

Cloudi-Fi integration with Cisco Meraki

Customizable, secure and compliant Wi-Fi for guests and BYOD

KEY FEATURES OF OUR SOLUTION

- **Compliance** with local regulations (Data privacy and Internet provider regulations)
- **Enhanced security** of guest wi-fi with users profiling, profile-based security policies and total visibility of all guest's traffic
- **Personalized guests onboarding** and **optimized user experience** with fully customizable captive portals and personalized digital user journey
- Added-value **digital services** to hotspots and corporate environments
- **Quick & frictionless deployment** using existing infrastructure

INTEGRATIONS

- Cisco MX - Cloud-managed Security and SD-WAN
- Cisco MR - Cloud-managed wireless access

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, as Internet is eating corporate networks, local Internet breakouts with SD-WAN and Wi-Fi are becoming essential to users' connectivity and productivity.

Corporate guests, consultants, and employees with BYOD need Wi-Fi access, but authenticating and identifying users can be challenging, presenting security and compliance risks. Cloudi-Fi answers this challenge thanks to **user-profiling** feature combined with **user-based security policies** (Cisco Umbrella supported).

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.

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

Together, Cloudi-Fi and Cisco Meraki have established a technology partnership to provide enterprises and hotspots a controlled, secured and compliant guest Wi-Fi cloud service including added-value and personalized captive portal features.

HOW IT WORKS

Cloudi-Fi is a 100% cloud-based SaaS solution that manages **Internet access for guest Wi-Fi users** whether at the office or in hotspots. The solution addresses key challenges that are unique to Wi-Fi networks such as **compliance** with all existing local regulations, **data privacy**, **users' identification and authentication** and **personalized digital services**.

Identify your users for a personalized experience

Easily **identify** and **personalize** your visitors. **Profile your users** to apply specific **security policies** and adapt your Wi-Fi usage accordingly.

Multiple authentication modes can be combined: employee sponsorship, SMS, social networks, corporate directory,... User will be **automatically recognized** for future visits.

Create unique campaigns and services

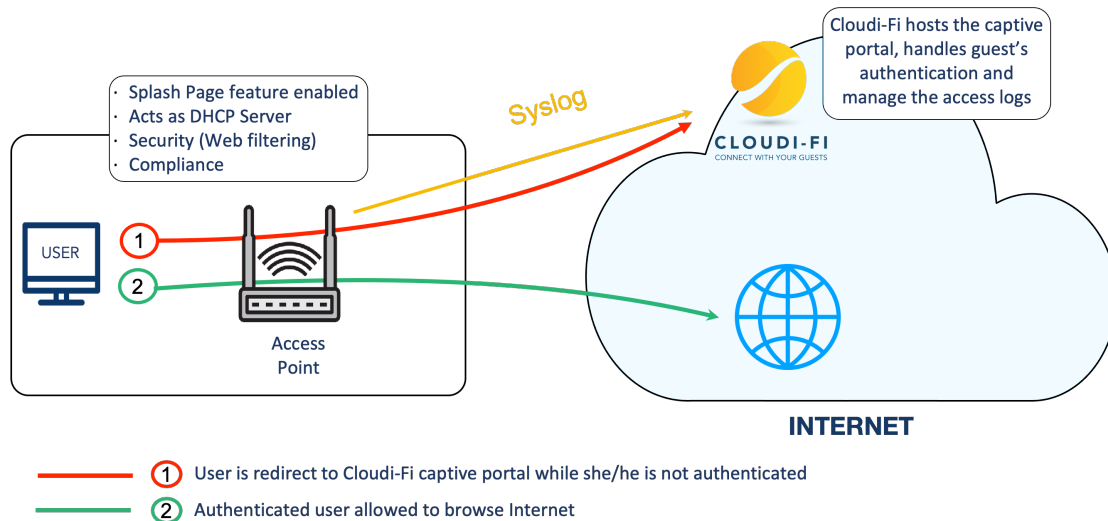
Communicate and interact directly with your audience, whether they are physically present or online, through personalized campaigns. Our module allows you to create different types of marketing operations (coupons, satisfaction surveys, competitions...) and phygital services (event management, real-time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

Ensure compliance

With local data centers around the world, personal data encrypted, user management of his data. **Cloudi-Fi makes sure the Customer complies with local regulations: Data privacy** (GDPR, CCPA, LGPD...) but also internet service provider laws.

Adopt a global solution

Cloudi-Fi can be deployed instantly, remotely, across the world regardless of the existing infrastructure. The architecture is **flexible and suited for SDWAN environments with local internet breakouts**. The solution also interconnects with eventual existing digital solutions.

