voyance
by nyansa

RETAIL

Retailers are under constant pressure to maximize revenue while reducing technology overhead costs. Inventory control, electronic shelf labels, customer guest experience and app based purchasing are all inextricably linked to the access infrastructure. For these investments to pay off, the performance of these tools over the network is critical to the success of any organization. Voyance is the only client performance management platform specifically developed to address this problem. Voyance automatically measures every client network transaction, surfacing actionable insights into the health of all client devices, applications and network services. Voyance tracks how devices and applications are performing with all other parts of the network. Now IT staff has a single source of truth for user performance problems and the ability to quickly find and fix individual device or systemic client issues impacting guests and associates alike.

QUANTIFIABLE BENEFITS

- Performance management of client devices
- Single source of analysis for siloed IT groups
- Increased associate productivity
- Application and network service assurance
- Seamless integration with ticketing systems
- Proactive network capacity planning
- Custom application performance monitoring
- Faster remediation of client/network incidents

KEY ISSUES

- Support increasing demand on store networks
- Managing performance of wired and wireless devices
- Reduce time to find and fix user/device config issues
- Measure, track and quantify application health
- Reduce network operations costs
- Validate device impact on network capacity planning
- Improve user experience

USE CASES

- Performance analysis of all connected devices
- Retrieve customer and app user behavior
- Proactively analyze network health at sites
- Quantify device impact on network capacity
- Test and quantify network config changes

RESULTS AND RETURN ON INVESTMENT

- 10-50% increase in production/operational efficiency
- 40-50% reduction in time to find and fix network issues
- 45-55% improvement in device and client productivity
- Ability to demonstrably improve top line revenue
- ROI validation of infrastructure changes and upgrades

USER SERVICE ASSURANCE

• Automatic and continuous baselining of user performance provides a customized measurement for your retail environment.

COMPARE PERFORMANCE OF ALL REMOTE SITES

• Easily discover the stores that need the most attention across a multitude of measured metrics such as Wi-Fi, ARP, DHCP, DNS, Internet bandwidth, and custom applications.

BETTER WI-FI STABILITY AND PERFORMANCE

• Quickly find and fix roaming issues, dropped connection and other Wi-Fi problems causing user service disruption. Wi-Fi performance is measured and analyzed across a variety of dimensions to pinpoint where problems are hiding. And proactive remediation suggestions help network staff stay ahead user issues.

PROACTIVELY FIND AND FIX INFRASTRUCTURE ISSUES

• Quickly view all Wi-Fi coverage holes caused by access points that are showing as alive by the network management system but are not accepting client connections.

SINGLE SOURCE OF TRUTH FOR ALL NETWORK TEAMS

• All user performance, application health and network service behavior across the entire network are analyzed within Voyance so different network and IT teams are working from the same facts without costly and cumbersome manual data analysis or cross-stack correlation.

CASE STUDY: Getting a better grip on in-store user Wi-Fi experience

For a network with millions of concurrent client connections, visibility into the user experience was critical.

The traditional brick and mortar vs digital shopping experience continues to blend together as retailers and users turn to applications to enhance their shopping experience.

Custom applications are used to help customers locate products and provide a more efficient and cost-effective purchasing experience.

THE BIG CHALLENGE

For a company with thousands of store sites, assessing and understanding the user experience is a constant challenge.

Network operations is expected to reduce incoming support calls by over 50% over the following 12 months. In order to accomplish this, transforming an IT organization from reactive to proactive was necessary.

With limited staff, budget and time, network operations staff are stuck scouring through logs of data, packets and other network data to figure out where and when problems would rear their ugly head.

Conventional monitoring tools didn't address such a modern retail network environment littered with so many moving pieces.
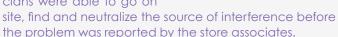
What was desperately needed was a platform that could quickly and easily analyze and track every client device and its behavior with the network in real-time and over time. But no platform existed.

ENTER VOYANCE FROM NYANSA

Voyance was deployed to tackle these device and user performance management a view toward gaining actionable insights into client behavior across the entire network. With Voyance, every client device network transaction is automatically analyzed, measured and tracked.

For instance, Voyance detected non-Wi-Fi interference that was causing thousands of hours of poor performance at a store site.

It identified specific APs and channels that were most affected. Technicians were able to go on site, find and neutralize the source of interference before the problem was reported by the store associates.

Another concern was the existence of wireless dead spots littered among the thousands of store sites. To combat this, a report was run that showed all access points that were showing up in the network management system but were not accepting client connections.

This allowed the NOC staff to be proactive instead of waiting for store managers to do their own site survey, calling the helpdesk and initiating a lengthy troubleshooting process.

THE BIG PAYOFF

Now network operations can cut in half the time to resolve any device network issues impacting customer and associate experience. When network and client incidents impacting the customer experience can be surfaced with specific remediation recommendations, it become simple to recover lost client hours of connectivity.

With Voyance, the organization now has in place a central platform that works with existing management, monitoring and ticketing systems that can be used as a single source of truth for all network operations. What's more, Voyance provides detailed traffic measurements to help network operations make better capacity planning decisions as it deploys new retail technologies to all stores worldwide.

With Voyance, retail networks just got a whole lot better.