

# Cambium Networks and Adipsys



## HM Was Designed for Wi-Fi Integrators and Service Operators

ADIPSYS has designed the HOTSPOT MANAGER (HM) software suite to enable business integrators and service operators to centrally manage all types of WiFi hotspots, HM is compatible with all the Cambium WiFi Access Points (AP).

Thanks to its expertise in Wi-Fi hotspots management, ADIPSYS has designed a 100% cloud solution to enable its partners to quickly and efficiently deploy WiFi portals with rich features and also to respect legal constraints.

HM allows to build simple, efficient and secure WiFi course.

Since 2012 HM is constantly improved and enriched with new functions, HM is used by more than 100 IT players who have deployed more than 10,000 hotspots, in France and abroad.

The HM software suite transforms your WiFi hotspots into real business opportunities as ADIPSYS has completed its flagship HM product with powerful tools such as:

- DNS PROTECT for the protection of the visited contents,
- STUDIO to deliver personalized communications or advertisements to visitors,
- LOGVIEW to build a bespoke analysis of the collected data.

HM license is sized according to the number of WiFi Access Points (AP) and service duration (1Y, 3 Y , more..)

### KEY FEATURES OF OUR SOLUTION

HOTSPOT MANAGER is a powerful and flexible cloud solution

HM can be supplied in SAAS or White label

- 100% cloud solution: Our solution relies on the WiFi controller, everything is in the cloud you don't need any equipment to connect (no access controller). The visitor's internet access is done locally without redirecting or intercepting streams via local equipment.

Multi-business solution: manage one or more businesses on the same platform (different groups of Wi-Fi zones, portals, offers, visitor database, data analytics). The isolation between the various business is guaranteed.

Multi-administrator solution: Each zone (business) administrator can access to his own business without having any view or access to the other one. Several administrators can be logged in at the same time, they will see a menu tailored to their privileges and will only see the items to which they are allowed.

- Universal solution: Deploy and drive all types of WiFi hotspots from a simple web access, compatible with all types of WiFi hardware, add/modify courses, portals, offers, reporting in few clicks.

- Innovative solution: HM is a 100% cloud solution, the proposed license is defined by the number of WiFi terminals and the duration of the service (1 year, 3 years or more). For service operators who regularly deploy large quantities of terminals the license may be on a monthly base.



## HOW DOES HOTSPOT MANAGER WORK?

### HM WORKS DIRECTLY WITH WIFI EQUIPMENT

Most of the WiFi equipment (Controller, terminals) offers the possibility to rely on external services to achieve a WiFi course:

- View portal after visitor WiFi capture (http redirection)
- Visitor authentication (https secure radius protocol)
- Traceability of the visited sites - legal (Syslog - logs flow)

The configuration of WiFi hardware consists in a simple controller (or Access Point) setting with the HM redirect urls so that HM closely works with the WiFi equipment to unroll the entire programmed WiFi course as defined in the HM Zone.

When associating a visitor with a hotspot AP, the following steps take place:

- Redirection http (WiFi capture) - HM push the portal on the visitor's device
- Radius Authentication (Https HM performs visitor authentication, the hotspot's HM offer is sent to the controller which opens a local access to the visitor with the offer profile).
- Syslog - Sending Logs Traffic - HM collects the legal logs

## HOW CAN WE STRENGTHEN THE QUALITY OF THE HOTSPOT MANAGER SERVICE?

### HOTSPOT MANAGER IS A SOFTWARE SUITE VALUE AND SERVICE DRIVEN

Although HM includes many features (see technical datasheet at the end of the document), ADIPSYS considered essential to offer complementary services in order to allow integrators and service operators to get the most out of their WiFi hotspots.

These solutions can be activated as options whether in SAAS or in the White brand. As with HM, the License is sized according to the number of WiFi AP managed and also according to service duration.