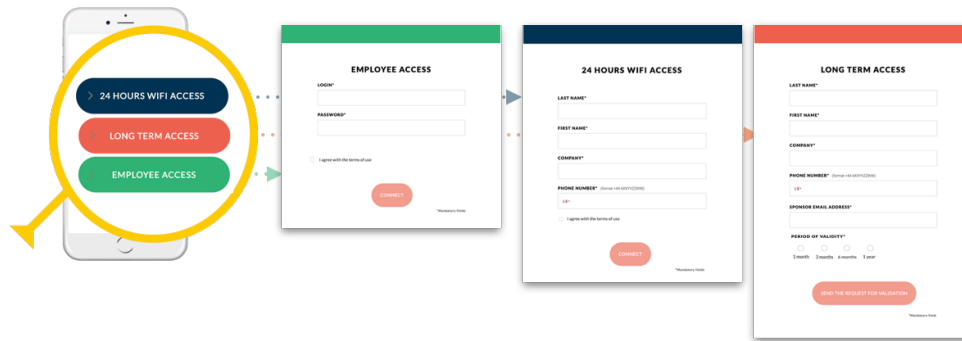


The above diagram shows the Cloudi-Fi integration

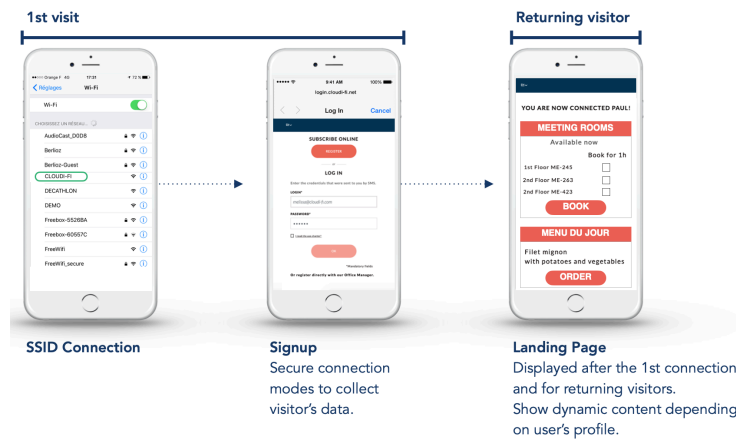
- The guest user connects to Internet through an open SSID configured on the Cisco Meraki equipment.
- A splash page or captive portal pops up immediately on its device and is directly redirected to Cloudi-Fi portal while she/he is not authenticated
- Cloudi-Fi hosts the captive portal, handles guest 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.

APPLICATIONS

With **Corporate networks**, the solution uses the local Internet breakouts efficiently while removing the dependence to central solution.

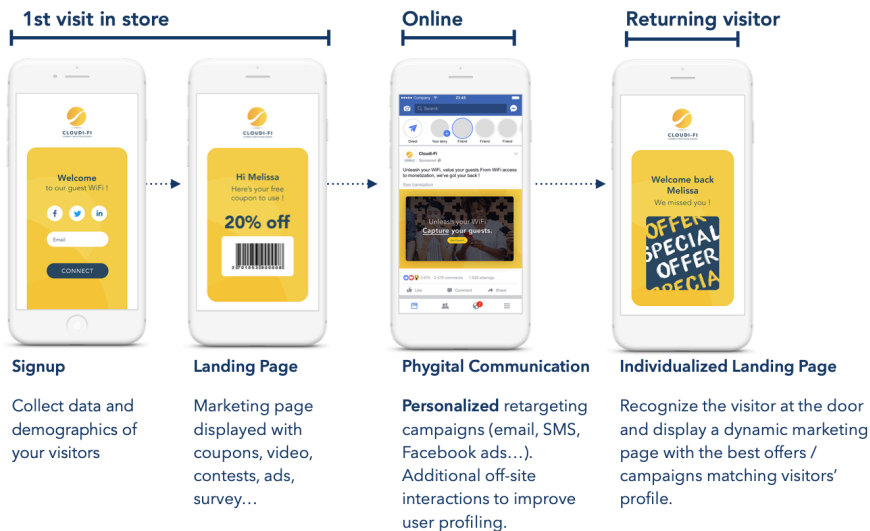


The different types of users are **profiled** to propose and adapt a **compliant, secure and personalized Wi-Fi access**



