

# Personalize the customer experience based on location

## DXC Location Based Services

### Benefits

- **Enterprises** — Increased employee productivity from quickly finding workplace facilities using turn-by-turn navigation
- **Retail** — Differentiated customer experience and location-based “push” marketing messages to drive purchases
- **Healthcare** — Improved patient and visitor satisfaction via wayfinding, and efficient use of high-cost resources such as critical portable medical devices and equipment
- **Airports** — Differentiated curb-to-aircraft traveler experience and improved capacity management
- **Stadiums/large venues** — Integrated guest experience from arrival through departure with enhanced onsite navigation, security and crowd control

Leverage wireless, location-aware capabilities to take your digital transformation to the next level

With the continued proliferation of mobile devices, businesses need to stay closely connected to customers as they move through retail shopping environments, healthcare facilities, transportation and hospitality centers, large stadium venues and other locations. Retaining customer loyalty and increasing wallet share are major business objectives.

At the same time, customers have many choices and want information at their fingertips, wherever they are. Whether it’s finding the closest available conference room, roaming through a shop to find that perfect retail item to buy, traveling through an airport in search of favorite food or locating available parking at a large venue, people want information that relates to their current situation and helps them make a decision.

### A better experience

Enter location-based services, which offer benefits in a variety of domains, including:

- **Enterprises.** Increased employee productivity resulting from quickly finding workplace facilities such as conference rooms via turn-by-turn navigation, and better-managed workplace facilities
- **Retail.** Differentiated customer experience and location-based “push” marketing messages that drive patrons to additional purchases
- **Healthcare.** Improved patient and visitor satisfaction via wayfinding, efficient use of high-cost resources such as critical portable medical devices and equipment, and increased revenue from related services such as gifts and flowers
- **Airports.** Differentiated curb-to-aircraft traveler experience, improved capacity management, and improved ground staff and traveler-to-staff interactions and communications
- **Stadiums/large venues.** Integrated guest experience from arrival through departure with enhanced onsite navigation, security and crowd control; and increased revenue from retail, food and beverage services



**Enterprises**

- Optimized workspace
- Location-based access policy management



**Retail**

- Improved customer engagement, staffing
- Real-time offers



**Airports/malls**

- Optimized traffic flows
- Hot zones tied to tenant real estate



**Stadiums/large venues**

- Improved traffic flow
- Web analytics

**DXC, HPE Aruba and SkyFii:  
A winning combination**

DXC Technology’s Location Based Services provide the system integration expertise of DXC, combined with the industry-leading wireless capabilities of HPE Aruba, to bring services and solutions that can disrupt business. DXC Location Based Services offer a fully managed, end-to-end solution that uses the latest technology of Aruba Beacons with Bluetooth Low Energy, integrated via the Aruba Meridian application platform and providing secure access and application integration via Aruba ClearPass Guest.

In addition to HPE Aruba, DXC is partnering with industry leader SkyFii to complement our capabilities for integrating advanced location-based marketing, advertising, facilities utilization and data analytics.

Our location-based solutions integrate all of the required technical elements to help enterprises give their customers useful,

customer-oriented solutions for better experiences and business outcomes.

**DXC Modern Workspace Services —  
the future of digital transformation**

DXC Modern Workspace Services is a great use case example. This solution includes all the services an employee needs for their day-to-day life in the workplace. A single app helps workers stay productive and includes everything from employee services to conference room services and bookings. The service also includes DXC beacon technology and wayfinding to enable turn-by-turn navigation assistance for employees and guests throughout the campus.

