Cambium Networks and Cloud4Wi

Enterprise Guest Wi-Fi platform With Analytics and Marketing Capabilities

Cloud4Wi ranks among the leading global independent software vendors providing enterprise-grade guest Wi-Fi solutions through an intuitive, no-code, cloud-based subscription service. Our platform is perfectly compatible with Cambium AP models, which can be configured in a matter of minutes. Thanks to our approach, no additional hardware or software is required to activate the service, nor are advanced technical skills needed. Cloud4Wi and Cambium enable businesses and organizations to quickly convert guest Wi-Fi into an asset that generates value for the business by offering zero-touch network provisioning, speedy deployment across multiple locations worldwide and a simple set-up procedure.

Cloud4Wi enabled over Cambium Networks access points goes beyond basic Wi-Fi connectivity and captive portal customization. It collects invaluable data regarding on-site customer behavior, allowing organizations to learn more about who their customers are and what their expectations are. Armed with these insights, organizations can engage in one-to-one interactions with their on- site customers, triggering exactly the right content for exactly the right customer at exactly the right time and place. Ultimately, this allows companies to provide outstanding customer service while driving visits, marketing conversion, and ultimately revenue.

Once deployed, our platform puts all the power in your hands: management tools allow IT managers to delegate control over policies and permissions, making the platform either centrally managed or decentralized. The potential for customization is limitless, including fully customizable Splash pages, admin panel, policies (privacy, opt-in, terms of use), network planning and design, mobile apps...

The Cloud4Wi platform is further accompanied by our unparalleled industry expertise: we know exactly what it takes to help enterprise clients deploy global guest Wi-Fi initiatives, from meeting corporate and privacy compliance all the way to localizing customer services and content, while maximizing subscription rates and minimizing complexity. Cloud4Wi also leverages an IpaaS (integration platform-as-a-service) to provide clients with connectors towards the majority of the more popular marketing tools. We currently have 100+ connectors and the list is constantly growing!

KEY FEATURES OF OUR SOLUTION

- Enterprise-grade guest Wi-Fi access management, location intelligence, customer engagement tools for physical venues and comprehensive third-party integrations.

- Cloud-based platform reduces upfront costs, automates deployment, centralizes support to ease IT burden and operational expenses, matches IT policies to deployment choices

- Single turn-key solution thanks to zero-touch network provisioning, fast global deployment, easy to set-up

- Secure network access for staff members and visitors included

- Easy-to-use dashboard

- Powerful management tools for IT managers to delegate control over policies and permissions

- Ample customization (Splash page, admin panel, policies, network planning and design, system communications, mobile app...)

- Secure visitor data that complies with local regulations and storage requirements (including GDPR) that allows you to create customized opt-in policies

- IpaaS integration mechanics supported by a robust set of future-proofing developer tools (APIs, webhooks, custom-built web applications, SDK for seamless connectivity in mobile apps...)

HOW IT WORKS

Cloud4Wi leverages the partnership with Cambium Networks to enable our enterprise guest Wi-Fi management platform powered with location intelligence, customer engagement tools, and advanced marketing integration for companies with physical locations. Our platform integrates with a number of Cambium APs, including all cnPilot models.

Enterprise Guest Wi-Fi and Wi-Fi Analytics
With the enterprise guest Wi-Fi platform organizations can offer visitors secure Wi-Fi connectivity with a fast, easy login that simplifies user management while ensuring compliance with local regulations (e.g. GDPR). With Cloud4Wi, organizations can get their guest Wi-Fi up and running in just a few clicks, diminishing the IT burden and reducing operational expenditures.

Generate value from your existing Wi-Fi infrastructure by designing and deploying a customer access journey that reflects your brand image and omnichannel strategy. Customize your opt-ins on the basis of privacy requirements, enable social log-in for all of the more popular social media platforms to guarantee high subscription rates and a seamless customer experiences. Adapt the on-boarding process to the customer type, recognizing returning or VIP customers and providing them with a customized experience. Implement your desired end-to-end journey flow with incentives and reward fulfillment in order to maximize subscriptions.

Wi-Fi Marketing:
Gather real-time, location powered data whenever customers access your Wi-Fi network. Leverage Cloud4Wi's ability to integrate with third-party applications to push on-site customer data directly to your marketing stack, or simply collect, analyze and engage directly through Cloud4Wi's native marketing functionalities.

