

# ENTERPRISE WIFI SYSTEM

 START HOTSPOT



## BUILD AND MONETIZE WI-FI TOP DEPLOYMENT EXAMPLES



PARTNER LOGO

# HOTELS / RESORTS / CHAINS

A quick and reliable WiFi network is one of the most significant amenities which contributes to greater guest satisfaction and loyalty. Our system provides both advanced WiFi network control and a reliable connection with all the guests.

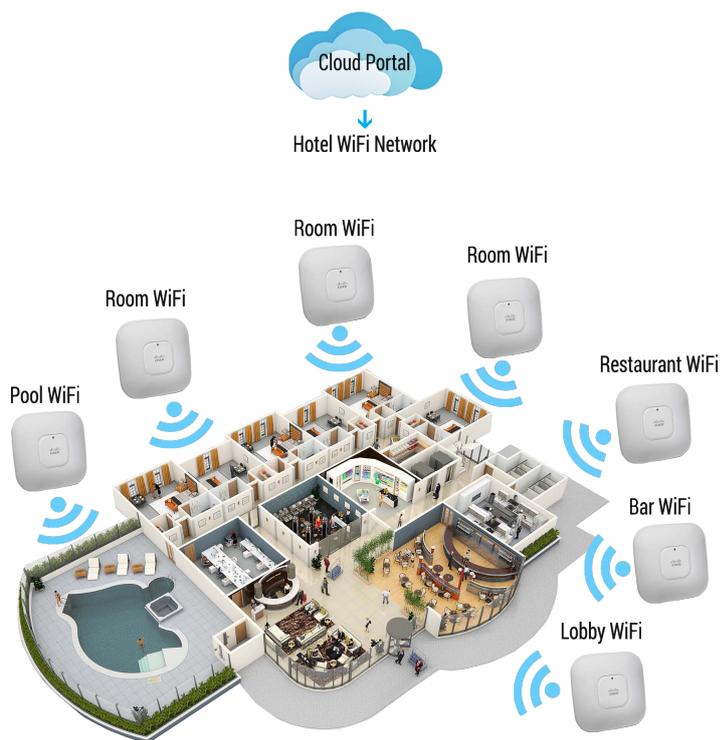
The system helps to **increase revenue** from restaurants, spa centers and other services by delivering video commercials and special offers at defined time intervals. It collects data and surveys, provides objective feedback on guest satisfaction, and boosts ratings on sites such as TripAdvisor and Booking.com

**Lobby:** Offer complimentary WiFi for the visitors

**Rooms:** Guests login with room/name

**Pool:** Guests gets promo ads for spa and restaurant

**Bar:** Special offers and happy hours promo



## HOTEL PMS INTEGRATION

Customer chooses username, password, price plan (like 7 days Internet) and confirms the identity with a room number and personal details.

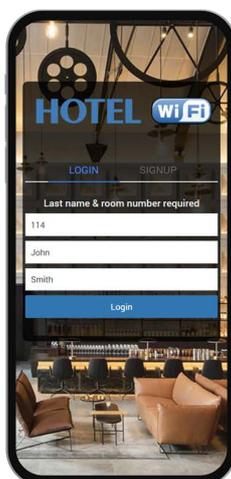
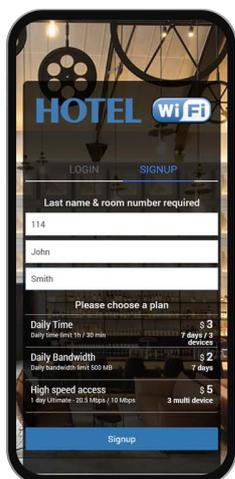
If successful, Internet is enabled and payment is added on provided room number, and customer will see this charge in your PMS. Access can be free, complimentary, or high-speed reserved for VIP (with additional customization)

## WIFI MARKETING

Run different campaigns featuring different brands, and bill by number of impressions, expiration date, or budget.

Collect guest opinions through your WiFi network using Survey system

Get real-time survey feedback and resolve user complaints instantly.



User selects Internet plan and types the room number, first and last name

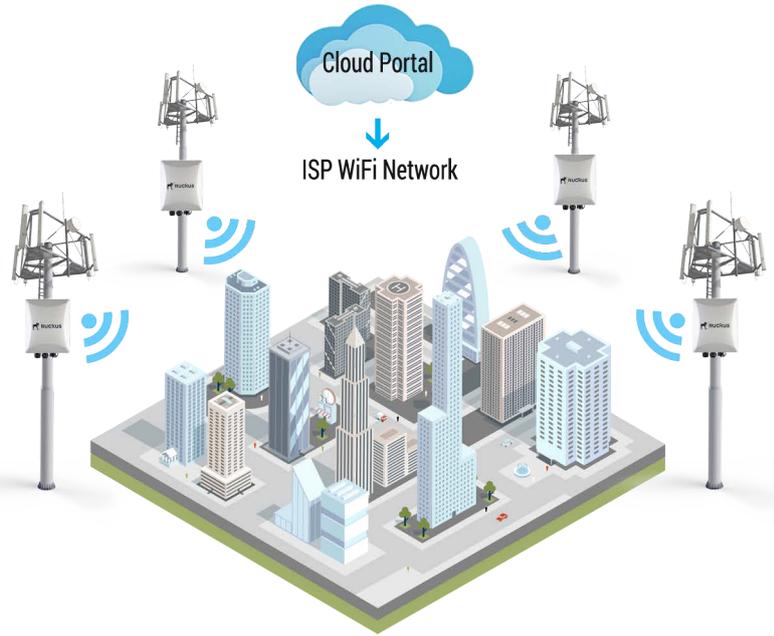
Later, user logs in with room and name or automatically if option is enabled