## HOW DOES HOTSPOT MANAGER CREATE VALUE?

### HM IS YOUR BEST ASSET FOR A VALUABLE WIFI HOTSPOT

**Connecting the visitor to a WiFi hotspot is a real business opportunity:**

- To give a good corporate image of the visited place
- To improve the visitor knowledge
- To better inform visitors
- To keep in touch with visitors
- To comply with current legislation

**Give a good corporate image of the visited place:**

- The course perfectly meets the expectations of the site owner.
- The portal informs visitors and shows a nice corporate identity of the site.
- Visitors feel precious as they are greeted with a quality WiFi service.
- DNSP (option): Filtering visitor Urls prevents inappropriate use of WiFi.

**Improve the visitors knowledge:**

- Depending on the chosen authentication, the visitor data will be rich in information.
- The surveys built into the portal allow for additional information collection.
- HM integrated Analytics enables relevant analysis of the data collected.
- APIs allow data to be retrieved for personalized external processing.

**Better inform visitors:**

- The portal is the 1st contact that provides information to the site visitors.
- Pairing with emailing tools keeps the "off-site" visitors informed.
- STUDIO (optional): allows to adress visitors (image, video) when "on-site".

**Keep in touch with visitors:**

Enable targeted campaigns pushed to visitors who are no longer "on-site":

- APIs and export functions can retrieve data (Mobile, phone, ...).
- Connecting to emailing tools allow to re-adress identified visitors.
- Connecting to SMS campaign-type tools also keeps visitors in touch.

**Comply with current legislation:**

- Data collection respects the legal constraints of the GDPR.
- Whether in SAAS or white label, HM can respond to legal requests.
- Legal Logs are stored in HM, a query tool makes easier extractions.



The HM complementary services are:

- DNPS: Secure your Wi-Fi Hotspot by filtering out the sites you visit
- STUDIO: Spread targeted information campaigns to your visitors
- LOGVIEW: "Tailor" analysis of collected data from multiple sources



**DNS PROTECT: Secure your Wi-Fi Hotspot by filtering out the visited Urls**  
**HOTSPOT MANAGER HELPS TO SECURE NAVIGATION OF THE VISITORS**

The DNS Protect (DNSP) solution works in cloud mode, its implementation is extremely easy. The solution works independently of HM and does not require any additional on-site equipment.

DNSP works by default on the database of the University of Toulouse (Blacklist Toulouse), This initial database remains customizable and may be modified / supplemented by the operator.

DNSP is dedicated to the control and filtering of web content on a WiFi hotspot, this option is essential whenever it is necessary to filter dangerous, illegal or simply unsuitable web contents.

DNSP works by diverting the (public) exit DNS, visitors' web queries are referred to a private DNSP that contains the filtering policy set of the visited web site.

DNSP gives a good visibility of the Internet usages of visitors using the WiFi hotspots.

- Set your administrators and your filtering policy
- Filter dangerous or illegal web content from visitors
- Collect website visit information
- View Internet usage statistics



**STUDIO: Spread targeted information campaigns to visitors**  
**HOTSPOT MANAGER ALLOWS TARGETED COMMUNICATION DURING THE VISIT**

STUDIO is essential when the owner of the hotspot wants to position a message (campaign) in the form of text, image or video to visitors in order to attract their attention.

STUDIO allows you to create zone administrators with variable rights, the zones can be individually activated (a key/zone) which allows to choose the zone on which the service should apply.

STUDIO allows the design of visualized contents positioned before or/and after the captive portal for one or more communication campaigns, campaigns can be universal (unconditional) or subject to trigger conditions such as the day, sex or age group of visitors.



In campaign programming the STUDIO administrator defines the possible interaction with the broadcasted campaign:

The broadcast cannot be interrupted or the broadcast lasts xx seconds minimum. The visitor can "leave/skip" the visualization after xx seconds, the visitor is redirected to url xx if the visitor clicks inside the campaign window (clear invitation to act).

The campaign takes place before opening Internet access to the visitor which prevents the visitor from leaving the communication too early to go online.



**LOGVIEW: "Tailor" analysis of collected data from multiple sources**

Get in-depth, focused "tailor-made" analytics

**HOTSPOT MANAGER CREATES VALUE FROM THE COLLECTED DATA**

The role of this software is to collect data from multiple sources and group them into the same database:

- Visitor behavior information on portals
- Visitor answer from integrated portal survey
- Visitor authentication information
- Visitors sessions Information
- AP log information (radio or others)
- DNSP log information (visitor navigation)
- External source of information (back office)

LOGVIEW is a "Big Data" service applied to all kind of WiFi collected data.

