Cambium Networks and AVSystem

Location-Based Services That Fuel Better Marketing

Across different verticals, visitors expect Wi-Fi access in public spaces. Venues can use it to their benefit, as guest Wi-Fi is proven to increase sales when it is paired with personalized marketing. Targeted Wi-Fi advertising, in turn, works best when it's enhanced with location-based services.
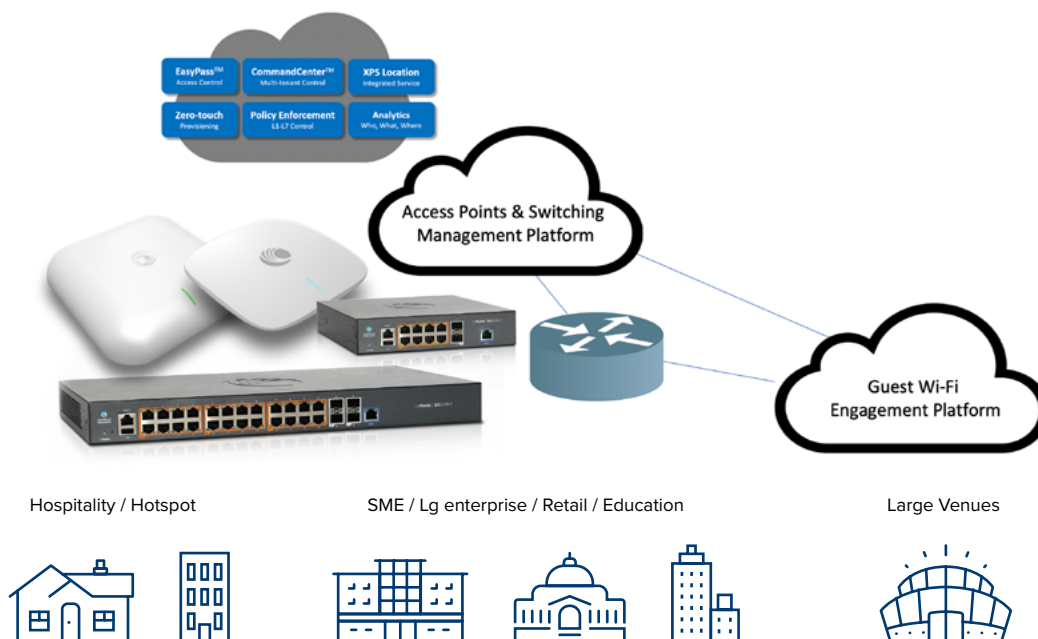
Cambium Networks offers indoor and outdoor Wi-Fi 5 (802.11ac) and Wi-Fi 6 (802.11ax) wireless access points that ensure high-speed connection. It has partnered with AVSystem, a global software provider for large-scale device management, IoT and Wi-Fi solutions, to integrate Cambium Networks' wireless solutions with AVSystem's Linkyfi and Linkyfi Location Engine. Linkyfi is a guest Wi-Fi marketing platform that allows venues to grant secure access and run targeted marketing campaigns. Linkyfi Location Engine provides anonymous location and behavioral data about customers that drive better business decisions.

Recently, in response to the fast-changing market situation, AVSystem has also launched the Linkyfi Social Distancing and Occupancy Management solution. It allows venues to monitor occupancy by setting visitor alerts that send triggered notifications when thresholds are exceeded. This helps them remain compliant with legal regulations, as well as maintain physical distance between visitors to keep them safe.
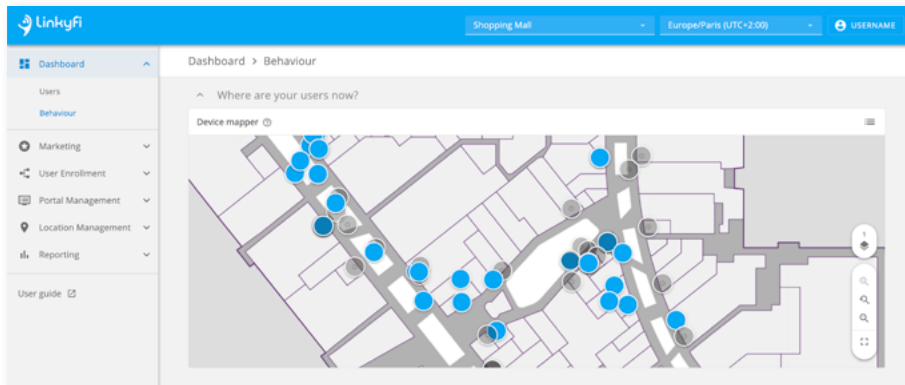
KEY FEATURES OF OUR SOLUTION

- User-friendly GUI with customizable dashboards provides easy-to-understand data.

