

# Cambium Networks and Cloudi-Fi

## Transform Your Wi-Fi Into a New Communication Channel

With the emergence of cloud services and cloud adoption by enterprises, WiFi is evolving from a commodity to a utility, emerging 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%. Those laptops and smartphones also used outside of the corporate network and only require Internet connectivity through WiFi to operate. Enterprises are simplifying their network to provide authenticated, compliant and secure Guest WiFi.

In Hotspots, new challenges emerge to allow a cost-effective, smooth and personalized consumer experience, finally allowing 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. At 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 partners drive both enterprises and hotspot digital transformation.

We reinvent any WiFi to increase satisfaction with communication, business and marketing teams. The WiFi is augmented into a new communication channel, customized according to user profile (whether internal or external to your enterprise), monetizable, secure and compliant.

Cloudi-Fi allows the WiFi to be added into the direct-to-consumers strategy of brands, hospitality or any customer who is looking to capitalize on existing brick-and-mortar sites in his digital transformation.

### 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

As a Cambium Networks partner, Cloudi-Fi natively integrates a range of SMB to enterprise-grade Cambium Networks Aps, with a range of pricing options to suit your

## 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 Cambium 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 Cambium Networks partner, Cloudi-Fi integrates natively with a range of SMB to enterprise grade Cambium 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...).

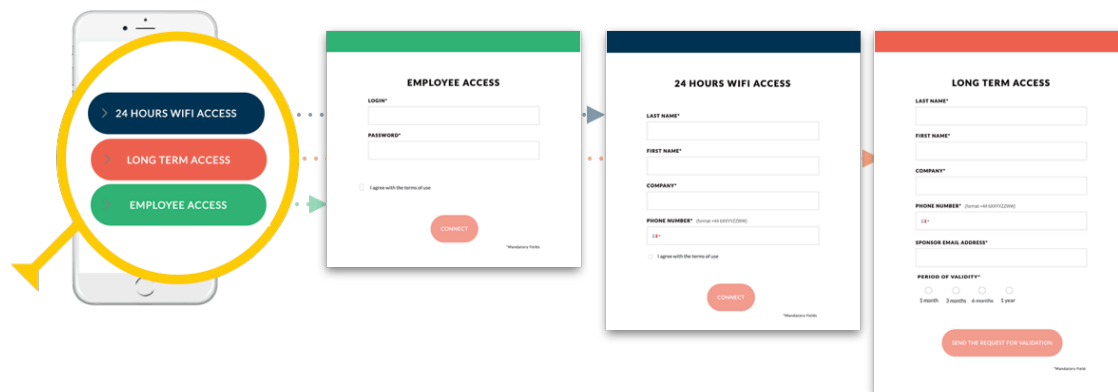
### Make the most of a dedicated team

**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.

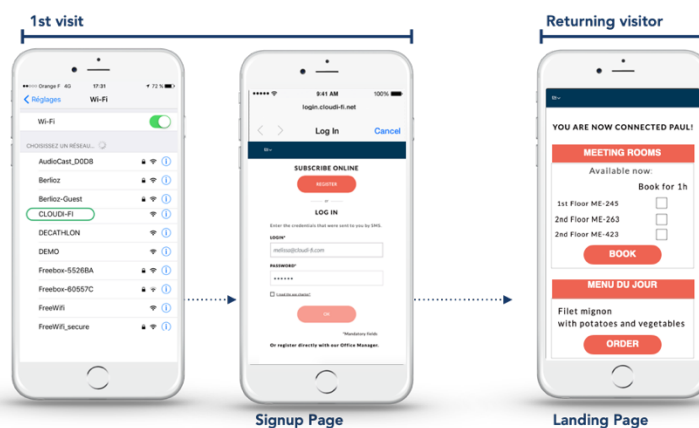
## APPLICATIONS

The partnership with Cloudi-Fi addresses both **Corporate** and **Hotspots** market segments.

In **Corporate market segment** the Cloudi-Fi solution transforms the WiFi into a **new way to connect and access the enterprises resources**.