Welcome page will display welcome message, video or image ad or special offer

# ISP / WISP

Build a highly scalable WiFi and wired network to control public locations, residential buildings, hospitality, corporate customers and all places that requires managed Internet access. Easily grow by adding new access points in different city areas, or integrate several separate WiFi networks in one large network, where all accounts may **freely roam** while logging and limiting their access in the central database.

Flexible architecture makes ISP CloudWiFi system suitable for different deployments, free or paid, tiered Internet plans, with limits on speed, total bandwidth quota, time, daily and monthly limits, expirations. Users can signup by themselves, recharge account with a voucher or credit card, monitor activity and payments in the user portal.



## VOUCHER LOGIN & COLLECT DATA

Create vouchers and refills in advance with desired price plan limitations (time, bandwidth quota, download and upload rates), and distribute them or sell by your staff, resellers or through your channel partners.

Voucher login & collect data based access is a convenient way to get users details which can be used for marketing purposes once when they already use the voucher for access.

## CREDIT CARD PAYMENTS

Credit Card payments helps customers to signup and pay for Internet access directly from their device. After the account expires, customer can refill account and continue.

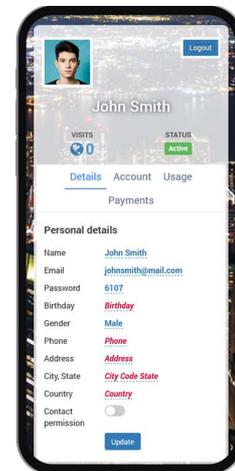
With over 100 different payment gateways like Paypal, Stripe, Authorize.net etc, you receive payments directly in your merchant account and a revenue report for all your locations and the selected time period.



User selects one of the login methods, like Voucher login in this case



User logs in with voucher and types requested personal data that can be used later for marketing purposes



After login, user can access the User profile and check personal data, in accordance with GDPR

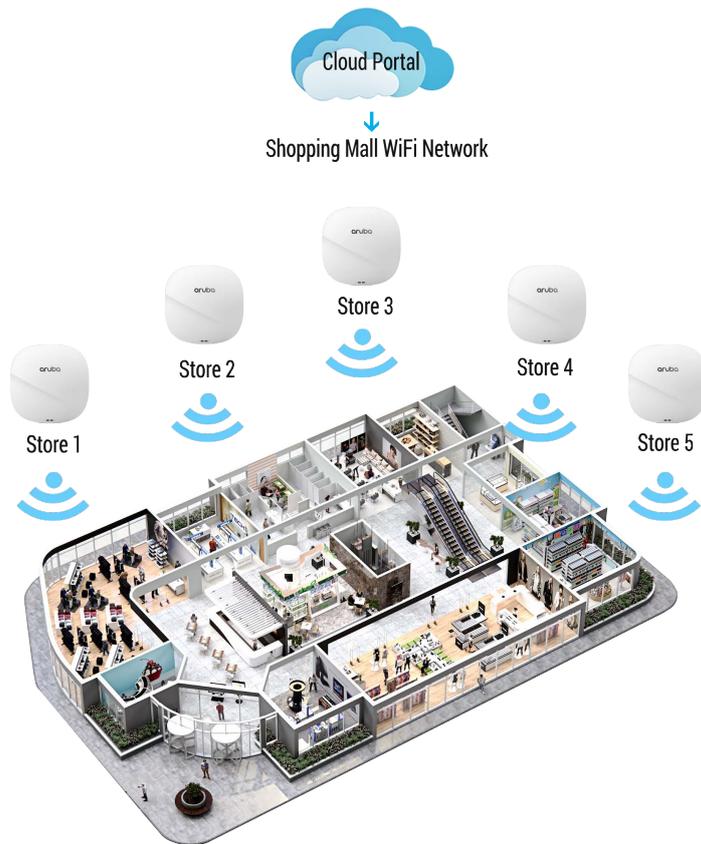
# SHOPPING MALL / RETAIL

Shopping mall WiFi enables you to deliver video commercials and automatically sends special offers at defined time intervals, which leads to an increase in revenues from your services.