- Real-time location analytics help optimize space and marketing strategy.

- Flexible captive portals and landing pages can be tailored to particular groups of visitors.

- Easy and fast deployment using existing infrastructure.

- Proven interoperability between Cambium Networks hardware and AVSystem software.

This partnership provides customers with reliable high-speed guest Wi-Fi as well as a full suite of relevant software: a platform for access management and tailored marketing and a location engine that provides them with extra data. While relying on already installed hardware, venues obtain additional information about their customers that they can later use to attract visitors, increase customer awareness, optimize processes and upsell retail and marketing space.
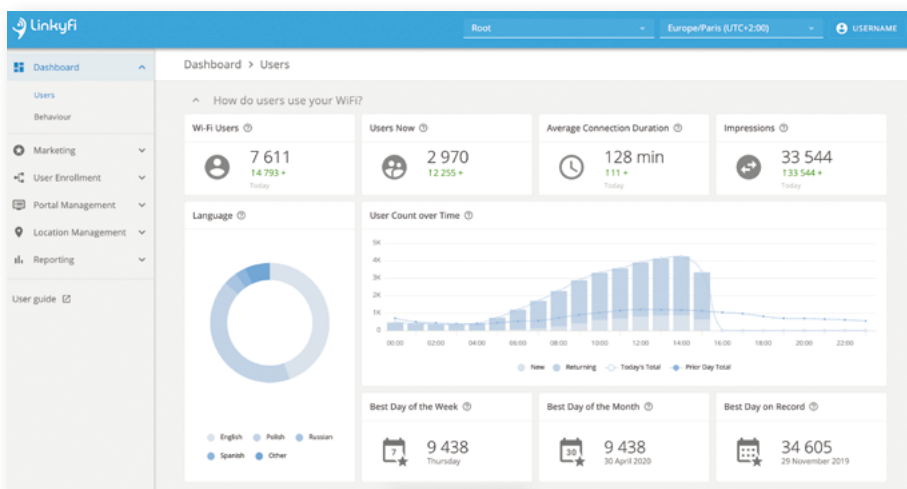

| Hospitality / Hotspot | SME / Lg enterprise / Retail / Education | Large Venues |

WHAT DOES IT DO

The solution is based on Cambium Networks hardware (Wi-Fi access points) and software provided by AVSystem (Linkyfi – Wi-Fi management and marketing platform, as well as Linkyfi Location Engine). Linkyfi aggregates the presence and positioning data fetched by Cambium Networks' access points when Wi-Fi-enabled devices (smartphones, tablets etc.) are probing for access before connecting to the network. This provides information about the number of visitors present in the location at any given time and fuels location analytics provided by Linkyfi Location Engine. If visitors additionally connect to the network through the captive portal, for example using social media to validate themselves, this allows the Linkyfi platform to collect additional personal information that can later be used for targeted marketing. This includes not only personalized email campaigns based on age, gender, or behavior, but also dedicated captive portals and landing pages, as well as text and push notifications. All personal data is collected in compliance with data protection laws in force in the United States and the European Union.

APPLICATIONS

The solution provided by Cambium Networks and AVSystem can be applied across various verticals, such as retail, HoReCa, airports, smart cities and more. It is highly customizable and can be deployed on-premise or in the cloud.

Among other things, it can be applied to bring the following return on investment:

• Upsell premium locations in venues such as shopping malls based on traffic analysis (customer density, area performance, traffic patterns over time);

• Monetize Wi-Fi with value-added services, such as digital signage, targeted marketing campaigns etc.;

• Offer appropriate locations to retailers with well-defined customer base, relying on demographic and behavioral data.

User journey editor

Areas ranking

Cambium Networks & AVSystem

Traffic maps displays

Density maps displays

Peak times and habits analysis

SUMMARY

Cambium Networks offers reliable high-speed infrastructure that supports Wi-Fi marketing and location services in large- and small-scale deployments. Contact your local Distributor/Reseller to learn how Cambium Networks together with AVSystem created an industry-leading Wi-Fi marketing and indoor location solution.

To learn more about Cambium Networks Enterprise Wi-Fi and Switching solutions, please visit:

www.cambiumnetworks.com/wifi/