Integration of Cloudi-Fi Guest Wifi service with Commscope APs

Tranform your commodity Wifi into a new communication channel

KEY FEATURES OF OUR SOLUTION

- Advanced Enterprise security with native regulations compliance (GDPR and CCPA among others) and data privacy rules
- User Profiling to provide a personalized WiFi experience
- Interactive consumers experience with captive portals, email marketing, SMS, coupons, programmatic advertising, and more.
- Added-value tools for marketing campaign and corporate events
- Extend the customer digital strategy from the web to the WiFi with exclusive third-party services for an increased ROI and seamless phygital integration
- Quick & frictionless deployment using existing infrastructure
- Leverage existing Commscope Networks hardware with turnkey deployment of the platform.
- Unique Feature Set covering both Corporate and Hotspots needs

INTEGRATIONS

- Cloudi-Fi
- Commscope

With the emergence of cloud services and cloud adoption by enterprises, **Wifi has definitely evolved** from a commodity to a **utility**, imposes itself as a **new communication channel**.

In **Enterprises**, the Frost & Sullivan Research said that using portable devices for work tasks saves employees 58 minutes per day while **increasing productivity** by 34%. And the trends are to use the Guest Wifi as the primary access. Not only for the Guests visitors to make them more comfortable, but also and even more for their employees and partners so they can use their time more efficiently with any kind of devices.

In **Hotspots**, new challenges emerge to allow a cost effective, smooth and personalized consumer experience. And finally allow the digital to meet the physical with **phygital marketing.**
According to a POS customer engagement survey by Boston Partners, 49% of customers purchased items they didn't intend to buy due to a personalized recommendation. And 71% of consumers express some level of frustration when their experience is impersonal. In the same time, 64% of consumers don't think retailers truly know them while more than 70& of retailers say personalization is their top priority.

Cloudi-Fi helps you drive both **entreprises** and **hotspot** digital transformation.
We convert your Guest wifi into a tool to drive business outcomes. We leverage your commodity Wifi into a new communication channel, customized according to user profile (whether internal or external to your enterprise), monetizable, secure and compliant.

Cloudi-Fi also offers the ability to build a new interactive channel of communication to use most of the E-commerce advantages in stores and hotspots and develop direct-to-consumer strategy. We help data brands develop their customer journey.

HOW IT WORKS

Cloudi-Fi is a 100% cloud-based SaaS solution that **transforms Wi-Fi access into a new communication channel** and offers employees and visitors personalized digital services.
Cloudi-Fi service leverages our partnership with Commscope Networks to add innovative services on WiFi by converting it into a tool to drive business outcomes for corporate and offering the ability to build a new interactive channel of communication for hotspots.
As a Commscope Networks partner, Cloudi-Fi integrates natively with a range of SMB to enterprise grade Commscope Networks APs, with a subscription and usage-based pricing model that suits to your needs

Optimize the user experience

Offer a simple and personalized path for your users. And profile your visitors to adapt your WiFi usage. Different connection modes can be combined: company directory, social networks (+15), SMS, sponsor... The user can be **automatically recognized** during their next visits.

Ensure compliance

Thanks to our data centers around the world, **Cloudi-Fi complies with local regulations**: GDPR, CCPA, LGPD... and undertakes to be transparent in the processing of your data. Cloudi-Fi can also assume **legal responsibility** for the service.

Secure your network

Thanks to its certified partners, Cloudi-Fi **preserves your image and guarantees a secure service** through different customizable options: URL filtering, advanced content filtering …

