Founded in 1898, Système U is the 4th French group of food distribution and currently owns 1568 points of sale throughout France. 5 brands are gathered: Hyper U, Super U, Marché U, U Express and Utile.

In 2018, it was the first distributor to launch its mobile application *Y'a quoi dedans* that informs about the composition of food by scanning the products labels. **Customer experience and digitalisation are the key words of their strategy.**

Unmissable technology

Following their initiated digital strategy, Système U has made the choice to offer guest Wi-Fi in store. Through this new free service, the group wants to improve and enrich customer experience and support their SaaS applications (U payment, mobile scan…) whose use can be difficult in areas with low 4G coverage, and most of all **bring more customers to the point of sale.**

CLOUDI-FI
CONNECT WITH YOUR GUESTS

The choice of expertise

After a thorough trial, Système U finally chose the Cloudi-Fi solution for a variety of reasons:

#1

EXPERTISE

Confirmed through the use of the service by many customers both in the luxury sector and retail.

EXCLUSIVE PARTNERSHIP

With **ZSCALER** which allows to bring an optimised security with advanced options.
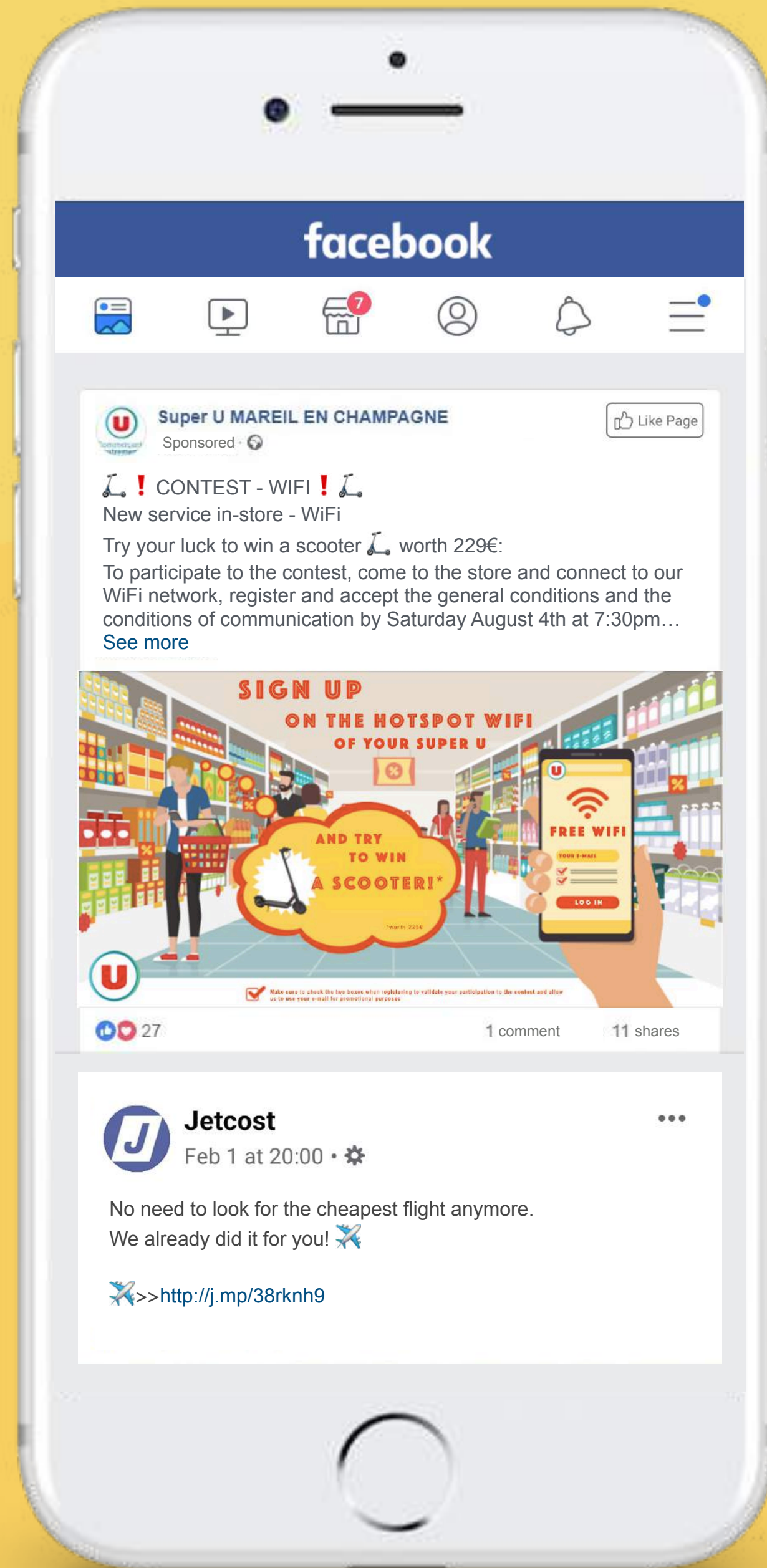
AGNOSTIC SOLUTION

100% Cloud which allows easy interconnection with Meraki terminals deployed in all stores.