Put a **latest promotion**, **offer discounts**, **collect guest surveys** or **display coupon** to be redeemed at retail store.

You will get **customer email** and full name so you can craft campaigns that engage and deliver results.

**Video advertisements** can be created for individual products, brands or current sales promotions, implying discounts, coupons etc. which can be used immediately at the **Shopping mall**.



## VIDEO ADS FOR RETAILERS

Each WiFi location or Shopping Mall store may have different branding and Internet access limits.

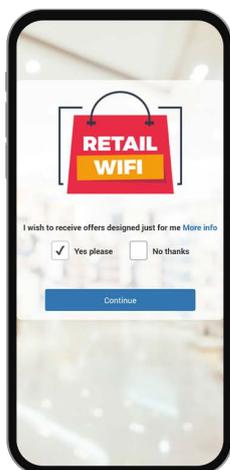
Depending on size, store may have single or multiple routers / access points that all share same settings and branding. Display different marketing ads on each location.

## MARKETING AUTOMATION

Create tasks that are automatically executed when a defined events happen.

Set a time interval for the Email campaign delivery, configure Email reminders and send them automatically.

Create a follow-up email with using predefined email templates or target customers on specific WiFi location.



Customer gives consent for marketing offers



Customer types in personal details like gender and birthday in order to get WiFi access



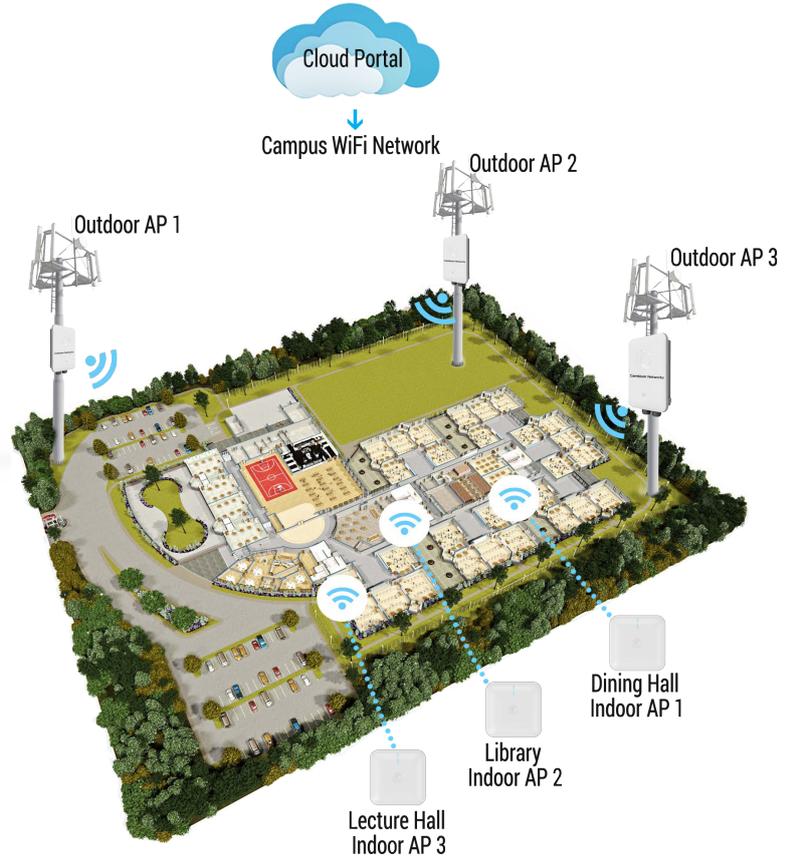
Based on the provided data, an appropriate video / image ad will be displayed

# UNIVERSITY / SCHOOL / CAMPUS

The platform can manage **University, School or Campus WiFi** and provide reliable Internet access to students, teachers and staff in a separate VLANs, all running within the same system. It precisely controls the Internet access, data transfer and simplifies roaming and auto-reconnect.

The system sets limits on streaming services by **limiting the access speed** so that each and every student could be granted excellent WiFi.

**Web Filter** controls the websites that can be accessed and prevents inappropriate content to be displayed in student devices. Limits can be configured by different web site categories like adult, alcohol, hate, drugs etc.



## MONITOR STUDENTS

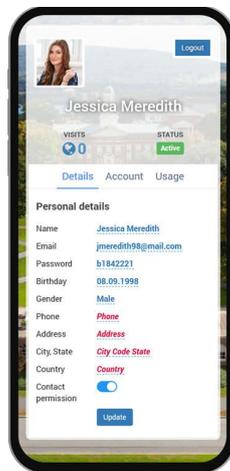
All student activity is logged with details of the each session and data transfer. The system stores device ID, username or phone number used to connect. If needed, all data can be easily exported. Contact information is collected in compliance with global data & privacy regulations GDPR.