Adopt a unique solution

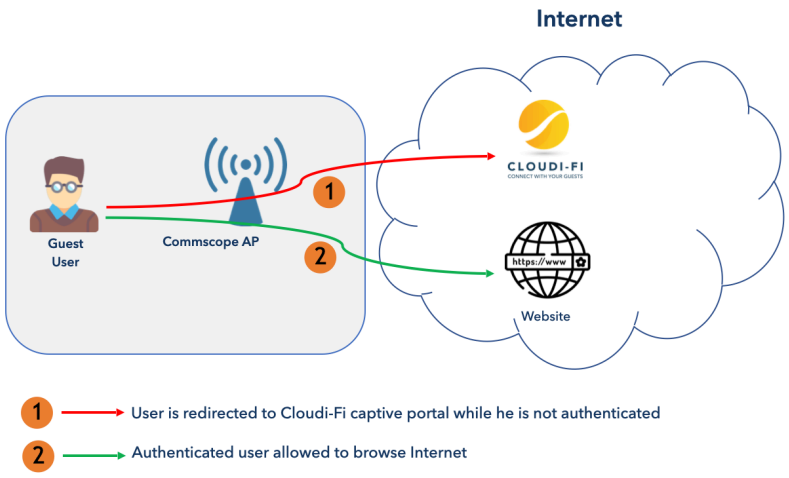
An international project? Cloudi-Fi can be **deployed instantly**, remotely, across the world regardless of the existing infrastructure. The solution also interconnects with your digital ecosystem.

Create unique campaigns and services

Communicate and interact directly with your audience, whether they are physically present or online, through personalized campaigns. Our module allows you to create different types of marketing operations (coupons, satisfaction surveys, competitions...) and phygital services (event management, real- time display of key information, satisfaction surveys, room reservation...).

Make the most of a dedicated team

The Creative Lab Team accompanies you, step by step, in the implementation of your phygital strategy. From the creation of the portal to the marketing and communication operations, our team of experts remains at your disposal and advises you on the best practices to adopt.



The above diagram shows the Cloudi-Fi integration.

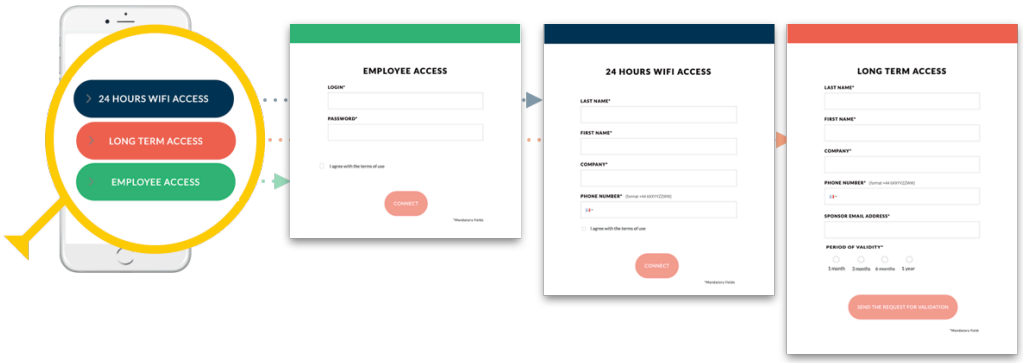
- First (1) the Guest connects to Internet through an open SSID configured on the Extreme Networks AP.
- A splash page or captive portal pops up immediately on its device and is directly redirected to Cloudi-Fi portal while he is not authenticated.
- Cloudi-Fi hosts the captive portal, handles guest authentication and manages the access logs.
- The guest is invited to authenticate with his preferred method.
- Once authenticated (2), the user is allowed to browse Internet.