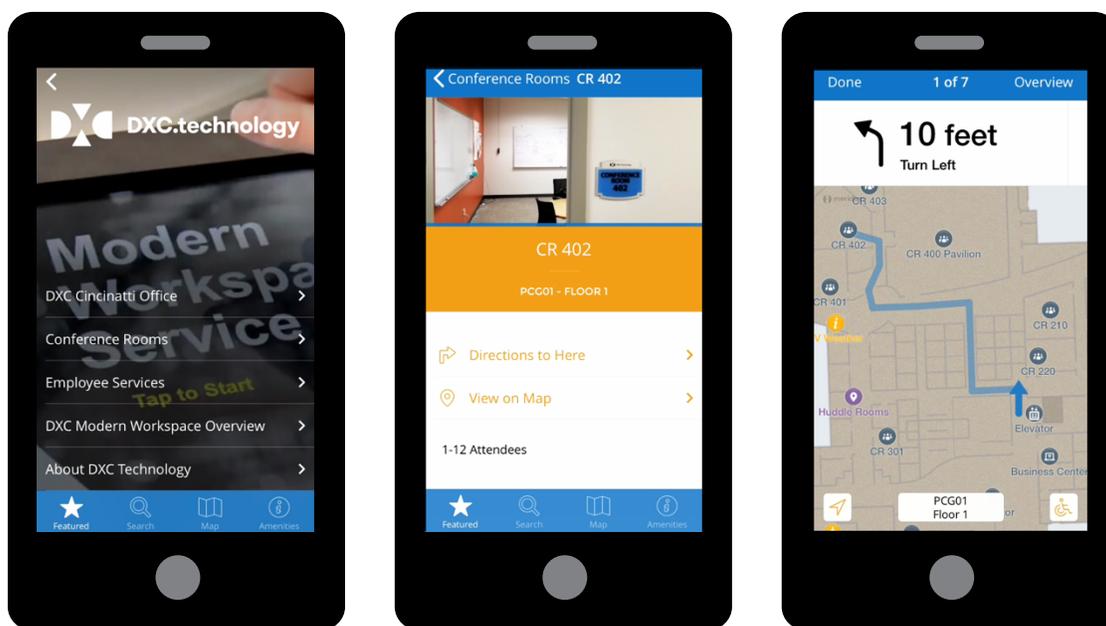
A solution using DXC’s Location Based Services has, by definition, a mobile app counterpart to the enterprise solution. (See **Figure 1.**) Enterprises can leverage their own mobile app, use DXC’s standard mobile app or have DXC develop a custom mobile app.

**Next-generation network delivery by  
AT&T and HPE Aruba**

DXC and our strategic partners AT&T and HPE Aruba work together to deliver your location-based solution, from wireless network infrastructure through end-user mobile application development. DXC can manage the fully integrated solution.

DXC has proven experience in transforming enterprises from legacy to next-generation digital networks without business interruptions. We can integrate your location-based services with wireless, internet of things (IoT), software-defined network and network functions virtualization solutions that provide rapid deployment and scalability to support your digital transformation.

**Figure 1.** DXC’s standard mobile app home page, conference room profile and navigation assistance.



## Why choose DXC?

An IT services leader, DXC provides flexibility, a unique partner model and deep experience in IT and network infrastructure and integration:

- **Choices.** DXC provides mobile applications, onsite management and data analytics services. Our comprehensive managed services include planning, design, mobile application development, implementation and ongoing system management.
- **Unique business model.** DXC, HPE Aruba and AT&T have combined DXC's leadership in next-generation solutions and services, HPE Aruba's advanced wireless technology and AT&T's industry-leading global networking capabilities to create offerings such as DXC Location Based Services that are market ready and available for global deployment at scale.

- **Decades of experience.** DXC, HPE Aruba and AT&T have worked together for more than 20 years to support our clients' infrastructure, integration and modernization needs. Our combined experience enables us to provide robust and trusted network IT services that help you achieve your targeted business outcomes.
- **Leader.** DXC was ranked a "Leader" in the Everest Group PEAK Matrix™ for IoT Service Providers, December 2017.

Find out how DXC can provide the right combination of location-based services and next-generation networking to meet your business needs.

## Learn more

- [DXC Workplace and Mobility](#)
- [DXC and HPE Strategic Partnership](#)
- [DXC and AT&T Strategic Partnership](#)
- [DXC Campus and Connectivity Networks powered by AT&T](#)

## About DXC Technology

DXC Technology (DXC: NYSE) is the world's leading independent, end-to-end IT services company, serving nearly 6,000 private and public-sector clients from a diverse array of industries across 70 countries. The company's technology independence, global talent and extensive partner network deliver transformative digital offerings and solutions that help clients harness the power of innovation to thrive on change. DXC Technology is recognized among the best corporate citizens globally. For more information, visit [www.dxc.technology](http://www.dxc.technology).