LOGVIEW allows queries to be mounted on one or more data sources and the result can be viewed in one form or another (circles, curves, tables) in order to create "tailor-made" dashboards.

Hotspot Manager also makes it easier to request legal logs requested by legal court (this tool is included with SAAS service and can be provided by ADIPSYS for white label platform)

Some countries legislation requires keeping track of the visitors navigation for a defined period. (Example: 1 year in France)

(\*) Legal Log Registration: Date, Time, Mac Address, IP Source Address, IP Destination Address



# HM SUMMARY

HOTSPOT MANAGER OFFERS A UNIVERSAL SOLUTION AND IS MUCH MORE THAN A SIMPLE WIFI PORTAL

HM can manage all kind of situations regardless of the type of application or customer expectations (from the simplest to the most complex).

HM is a 100% cloud solution that requires no additional equipment except the WiFi hardware deployed on site, it offers a unique web interface to control and manage multiple business.

HM is a feature-rich solution, the service options bring more benefits in the operation of equipped sites and accelerates the return on investment.

HM is a quality-oriented offer and service, in SAAS Adipsys takes care of everything: course configuration, accommodation, backup/restoration, maintenance, etc. for White label solution Adipsys offers the complementary service of hosting and managing platform if this service is requested.

HM offers flexible and scalable licenses, HM can handle one or more business, the License can be delivered in both SAAS and white label. For service operators the licensing model can fit to the operator one.

HM guarantees operational safety, administrators can manage according to their level of responsibilities defined by their profiles, their actions are recorded, visitor navigation can be filtered, RGPD is guaranteed, the legal aspects are respected, the HM data is regularly backed up and protected.

## HM PRODUCT DATASHEET

### Multi-Business Management and Administration:

- Personalization of the platform, customization of the course (logo, color)
- Rich menu with built-in browser for quick access
- Root or business group or per business
- Individual management of admins and profiles, log of admin operations
- Licensing by business, licensing history

### Organization by zone/business:

- Each business corresponds to a zone perfectly isolated from the other zones.
- Each business has multiple offers and portals (objects bank)
- Offers are configurable (periodicity, validity, duration, speed, quota...), Fair "use"
- Offers are free, paid or mixed (management of Visa, PayPal, mobile app)
- A business can contain 1 to qq. 1000 hotspots all are customizable
- Each hotspot is geo-located and individually managed
- WLAN management, 1 portal per WLAN (per SSID) is possible
- Automated API hotspots loading with settings

### Rich WiFi portal:

- Contents can be adapted/modified from rich themes (Logo, images, texts)
- Easy portal customization (intuitive copy/paste/edit type modification)
- Customizable themes that can evolve into a real mini-website
- Responsive design allows portals to fit with all screen sizes
- Rich Authentications: Email, Mobile, Account, Voucher, Sponsorship, Fb, Twitter, LinkedIn
- SMS gateway set up for secured authentication with mobile
- Survey integrated into portals (1 to 5 questions with selectable response format)

### Integrated Analytics:

- Data collection and analysis (authentication, sessions)
- Instant Scoreboard and Rich Statistics (Sessions, Visitor Profiles)
- Generating report on demand or periodically sent to an email list
- Export of HM collected data (API, Excel,...)

### Communication:

- Rich and customizable portals, depending on themes which can be real mini website
- Integrated survey (1 to 5 questions, answers format are selectable)
- Connecting to external emailing tools (Mailchimp, Mailjet)
- OPTION: Personalized and Targeted Communication (STUDIO)

### Compliance:

- Compliance with the GRPR (retention/removal of data, programmable duration)
- Collection and archiving of legal logs (visitor navigation activity)
- Legal logs search tool to respond to legal court information extractions.

To learn more about Adipsys and Cambium Networks Wi-Fi, please visit: [www.cambiumnetworks.com/wifi/](http://www.cambiumnetworks.com/wifi/)