## INFORMATIONAL EMAILS

The system can send out informational emails to students or teachers. Email campaigns can be sent when necessary to inform students about the novelties, or may be sent automatically according to a previously defined schedule which includes initial connection, inactivity or on a students' day of birth.



Student types requested login details like name, last name, email and birthday



Student may access the User profile, check and update personal data, in accordance with GDPR



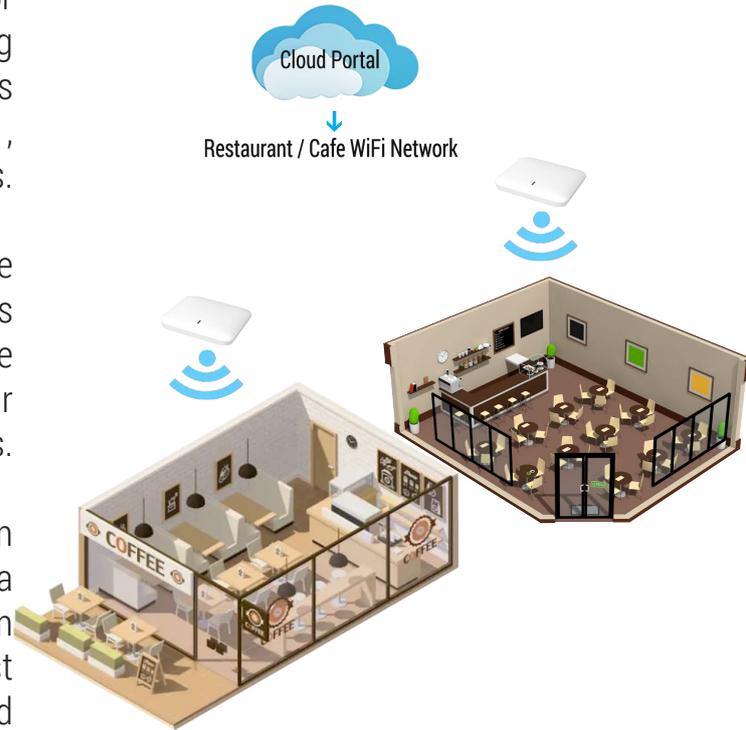
Student may be redirected to the University website or information board

# RESTAURANT / CAFE

Start Hotspot is the most efficient marketing system for restaurants, cafes, bars and all venues serving customers. While providing WiFi, it also engages customers to **access digital menus**, **view special offers**, or view **video ads** of your partners.

WiFi system provides a **reliable connection** for all the guests and prevents system overload by users streaming high def content. Businesses with multiple locations will likely have returning customers, and our system will reconnect and greet such customers.

**Seamless WiFi Roaming** provides a constant connection to the customers during their movement within the area covered by several access points. When moving within the WiFi network, client device will select the most suitable AP based on the signal level and network load without interruptions.



## SPECIAL OFFERS

Easily create video or image ads and announcements that will be displayed on the Splash page.

Put a latest promotion, display coupon to be redeemed at cafe, offer discounts and invite guests to complete survey or just get more info.

## SEAMLESS WIFI ROAMING

Achieve roaming between all Cafe WiFi locations with a single customer account.

WiFi users will get continuous service when moving between the Cafe WiFi locations and they will get the Splash page only on the first authentication.



Customer chooses a preferred login method, like Video for access in this example

Sponsor logo will appear and the customer will click the Continue button

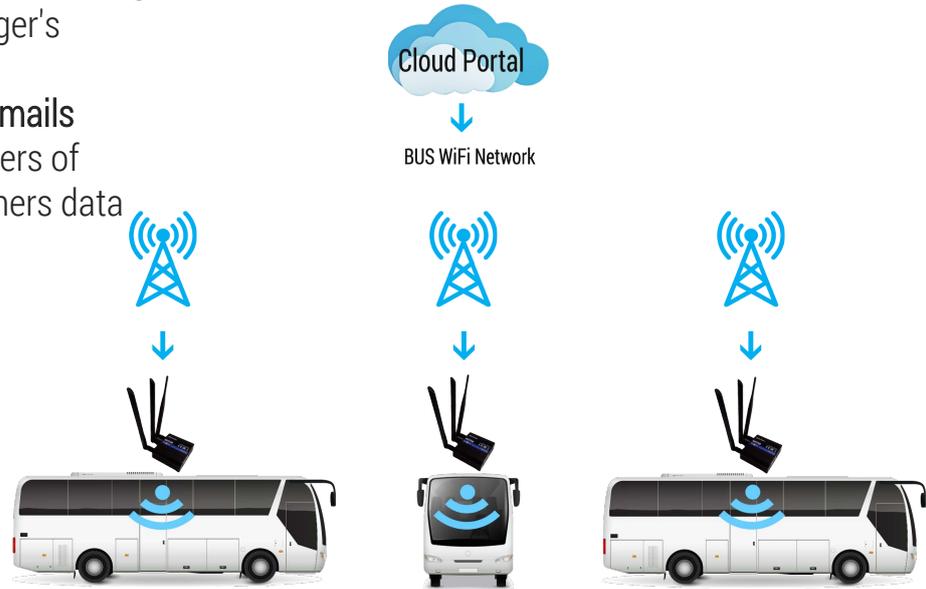
When the video ad is finished, the user will be redirected to the Internet or take the predefined action

# BUS / TRAIN / TAXI

Transform the BUS WiFi into an intelligent marketing system that displays **video ads** on passenger's mobile phones, tablets or laptops.