CLOUDI-FI
CONNECT WITH YOUR GUESTS

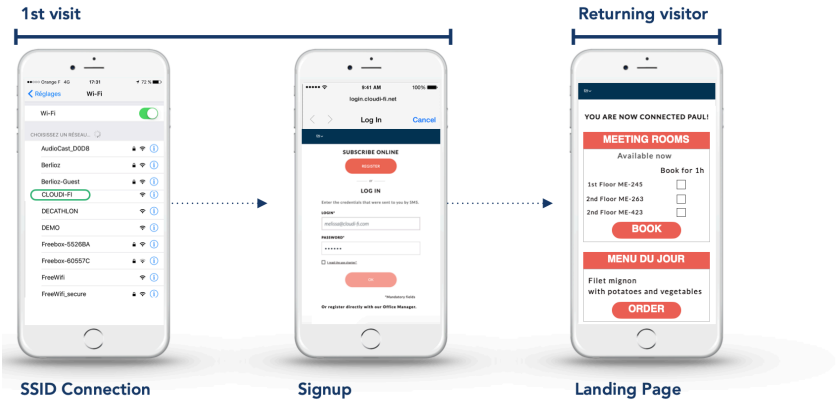
COMMSCOPE®

APPLICATIONS

The partnership with Cloudi-Fi addresses both **Corporate and Hotspots market segments**.
In **Corporate market,** Cloudi-FI solution transforms the WiFi into **a new way to connect and access enterprises resources**.



The different types of users are **profiled** to propose and adapt a **personalized and secured WiFi experience**



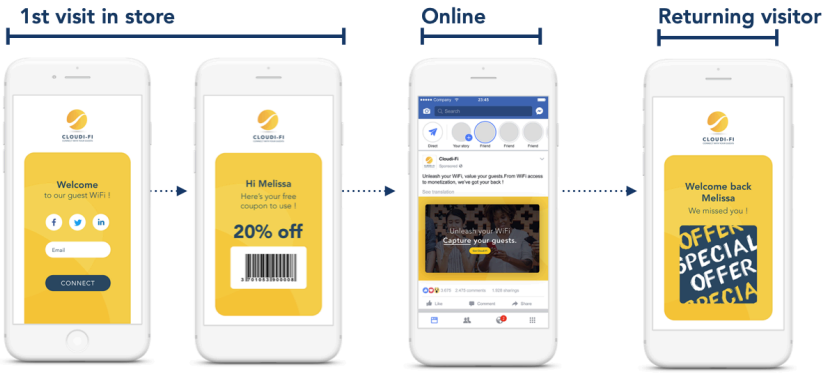
SSID Connection

Signup
Secure connection modes to collect visitor's data.

Landing Page
Displayed after the 1st connection and for returning visitors.
Show dynamic content depending on user's profile.

In addition to dedicated access, Cloudi-Fi creates **phygital services**

Cloudi-Fi enriched Commscope solution in **Hotspots market** to deliver **a unique user digital experience**



Signup

Collect data and demographics of your visitors

Landing Page

Marketing page displayed with coupons, video, contests, ads, survey…

Phygital Communication

Personalized retargeting campaigns (email, SMS, Facebook ads…).
Additional off-site interactions to improve user profiling.

Individualized Landing Page

Recognize the visitor at the door and display a dynamic marketing page with the best offers / campaigns matching visitors' profile.

Thanks to an efficient **phygital omni-channel communication**, the **digital** user experience is reconciled with the **physical** presence onsite.

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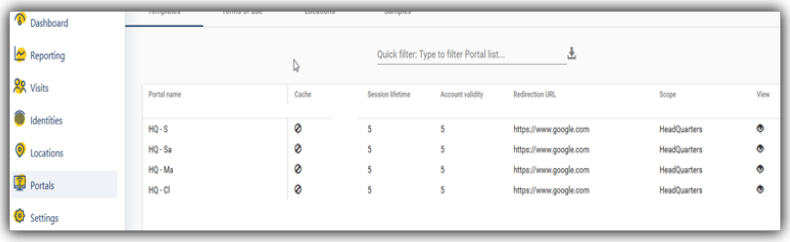
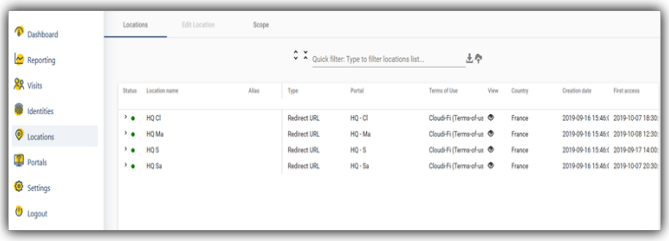
ADMINISTRATION GUI