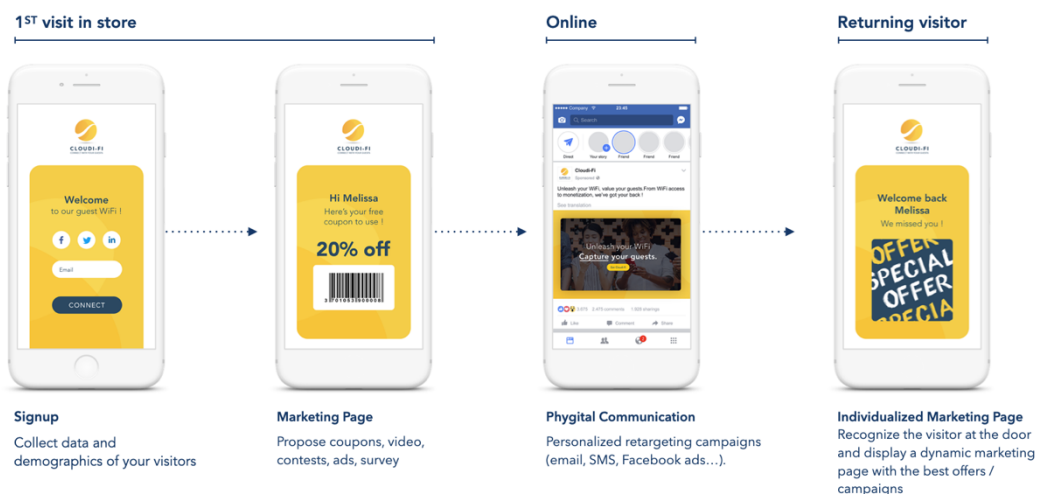


The different types of users are **profiled** to propose and adapt a **personalized and secured WiFi experience**



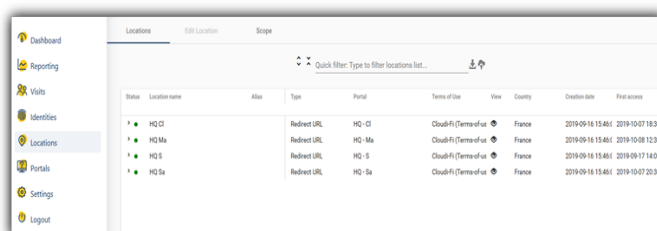
In addition to dedicated access, Cloudi-Fi creates **phygital services**

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



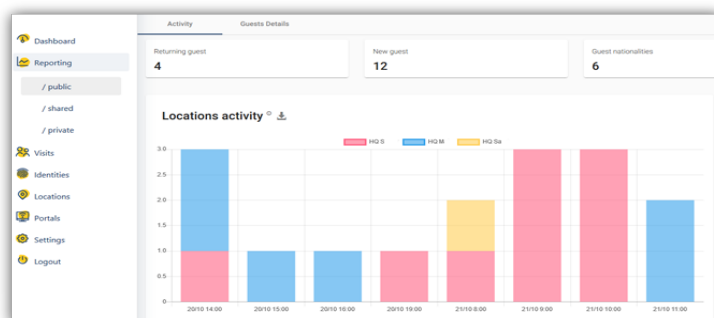
Thanks to an efficient **phygital omni-channel communication**, the **digital** user experience is reconciled with the **physical** presence

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



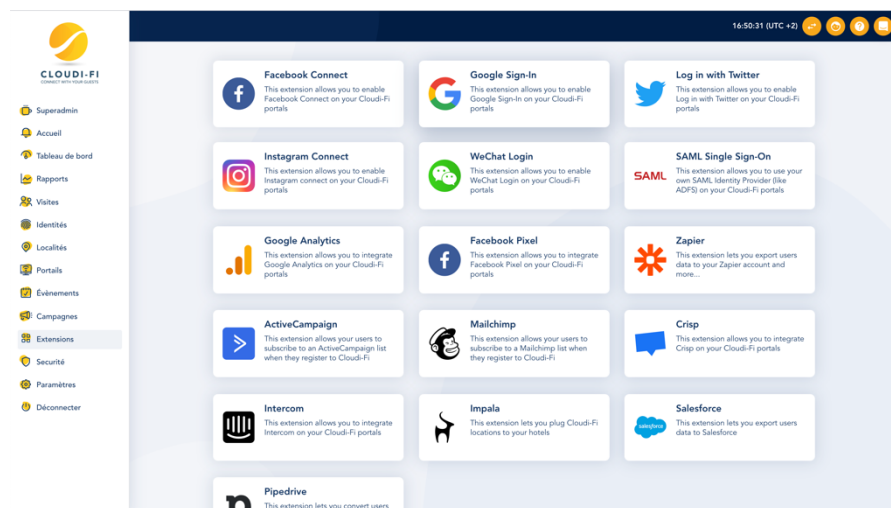
Available portals with the session lifetime

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 integration.

Cambium Networks 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. Contact your local Distributor/Reseller to learn how Cambium Networks and Cloudi-Fi can help you take advantage of your WiFi to engage your digital transformation journey.

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