

# Samsung Wireless Infrastructure for Smart Shopping Mall

## Lotte Mall



Over 1501 employee



Retail industry



WLAN



### Summary

As a comprehensive shopping center combined together with a department store, a discount store and cultural space, Lotte Mall built Samsung's wireless LAN infrastructure to create smart shopping place and office environment.

#### ◎ Convenient shopping environment

Visitors can use the wireless Internet with simple authentication and obtain shopping information through a pop-up window.

#### ◎ Smart office establishment

Implemented a wireless office environment by introducing wireless desk phones, And the smart phone call forwarding feature made seamless business call possible while on the move between the stores.

### Introduction background

To meet the needs of customers connecting to the Internet through Wi-Fi in the shopping mall, Lotte Mall introduced Samsung's wireless infrastructure in all the spots of the store.

In addition, the mobile handsets are essential for managers and employees to communicate in the large store. Since phone bills were high for store employees working on the telephones under the conventional 3G call plan, FMC client was installed to reduce the communication expense, which in turn enabled employees to conveniently use interoffice telephones while on the move.

### About Lotte Mall

Lotte Mall is a comprehensive shopping center operated by the South Korea's largest distributor, Lotte Shopping. With the grand opening of Suwon-si Gyeonggi in August 2014, this Lotte Mall became the second branch after the Gimpo International Airport branch having a department store, a discount store, a cinema, etc., providing a place for visitors to enjoy both shopping and leisure. With 8 stories above and 3 below the ground on the floor space of approximately 233,000 square meters, it is almost 31 times as large as a football field.

# Creating the services suitable for the changes of lifestyle

## Details on establishment

To create a smart shopping place and office environment, Lotte Mall Suwon branch introduced Samsung's AP, AP controller, FMC client and wireless desk phones in its newly built building in August 2014.

The branch established all-wireless IP telephone networks to reduce network failures of payment system in the shopping mall, and installed Samsung's AP and wireless desk phones to build all-wireless workplace for employees. In addition, the employees on the move in the store for work installed FMC clients on their handsets to conveniently use interoffice telephones in any place in the store. In particular, Samsung's "AirMove" technology integrated with the mobile communication technology lets the AP controller determine when and to what AP a handset should connect, enabling seamless business call connectivity in Wi-Fi environment.

As for the convenient wireless Internet use for customers, the APs were installed in all areas of shopping space except for the underground parking lot. Customers now can see the announcement pop-up window through Wi-Fi in the shopping mall when connected to the Internet.

## Benefits

The biggest changes that Lotte Mall experienced by introducing Samsung's wireless infrastructure are to deliver various shopping information for customers and provide a smart work environment for employees.

When connected to the internet, the "guest management" feature of Samsung wireless LAN automatically redirects to a captive portal page, so that any visitor to the shopping mall can go through simple authentication process before using the Internet. After the login page is the event announcement and advertisement page; customers can check today's event, and the shopping mall can promote new products to customers.

Considering the frequent layout changes in department store and discount store providing seasonal products, the "multi antennae" of Samsung wireless LAN with the RF pattern optimized for each area provide the best wireless LAN service without a shadow area. Even if the store layout is changed, it is not necessary to redesign the wireless LAN, saving the cost.

Getting rid of the cables, Lotte Mall installed the wireless LAN, FMC client and wireless desk phones in order to create the smart workspace, enabling employees to work wherever possible. By pressing the "call move" button, an employee can easily transfer a call to a smartphone while talking on a wireless desk phone. With the aid of FMC client installed on an employee's handset, the employee can use a mobile phone just like an interphone, responding to the work while working outside the office or in the store. In addition, the "smart routing" feature between internal subscribers automatically switches a mobile phone number to the extension number of the callee even if the caller calls to the mobile phone, reducing the communication cost.

## Components

### WLAN

- Access Point : WEA312i
- AP Controller : WEC8500

### IP-PBX

- Call Manager for FMC (SCM Express)

### Client

- FMC Client

### Handsets

- SMT-i5343