A passenger can give consent to receive **emails** containing discounts, coupons and the offers of your partners and clients. The system gathers data and **surveys** with feedback on passenger satisfaction, complaints and comments.

- Routers with 4G/5G modems are installed on the vehicles
- While traveling, communication is established with the nearest tower
- Internet connection is equally shared among all passengers
- A passenger is offered to watch an ad, connect and visit the configured web site



## VIDEO ADS

The system will display configured ads for the bus or a specific group of buses. Ads will rotate each time a user connects.

Each advertising campaign shows statistics of impressions, clicks, with a PDF report for the brands being advertised. Ads may be video or image, configured with minimum time to watch before skipping

## TERMS OF USE / MARKETING CONSENT

Require accepting terms of use and ask for consent for sending marketing emails to be in compliance with law and GDPR

## SURVEYS

Gather feedback on the passenger satisfaction, to improve the quality of the services. Handle those passengers with negative comments to prevent dissatisfaction



User needs to accept terms of use and give consent for marketing offers



User logs in with selected details like name, email, gender, age that will be used to show suitable ad



Welcome page will display a video ad. After watching user can connect to WiFi

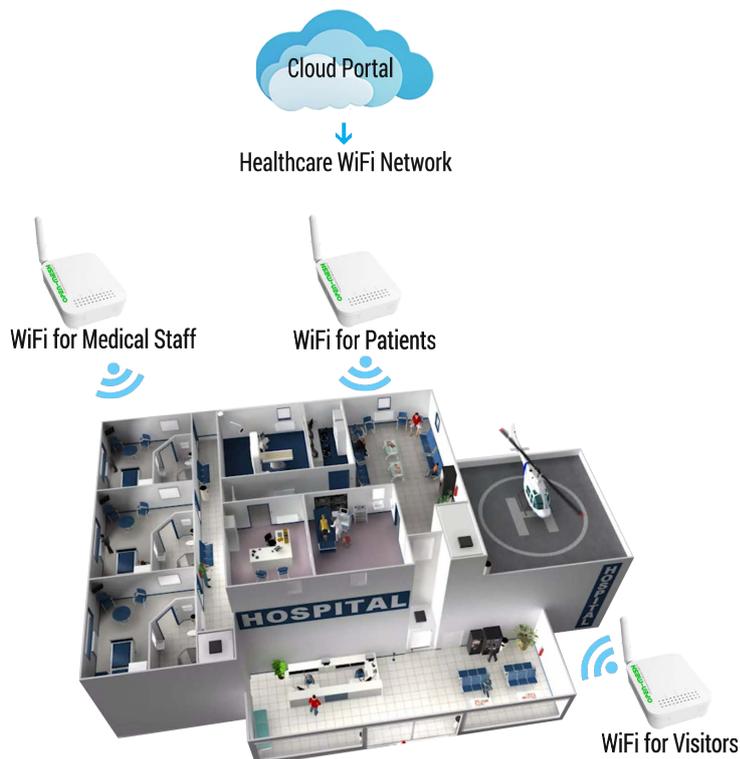
# HEALTHCARE

Healthcare WiFi system offers an advanced WiFi network control and a reliable Internet connection to all patients, visitors, doctors and medical staff.

The system may be configured to automatically login doctors and staff and grant high-speed Internet access.

Patients may be presented with information related to their stay, as well as **advertisements, special offers or discounts** for family members.

Since the majority of the population does not regularly go to preventive annual medical exams, the system can **automatically send a reminder** that it is a time to visit a doctor.



## VISITORS / PATIENTS / DOCTORS

Free complimentary access for visitors may come with lower download and upload speeds.

High-speed access with autologin for doctors and staff.

Special offers, video ads, discounts for visitors.

## ONE TIME PASSWORD

One Time Password based access is a convenient way to collect users' valid phone number which later can be used for marketing purposes.

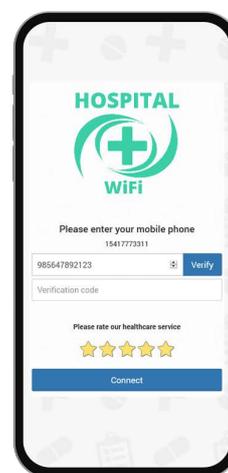
Users will get free access to WiFi based on the code sent to their phone number.



