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Use Case

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A leading French luxury fashion brand elevates in-store guest Wi-Fi experience

thanks to Cloudi-Fi's compliant cloud-based captive portal solution

A leading French luxury fashion brand has taken steps to elevate the in-store guest Wi-Fi experience by implementing Cloudi-Fi cloud-based captive portal. The brand, known for its high-end fashion and accessories, has selected Cloudi-Fi to provide Wi-Fi solutions for its stores, VIP rooms, and offices worldwide.

The decision to switch to Cloudi-Fi's solution comes after a successful proof of concept that allowed the brand to validate that the cloud-based solution was tailored to meet its unique needs. The brand had faced challenges with its previous solution, including scalability and security issues. This prompted the search for a new solution that would provide ease of use and scalability and comply with data privacy regulations such as GDPR.
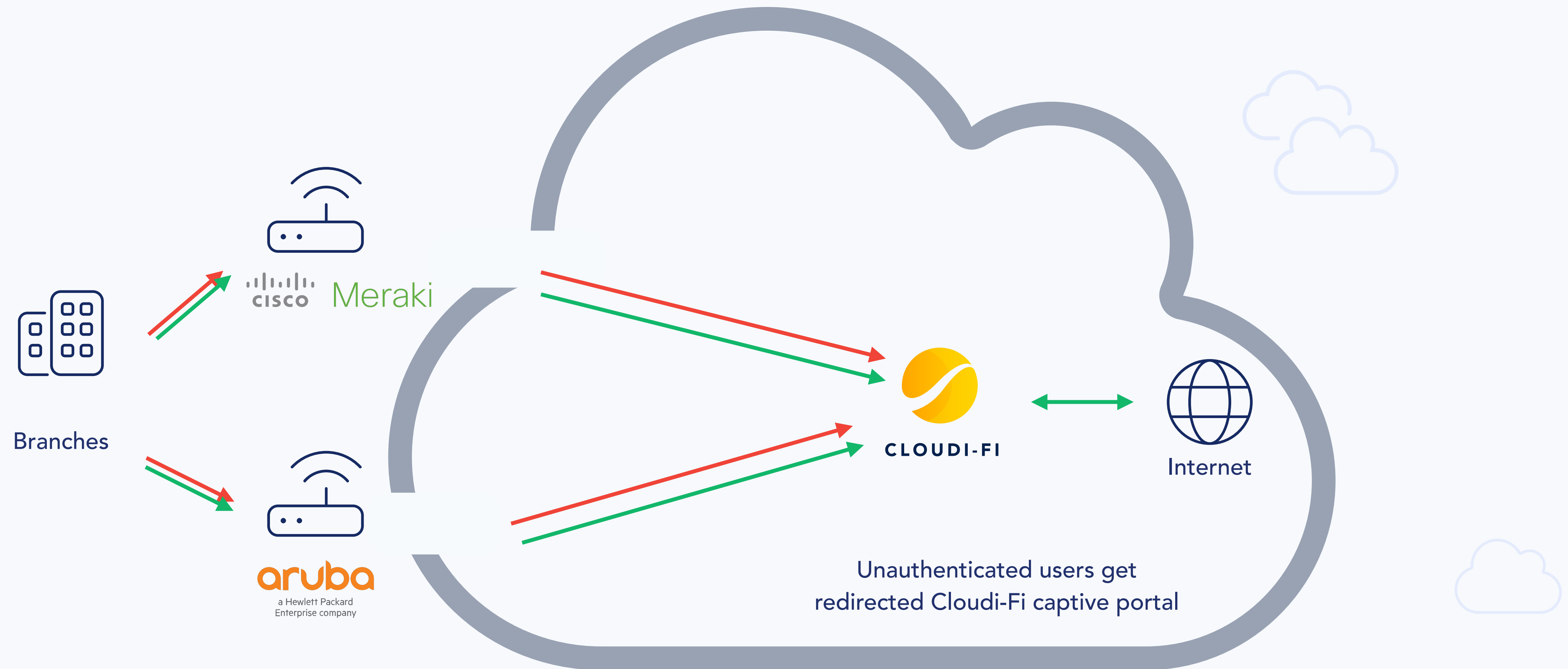

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"As a luxury brand, delivering a best-in-class shopping experience to our customers is of utmost importance. Cloudi-Fi solutions have made this experience even better by providing fast and secure Wi-Fi connectivity and improving operational efficiency. Additionally, data privacy compliance and ease of management with the cloud-based solutions make Cloudi-Fi the perfect choice for our digital strategy. We are thrilled to have found a solution that aligns with our values and enhances the overall shopping experience for our customers."

Mathieu
Network & Telecom Manager

High-performing branded Wi-Fi captive portal: enhancing phygital experience

Wi-Fi connectivity accessibility is key to deliver a seamless and enjoyable shopping experience for demanding luxury customers. Thanks to Cloudi-Fi's solutions, this sophisticated brand could offer fast and reliable internet access to all its in-store customers. The Cloudi-Fi captive portal enables customers to effortlessly share their shopping experiences on social media platforms, boosting brand awareness and driving sales. By providing a flawless connectivity experience, the brand can uphold its standards and offer its customers an optimal shopping experience.

