

# EMPOWER YOUR WI-FI



**Today customers expect to be constantly connected anytime and anywhere. Wi-Fi plays a very important role to help them transition to Wi-Fi enabled mobile devices instead of facing costs associated with cellular data usage. They search for Guest Wi-Fi as a complementary perk that allows them to experience being connected no matter where they are.**

Guest Wi-Fi combined with the right platform, provides you with a unique opportunity to engage customers easily and quickly. Cloud4Wi enables you to make the most of your Guest Wi-Fi.

## ONE PLATFORM TO ENHANCE YOUR GUEST WI-FI

Cloud4Wi is an innovative cloud platform to enhance every aspect of Guest Wi-Fi. Our platform gives you access to the world's first Wi-Fi marketplace, which includes a rich set of applications to create value on top of your Guest Wi-Fi.

Using Cloud4Wi, you can provide your customers with a fully customizable Guest Wi-Fi and an enhanced on-site experience to connect them to your brand and increase their loyalty. The platform collects valuable information on your customers' behaviors and empowers you to boost your business performance. Lastly, you can design personable user journeys to push your marketing and advertising messages and influence your customers' purchase intents.

Leveraging the comprehensive SDK, you have the opportunity to build your own web applications, and match the look and feel of your brand to further diversify your on-site offerings.

As a cloud-based platform, Cloud4Wi provides you with maximum flexibility and scalability. You can quickly set up and run your Guest Wi-Fi while you focus on your business goals. Using the pay-as-you-grow pricing model, you can also reduce your total cost of ownership.



## MAIN BENEFITS



Deliver Guest Wi-Fi through fast and simple login



Influence your customers' purchase intents



Enhance customers' on-site experience



Increase customers' engagement and loyalty



Learn more about customers and their behaviors



Expand your presence on social media networks

## ENHANCED GUEST WI-FI

### Branded Splash Portal

Customize the splash portal to match the look and feel of your brand and provide location-based content to build customer loyalty.

### Customizable Internet Plans

Offer free or pay-per-use services in recurring or one-time formats. You can set time-based policies or provide vouchers through PIN codes.

### Multiple Login Options

Deliver an appealing login experience. You can configure the splash portal through multiple login options including username/password, click-through and social login.

### Enhanced On-Site Experience

Allow customers to interact among themselves, find relevant information on the map, leave messages on the virtual board, and access the latest news or weather forecasts.

## POWERFUL ANALYTICS

### Hotspot Analytics

Improve your Guest Wi-Fi access. The platform provides you with a wide range of information including the total number of impressions, number of users, number of connections, connection traffic and connection duration.

### Customer Analytics

Learn more about your customers. Different types of information are available including customer demographics (age and gender), languages, devices, operating systems and selected browsers to go online.

### Presence Analytics

Understand your customers' behaviors. Cloud4Wi offers access to a variety of data based on several devices used by customers. This data includes capture rate, conversion rate, repeat rate, dwelling and browsing time as well as loyalty distribution.





## MARKETING AND ADVERTISING

### Marketing

Design successful marketing strategies. Organize proximity marketing and couponing campaigns, set up online contests, and launch online surveys to target the right audience.

### Advertising

Drive online customers in their purchases through a branded splash portal and generate additional revenues from third-party advertising

### Social Media

Spread your brand on social media by enabling customers to use social media accounts to get connected. Set up automated Likes, Posts, Check-ins and Follows in just a few clicks.



## MAXIMUM FLEXIBILITY AND SCALABILITY



### MultiLevel Management

Manage your Guest Wi-Fi by delegating full or limited capabilities to your venues. Decide what you want to control and what each single venue can manage autonomously.



### Vendor Agnostic

Launch a new Guest Wi-Fi initiative or optimize your legacy Guest Wi-Fi with maximum flexibility. Cloud4Wi works seamlessly with various Wi-Fi manufacturers.



### White Label

Cloud4Wi is delivered as a white label platform. Customize your back-end and front-end portals as well as your mobile app and system communications.



### API & SDK

The comprehensive SDK allows you to create your own unique applications for the Wi-Fi Marketplace. You can also integrate external platforms easily through a complete set of APIs.



### Cloud Deployment

Enjoy the cloud approach, requiring neither local hardware nor software installation or any specific technical skills. Multiple options are available to seize maximum flexibility.





# THE FIRST WI-FI MARKETPLACE

## MARKETING AND ADVERTISING



### Advertising

Offer promotions and make profits through third-party advertising



### Email Marketing

Create effective email marketing campaigns



### Proximity Marketing

Deliver targeted, localized marketing campaigns



### Social Marketing

Gain visibility on social media networks



### Coupons

Provide special offers through virtual couponing campaigns



### External Link

Communicate your own or third-party promotions



### Instant Win

Create online contests to increase customer loyalty



### Survey

Learn more about your customers' preferences

## ON-SITE EXPERIENCE



### Geochat

Enable customers to interact among themselves in real time



### Nearby

Provide customers with a map of the nearest businesses and coupons



### Pin-Up

Allow customers to post messages on a virtual bulletin board



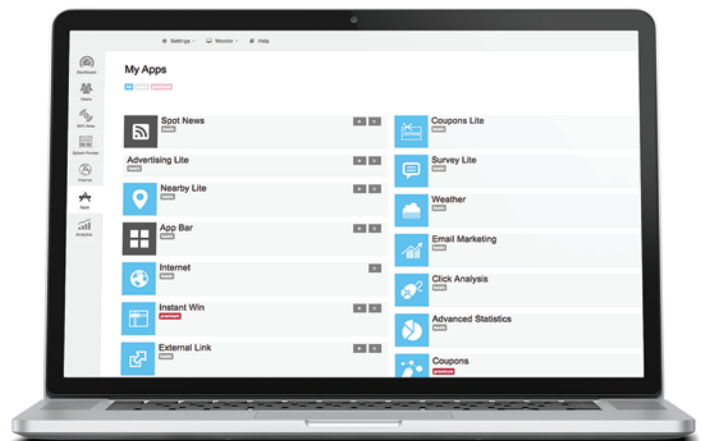
### Spot News

Update customers with the latest news



### Weather

Inform customers with the local weather forecasts



## POWERFUL ANALYTICS



### Click Analysis

Evaluate the performance of your splash portal