Patient accepts terms of use and gives consent for marketing offers



Patient selects desired login method and clicks the button that will open the selected login form



After filling the login form patient can connect to WiFi network

# CORPORATE / OFFICES

Corporate WiFi solution gives you an ability to set different types of access accounts.

Accounts are flexible with variety of options, like time and bandwidth configuration (limited, unlimited, monthly or daily bandwidth), expiration date, download / upload rate, etc.

Internet plan configuration helps adjusting every aspect of the customer account.

Employees may autologin with a High Speed access plan and roam within the building.

Complimentary free WiFi can be offered to the company visitors with some promotial videos.



## AUTOLOGIN FOR EMPLOYEES

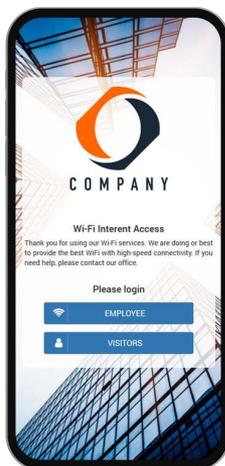
Autologin feature allows employees to connect automatically when they return to an office WiFi location.

As soon as the employee device tries to connect, auto-login will authenticate it and enable Internet access based on the account limit settings without displaying the Splash page.

## OFFICE ADS FOR VISITORS

Offer free WiFi access to the company visitors in exchange for ad watching.

A minimum watching duration can be specified, after which the visitor may skip video and proceed to the landing page which contains special offer, registration or just a welcome note.



Separate employee WiFi access from the company visitors. Visitor will select the Visitor button on the Splash page



The visitor may watch video/image ad to be able to connect to the Internet



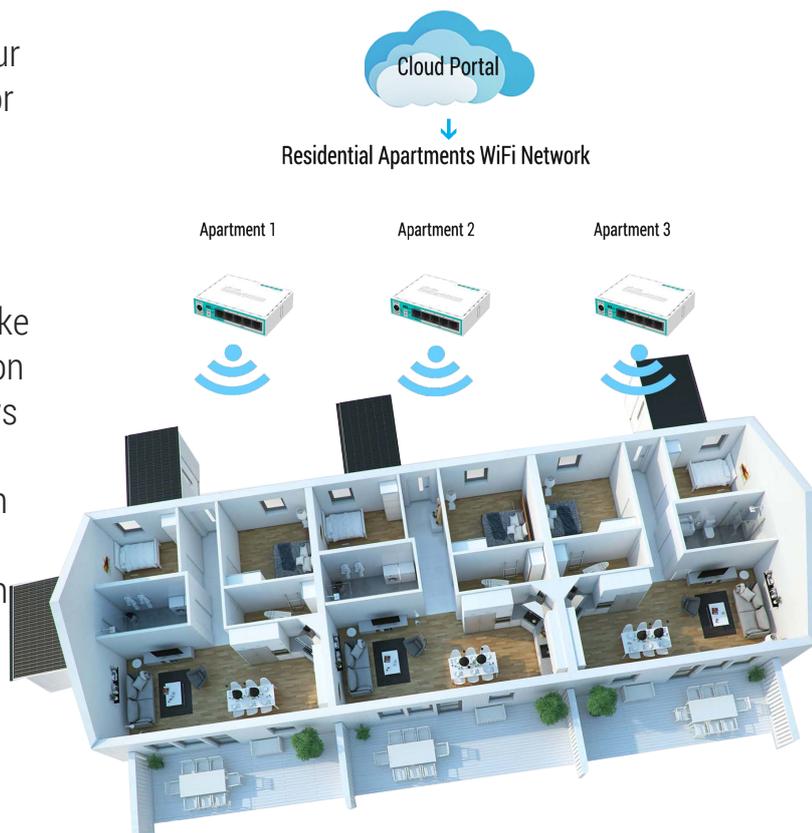
After watching, a visitor may go online or visit the company website, complete the registration form or take an action you desire.

# RESIDENTIAL APARTMENTS

The system can manage Internet access in all your **buildings** and **residential apartments**. All routers or access points will connect to a single centrally managed portal that may run in the Cloud or your datacenter VMs.

Tenants may connect all wired and WiFi devices like laptops, mobiles, smart TVs and use them based on the subscription limits. Tiered Internet plans allows tenants to self-signup and recharge when their subscription expires. Each plan is configured with download and upload limits, daily and monthly limits of time and bandwidth, as well as expiration date.

Tenant change does not affect your operations as every tenant may self-subscribe and pay for the service.



## SUBSCRIPTION RENEWALS

Save time and resources by allowing the tenants to create and pay for network access directly from their device.

If the tenant needs high speed access, desired plan may be selected and paid with a credit card or voucher.

## USER PROFILE

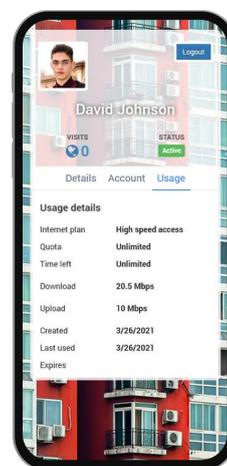
The Welcome page may be configured to show User profile where tenants can see their payments, recent sessions, account limits, available time and quota, download and upload speeds assigned. Tenants may easily remove consent on marketing emails, edit their data, or remove undesired personal data, in accordance with GDPR.