Cloud4Wi's Wi-Fi marketing tools enable companies and organizations across verticals to easily collect and manage the identity of their visitors, in strict compliance with privacy regulations and corporate policies. The platform's native marketing functionalities allow companies and organizations to engage with specific customers at a chosen time and place by sharing content that is relevant to that individual at that very time and place!
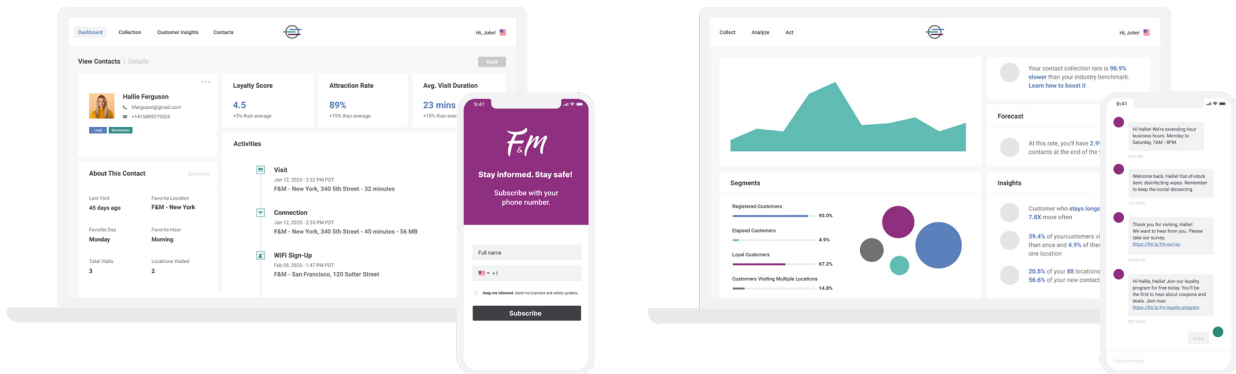
Our platform then extends via IpaaS in order to push data in real time from Cloud4Wi to all your existing third-party providers.
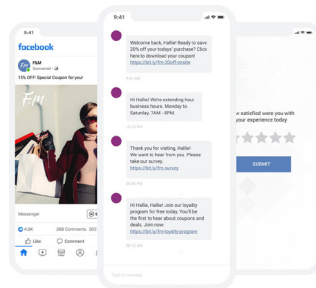
APPLICATIONS

The Cloud4Wi platform is cross-industry and can be adapted to and adopted in most industries. Below are some of our most common verticalizations:

1. **Retail/ Commercial businesses:** offer rewards and incentives based on customer status (first time/ returning/ VIP) when connecting to your guest WiFi, driving customer loyalty while powering high level experiences.

2. **Transport:** request a valid transport ticket for access to WiFi connection on-board, limiting broadband consumption without negatively impacting the customer experience.

3. **Venues & Events:** offer visitors a safe and easy internet connection while gathering mass amounts of customer data leverageable through marketing initiatives and by enriching your marketing stack.

4. **Workplaces:** enforce corporate IT policies through office guest WiFi and manage network access.

1. **Retail/Commercial businesses:** push notifications containing offers and rewards to customers based on their on-site journey and their real-time location (e.g. offer discounts to passing customers that are not entering your store).

2. **Transport:** offer customers additional location-based services and information such as flight/train departure time and gate as soon as customers connect to guest Wi-Fi.

3. **Venues & Events:** push notifications containing offers and rewards to incentivize purchases at a given stand, or to re-direct traffic to a given area. Provide visitors with real-time information on event programming and where to find given amenities/events/shows...

4. **Workplaces:** promptly address and manage workforce and production requirements on the basis of employee location within a facility.

Cambium Networks & Cloud4Wi

Identify customer behaviors and trends with real-time location intelligence and Wi-Fi analytics!

Engage in one-to-one interactions with your customers to trigger the right content at the right time and place!

Engage in one-to-one interactions with your customers to trigger the right content at the right time and place!

SUMMARY

Cambium Networks offers reliable, high-speed infrastructure. When combined with Cloud4Wi, businesses and organizations of any type can extract value from their existing Wi-Fi infrastructure by offering customers with effortless internet connection, meanwhile gathering powerful customer location intelligence that enables the highest level of customer servicing on the one-side, high-ROI marketing initiatives on the other, and overall compliance with applicable privacy regulations and policies!

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

www.cambiumnetworks.com/wifi/