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Cloudi-Fi solutions for the brand

Branches

CISCO Meraki

aruba
a Hewlett Packard
Enterprise company

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Internet

Unauthenticated users get
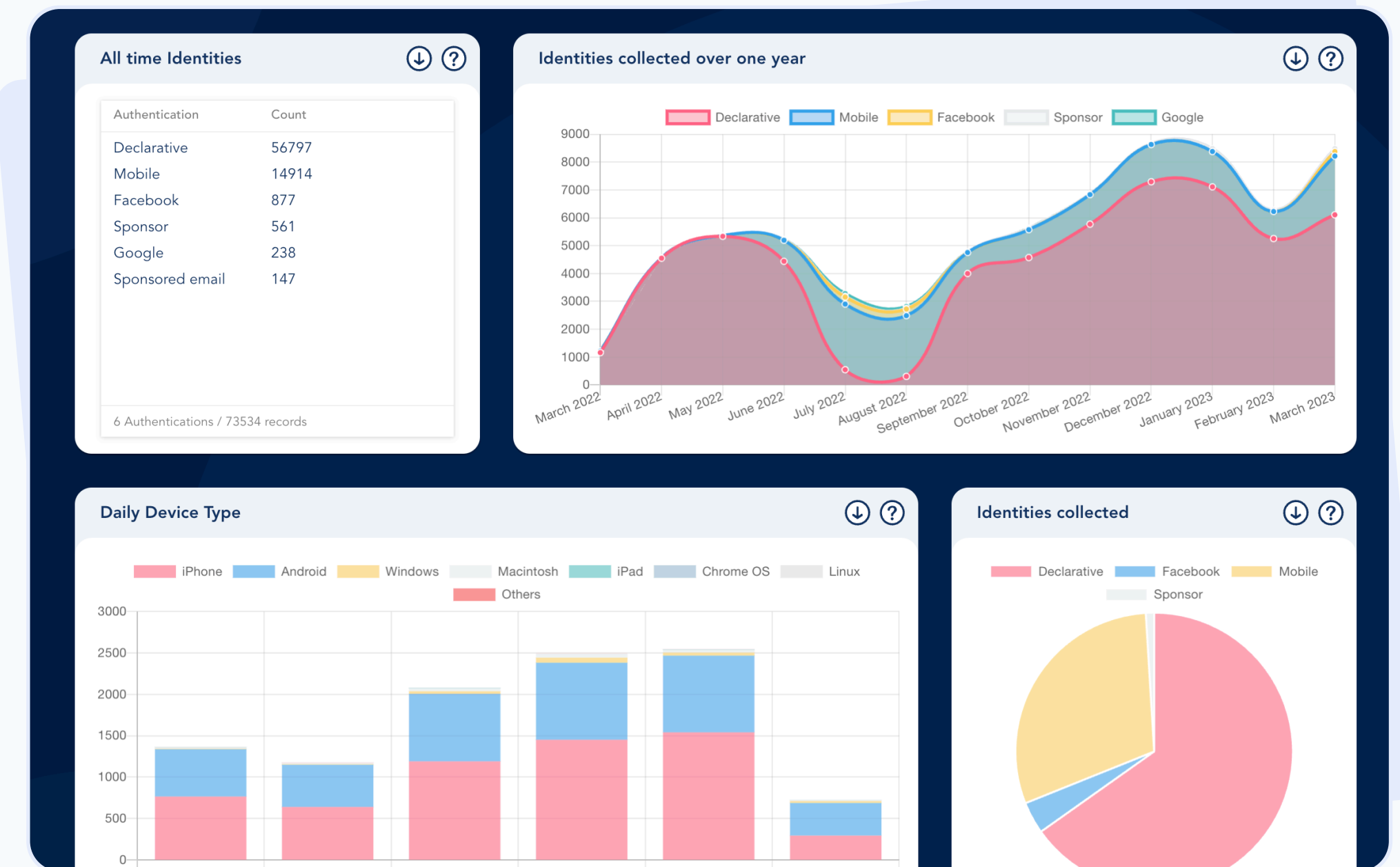redirected Cloudi-Fi captive portal

1 — User is redirected to Cloudi-Fi captive portal while he is authenticated

2 — Authenticated user allowed to browse the internet

Data Privacy Compliance: meet all regulations without additional legal work

Data privacy compliance is also a significant consideration for the brand. With Cloudi-Fi, the brand can confidently provide a seamless, secure internet experience for its guests worldwide while ensuring compliance with local regulations. Cloudi-Fi's advanced technology and localized T&C's offers a range of features that give customers control and transparency over their personal data, including the option to opt-in or opt-out of data collection. The brand can also monitor and audit all data collection and usage to ensure compliance with GDPR regulations. Additionally, Cloudi-Fi provides data encryption for data in transit and at rest to protect customers' personal information from unauthorized access. The retention time of logs can be modified based on the brand's specific needs while still adhering to GDPR standards. With Cloudi-Fi, companies can provide their customers with secure and compliant internet access without worrying about compliance with local data regulations.

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Cloud-based Solutions: remote deployment and simple management

Cloudi-Fi's cloud-based solutions offer several benefits to enterprises. It allows them to forget the hassle of on-premise infrastructure and complicated deployment processes. This is especially beneficial for global enterprises with locations worldwide or luxury retailers, as Cloudi-Fi's cloud-based Wi-Fi solutions can be remotely managed and configured, making it easy for IT staff to troubleshoot and make changes to the network from a central location. The cloud-based Wi-Fi solutions also offer scalability benefits, meaning that the enterprise can easily scale its Wi-Fi network up or down according to changes in its user base and device usage without the need for additional hardware or on-premises infrastructure.

Admin portal
monitoring and dashboard

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