User selects desired Internet plan and enter credit card details



A service provider notification message will be displayed and the user may check the profile before connecting to the Internet



User may access the User profile to check and update personal data, account limits, time and bandwidth quota, and other details

# MOBILE LOCATIONS

The intelligent WiFi marketing system enables a display of special offers (menus, discounts, coupons) and video/image ads on mobile phones, tablets or laptops of your customers.

Upon connecting to WiFi, customers may be presented with **special offers** or **daily coupons**, which will motivate customer to **spend more**.

A customer may give consent to receive emails containing **discounts** and automatic reminders to **visit the venue again**.

The system gathers data and surveys with feedback on customer satisfaction, complaints and comments that may be answered personally.



## ADS

WiFi system can display the video ad every time a customer connects his device to WiFi

Ads can be set to be the same for all locations or a particular location. In one location you can display one and on the other another group of ads that will rotate every time when customer connects

## BRAND MESSAGE AD

Brand Message Ad allows you to engage users to remember brand message.

User will need to type ad keywords to get Internet access, for example : I LOVE WOK ON FIRE

Digital menu may be displayed after the login



User types brand ad keyword



Welcome page will display special offer ( menu, coupon, discount, etc...)



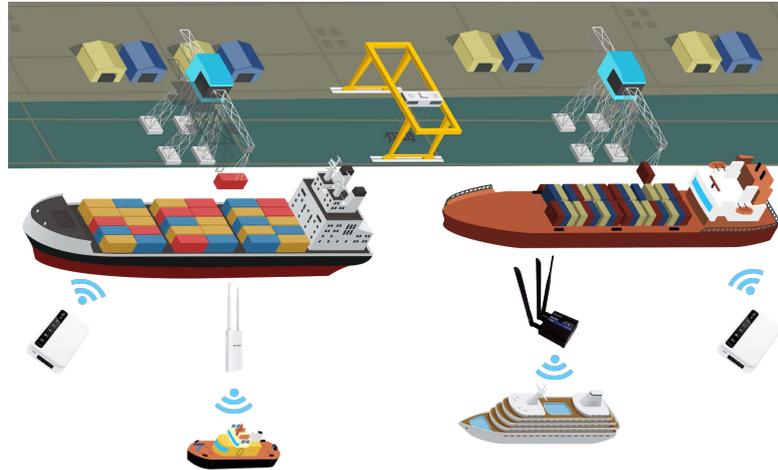
After login user will be redirected to the predefined URL or goes directly to the Internet

# MARITIME / YACHT / PORTS

Expensive satellite and 4G connections needs to be carefully managed at the sea or at the ports. Our system can provide reliable WiFi management of the crew devices, set limits on the WiFi usage and provide either free or paid subscription in order to carefully manage expenses.

While at the sea, system can grant defined Internet limits at specific prices that correlates to the satellite cost. While at the ports, system will use 4G to share the Internet to the vessel crew.

Tiered plans may be configured to limit daily or monthly usage, while crew can refill an account with a credit card or voucher. In case of the free access, Internet can be allowed for specific time or data and user might need to wait defined interval before getting a new slot.



## VOUCHERS / CREDIT CARD REFILL

The system can provide self-signup and self-renewal using the voucher and credit card payments. Each plan will grant a defined time, data and optionally include daily or monthly limits.

User can control and turn off autologin in order to prevent automatic mobile connections to WiFi and decrease data consumption.

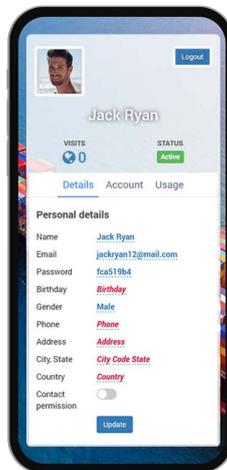
## USER PORTAL

After the user logs in, a usage log is available in the user portal so the user can monitor data spending.

All recent payments and renewals are available in the portal. User can logout device when not in use.



User chooses a plan and signs up for WiFi service



Welcome page will display user portal with account limits



After login user will be redirected to the predefined URL or goes directly to the Internet

# SMART CITY NETWORK

Smart cities brings better interaction with it's citizens. A reliable WiFi management system and the underlying network makes this a reality.

Citizens are able to **communicate, learn online, work remotely, apply for a job, pay for services, shop online,** and create opportunities that would otherwise come at a cost.

**Free WiFi** can be **effectively monetized** with an integrated intelligent marketing system which can show video ads and offers on citizens mobile phones, tablets or laptops.

The system can gather surveys from tourists or handle citizens satisfaction feedback and complaints for the city services.