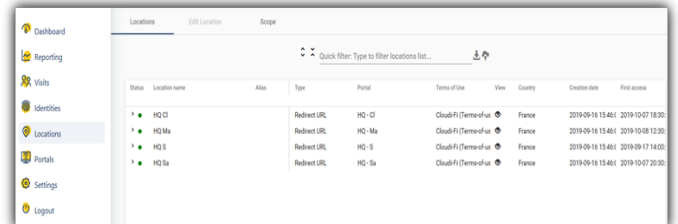
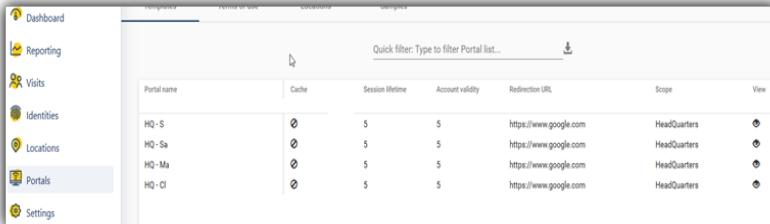
Captive portal pages can be leveraged to automate digital services on site.

With **Hotspots**, the **customer's digital journey** is enriched and the Internet connectivity requirements are leveraged with the digital strategy.



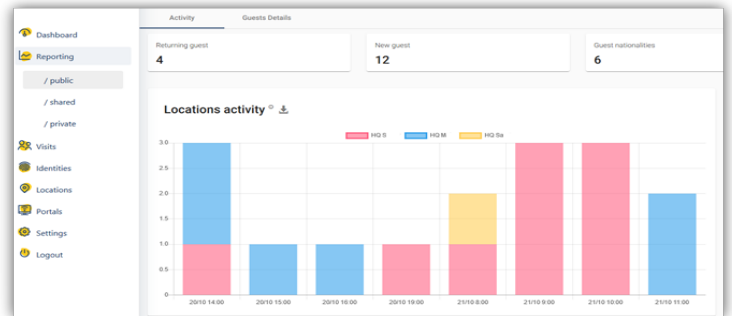
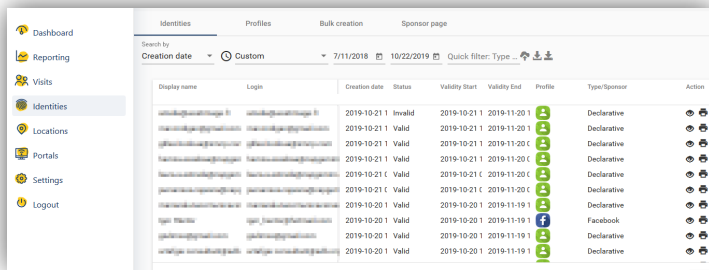
ADMINISTRATION UI

One central management with delegated administration capabilities.



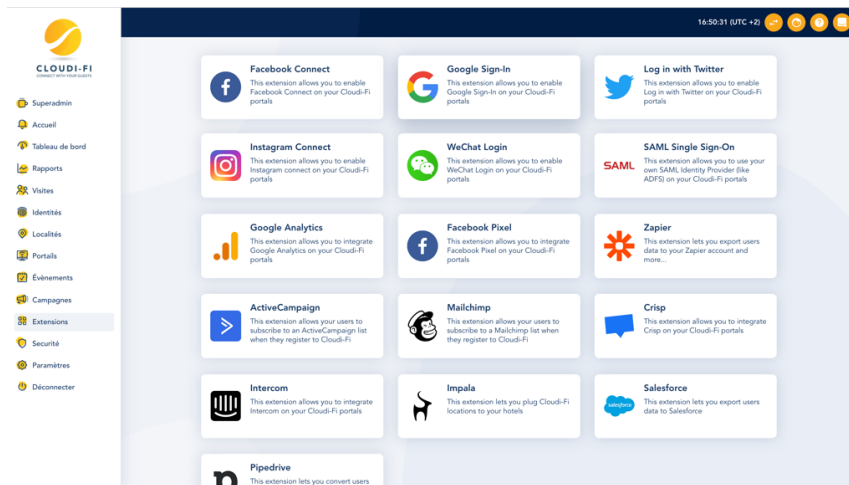
Available portals with the session lifetime

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



Collected identities overview and management

Personalized Reporting



Cloudi-Fi UI **extensions** enable **customers'** **third party services** to provide a seamless integration.

SUMMARY

Cisco Meraki offers high-efficiency and optimized wireless solutions for a seamless user experience. Combined with Cloudi-Fi, venues can transform their commodity WiFi into a compliant, secured and powerful communication channel for phygital marketing and business outcomes

To learn more about Cisco Meraki and Cloudi-Fi solutions, please visit our webpage [here](#). Contact us at sales@cloudi-fi.com