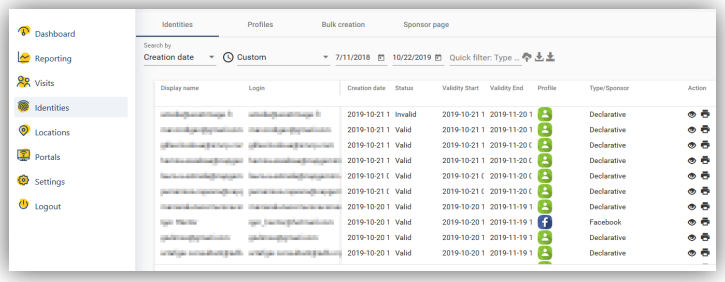
The Administration GUI offers a centralized point of management to manage every parameter of your WiFi.



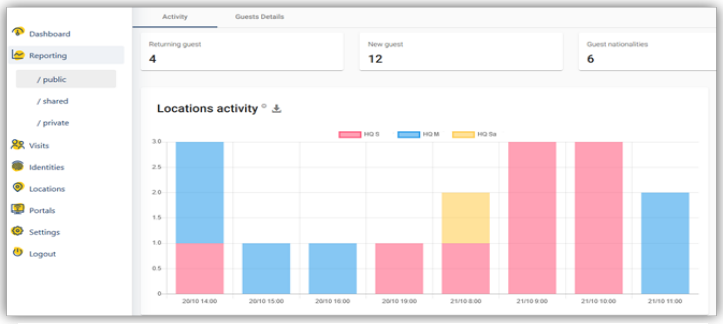
Available portals with the session lifetime



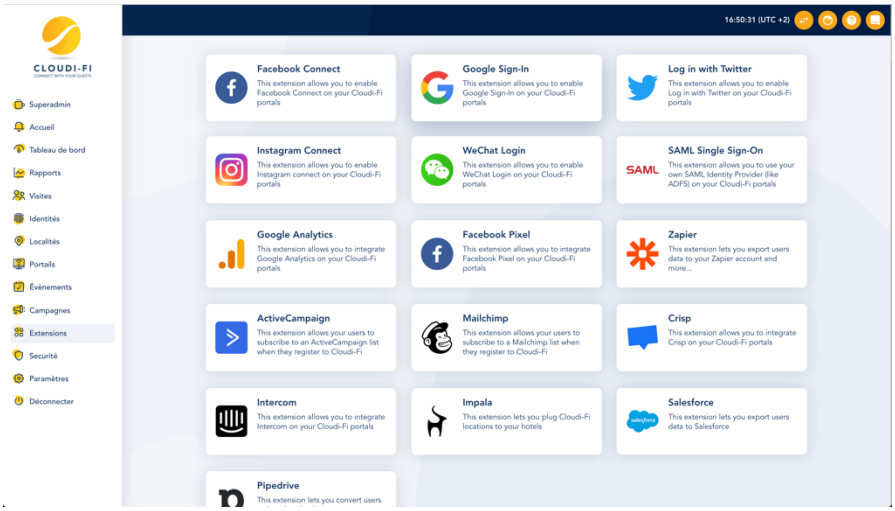
Locations with sites overview, associated portals, MAC AP address and Terms of Use



Collected identities overview and management



Personalized Reporting



Cloudi-Fi GUI also enables **extensions** to allow **customers third-party services** to connect to the service and provide a seamless

SUMMARY

Commscope offers reliable, high-speed infrastructure. When combined with the Cloudi-Fi services, venues can transform their commodity WiFi into a compliant, secured and powerful communication channel for phygital marketing and business outcomes. Want to learn how Commscope and Cloudi-FI can help you take advantage of your WiFi to engage your digital transformation journey, please contact us.

To learn more about Commscope and Cloudi-Fi solutions, please visit: www.commscope.com/xyz