## MARKETING SYSTEM

The integrated ad server allows configuration of different marketing campaigns that may run in entire city or at the proximity zones. A specific brand may sponsor commercials in a nearby area, to include additional ads in the shopping malls, or at the bus stations.

Ads can be targeted by user gender and age, so a brand can have separate ads for woman and men, age groups. Ads will rotate every time a customer connects.

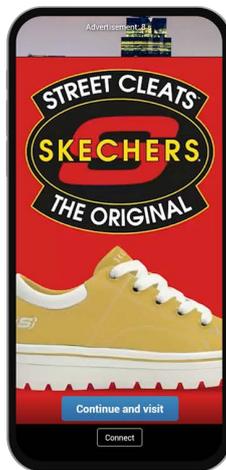
## LIMITED DAILY / MONTHLY ACCESS

The system can allow a defined daily data limit, like 1 GB. When data is consumed, user needs to wait the next day to get a new daily bandwidth quota.

Similar to daily limits, user might be limited with a monthly limit, specific expiration date. Desired locations or Internet plans may have Access Schedule, like allowed access during work hours, or night time.



User logs in with personal details or anonymously



Welcome page can display a special offer, video ad or survey



After login user will be redirected to the predefined URL or goes directly to the Internet



### INTERNET CONTROL

The control of bandwidth, time, data transfer, and a number of devices that a guest can connect to WiFi network with an optional automated login.



### WiFi LOCATIONS

WiFi access points may have different login methods in different locations. Choose between free access, billing, data collecting, video commercials...



### EMAIL CAMPAIGNS

Send promo email marketing campaigns automatically when a guest connects or leaves the premise, to improve guest satisfaction and increase revenue



### PMS INTEGRATION

The integration with the Hotel PMS system enables your guest to connect to WiFi with a room number and a name, and to add charges to the room



### VIDEO ADS

The system can deliver video ads before a guest connects to WiFi, targeted by age and gender. Each campaign includes the click-through rates stats, with a PDF report available



### SOCIAL WiFi

Your guest login via social network account is a quick and simple way to collect emails and your guests and visitors names, and therefore to use those data for purposes of marketing campaigns



### SURVEYS

Surveys are a powerful tool to gather opinions and comments of your guests, which can consequently be used for marketing purposes and the improvement of the quality of your services



### STATISTICS

Ranging from basic data to advanced analytics, the system offers you both reports and a complete insight into how WiFi network functions and the behaviour of your guests on the Internet



### HOTSPOT OS

Manage your network, check AP status, the number of connected users, bandwidth usage, update or restart AP, check memory and CPU usage



### WiFi ROAMING

WiFi clients will get continuous service when moving between the WiFi locations and they will get the Splash page only on the first authentication



### INSTANT NOTIFICATION

Use your Splash as a message board display Covid-19 notifications or relevant visitor information and terms of use



### WiFi MARKETING

Run different campaigns by gender or age, by location, and force users to view ads before getting the WiFi access

## ON PREMISE



**On Premise WiFi System** will be deployed on servers hosted in your company, or in a dedicated cloud VMs. It includes Captive portal, AAA Radius, database, Network Controller, Web Filter and HotspotOS for access points.

## CLOUD WIFI



Our **Cloud WiFi** platform helps you build your WiFi service and scale as you grow. With minimal investment for access points/routers and subscription, you can have fast ROI and low cost for your customers.

## FEATURES

- WiFi Network Management
- Control smartphones, tablets, laptops, computers
- Manage bandwidth, download and upload
- User roaming between locations
- Autologin - automatic reconnection to WiFi
- Multiple devices - setup number of devices/user
- URL redirects to desired website or user profile
- Splash pages with multiple login methods
- Social login: Facebook, Twitter, LinkedIn, Google
- Hotel PMS Integration: Opera, IDS, Protel ...
- Verification via SMS and Email
- Video Ads before login
- Targeted video campaigns by age / gender
- E-Mail marketing / Welcome Email

- Automation and API
- Webhooks -data exchange
- Integrate with a CRM
- Contact permissions (GDPR compliance)
- Custom multilanguage terms of use
- Surveys for splash pages and Emails
- NPS surveys
- User Reports
- Aggregated Reports (summarized stats)
- Technology Reports (device/browser/OS)
- Network Usage Reports (bandwidth consumed)
- Visitor Reports (new/repeating)
- Session Logs with data/time usage
- Marketing Campaign reports

- Accept credit cards, 50+ payment gateways
- Mobile payments for Africa countries
- Voucher-based signup with optional billing
- Data export via CSV and PDF
- Identify customers based on devices details
- Get more reviews/feedback with TripAdvisor
- Allow free usage and force users to buy upgrade
- Prevent free users relogin before specified time
- Identify customers based on devices details
- Optional branded HotspotOS for selected APs
- High-performance low-cost OEM APs available
- Web Filtering for adult and inappropriate content