless experience for customers and retailers across this whole part of the city, indoors and outdoors," Stelter says. "With Juniper, customers have a seamless Wi-Fi experience everywhere they go."

Outletcity worked with Aeroaccess, one of the first solution providers in Europe to offer Juniper Mist Wi-Fi Assurance, on network design and implementation. "Getting the Juniper solution running was hassle-free," Drees says.

One of the biggest installation challenges was to ensure that the access points blended in with the store's design and architecture. "Mounting the Juniper Access Points was very challenging in so many different installations and locations," Stelter says.

Outletcity and Aeroaccess used car foil wrapping and special mounting systems for access points on ceilings and rooftops. "Every store is outfitted for each brand," Drees says. "You can't install a plain white access point on the ceiling in a high fashion brand. The quality of installation has to fit with the shop's interior design.

"Working together with Aeroaccess completely fulfilled our high expectations on a technical as well as a communication level. The experts at Aeroaccess have vast experience at their fingertips and always have new ideas about how the performance and coverage can be further improved. We built up a trusting relationship with them. The cooperation with those responsible at Aeroaccess was always professional and efficient." concluded Drees.

Next Steps

Outletcity increased its Wi-Fi coverage tenfold in 2020 and saw a dramatic increase in the use of its mobile app. With the first phase complete, Drees and Stelter are turning their attention to expand Wi-Fi coverage to even more buildings and outdoor areas in 2021.

The team is exploring new ways to engage shoppers with real-time indoor location services, such as location-based proximity notifications for special offers and coupons. The Juniper Mist User Engagement cloud service uses the virtual BLE capability of the Juniper Access Points and cloud-based machine learning to make location services more accurate and simpler to deploy.

"We will develop applications that take advantage of the Juniper Access Points with virtual Bluetooth," Stelter says. "We are very interested in using the location services technology."

"Our customers are very happy with the Wi-Fi. The Juniper network, driven by Mist AI, is so good that we rarely have problems with the Wi-Fi or device connections."

- Sebastian Stelter, team lead project management and service support, Outletcity

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

Corporate and Sales Headquarters

Juniper Networks, Inc.

1133 Innovation Way

Sunnyvale, CA 94089 USA

Phone: 888.JUNIPER (888.586.4737)

or +1.408.745.2000

Fax: +1.408.745.2100

www.juniper.net

APAC and EMEA Headquarters

Juniper Networks International B.V.

Boeing Avenue 240

1119 PZ Schiphol-Rijk

Amsterdam, The Netherlands

Phone: +31.0.207.125.700

Fax: +31.0.207.125.701

JUNIPER NETWORKS® | Engineering Simplicity

EXPLORE JUNIPER Get the App.

JUNIPER 1ON1

Available on the App Store

ANDROID APP ON Google Play