APPROPRIATE FOR EMPLOYEES

Cloudi-Fi also contributes to serene working conditions. Store employees can connect to the Internet safely.

The choice of expertise

ADAPTED MARKETING SERVICES

Possibility of integrating phygital campaigns (setting up a contest on the guest Wi-Fi whose communication was made upstream on Facebook) and local marketing campaigns (store managers have the content management tool at their disposal).

RICH REPORTS

Simple and relevant analytical reports easily used by different trades.
In-depth knowledge and a 360° vision of visitors in Système U store which is done only with their consent **(GDPR compliant)**. Possibility to have an overview of the deployment but also by store.

OPTIMAL BUSINESS MODEL

A system of license sharing facilitator and adapted to the budget of the group.

Zscaler / Cloudi-Fi

The partnership between Zscaler and Cloudi-Fi allows to offer a complete, secure and international guest Wi-Fi service from the network. That is how Système U could keep its existing infrastructure and offer the best guest Wi-Fi service without any prior configuration.

The partnership is totally transparent for the group. For example, the localities created in the Cloudi-Fi interface are automatically created in the Zscaler platform.

Système U thus chose URL filtering and firewall options.

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Meraki / Cloudi-Fi

The choice of integrating the Cloudi-Fi solution at the Meraki terminals is taking shape in June 2018. This collaboration is offered to **all stores in mainland France and the overseas territories.**

Today, Système U equips **each store with 10 MR33 terminals on average** that cover the entire area of the store's area (sales area, office, stores, gallery, delivery area Course U…). Thanks to the advanced features of Cloudi-Fi, guest Wi-Fi is enriched and thus accelerates the phygitalisation of the customer experience.

Different authentication modes are proposed on the guest Wi-Fi: e-mail, Facebook, Twitter and Google.
47% of visitors choose to connect with a social network. This variety of connectors allows them to collect a panel of varied information about their visitors.

Common benefits: Both the MR33 and Wi-Fi Cloudi-Fi are managed from the cloud. This allows a quick and easy deployment of all stores.
The respective reports of both solutions offer a complementarity on the 360 knowledge of the visitors.
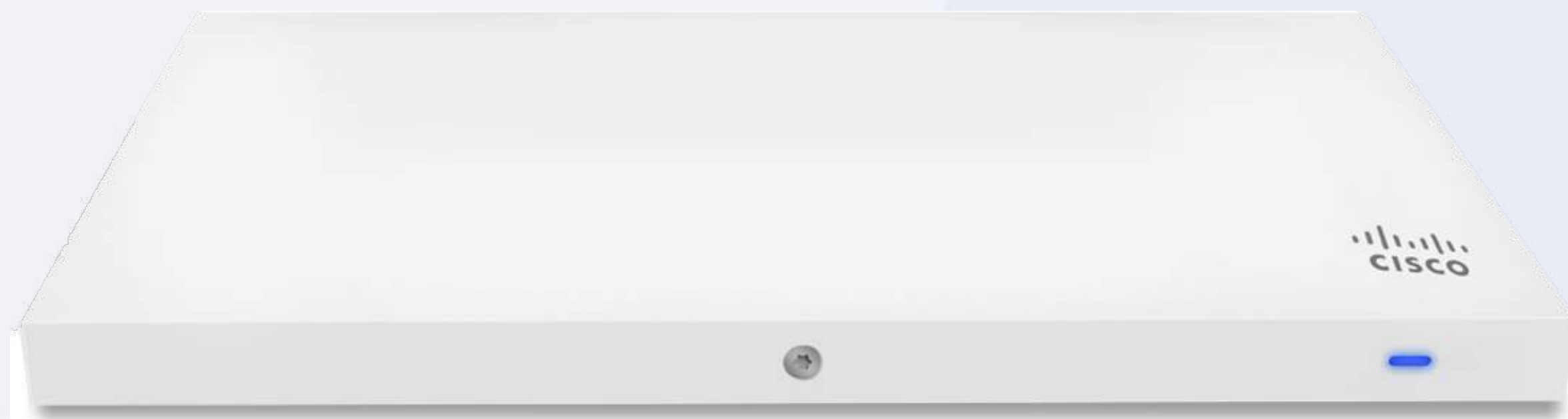
A deployment without difficulties

With Cloudi-Fi, the interconnection with the different partners, especially **_Orange Business Services_** and **_Meraki_** was done successfully. Thanks to the proof of concept, Système U was able to validate the technical process. The simplicity of the solution and the ease of deployment allowed a quick implementation.

CLOUDI-FI
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A national challenge

Today, several hundred stores are deployed with the Cloudi-Fi solution. On average, 100 new users, per month and per store, connect to the guest Wi-Fi.

At cruising speed, more than **1.2M unique digital identities** will be collected with the consent of the visitors, and **more than 50% will be profiles of social networks.** The joint development with Système U digital services should increase this percentage overtime.

Insight

« From the beginning Cloudi-Fi has been attentive and flexible about our needs. We appreciate their responsiveness and their professionalism. More than just guest Wi-Fi, our choice was supported by a multiplicity of available options, including marketing, which allow the store managers of Système U to be completely autonomous. »