Cambium Networks and Wiacom

Location Analytics and Marketing for Brick-and-Mortar Businesses

Wiacom is a Wi-Fi analytics and communications platform that helps marketing teams digitize their visitors & clients' presence. Wiacom product suites, enabled over Cambium Networks access points, helps businesses to identify who clients are, analyze their behavior, reach out and engage with them, all this using Wi-Fi technology combined with AI & marketing automation. Moreover, businesses can digitally retarget their customers natively within the platform directly (or integrated through suitable marketing platforms) to gain a profound marketing return on investment by keeping those customers engaged and transforming them into repeat customers.

Wiacom cloud-based software was designed to be used by newbies in an intuitive way but to act like a marketing expert. In addition, marketing expertise can be offered through Marketing Managed Professional Services, platform being operated by Wiacom staff according to business strategy in respect of ROI maximization. Additionally, the platform takes care about personal data collection and management regulation like GDPR. Entire GDPR compliance process is managed by platform itself including customers self data management through Wiacom User Portal module without venue owner intervention at no risk and minimum resource overhead.

As a Cambium Networks ecosystem partner, Wiacom natively integrates with cnPilot and Xirrus access points series with advanced provision option for over the top services through Wiacom Managed Service Provider module including technical, billing and final customers compliance. Using cnMaestro API, configuration can be dynamically pushed remotely for mass deployment with click of a button without any physical disruption or impact to Wi-Fi operations all of them aligned with company workflow procedures and system integrators best practices.

All of them can be offered like a flexible revenue shared business model.

KEY FEATURES OF OUR SOLUTION

- Managed Service Provider through admin module allowing system Integrators to act like a MSP itself (technical, billing, compliance, inventory management a.o.).

- Managed Marketing services for increasing customer health index (CHI) and ROI.

- Native cnMaestro integration with dynamic CPE service provisioning, certain configuration is pushed over API directly from Wiacom platform in real-time.

- Unique data collection model approach for faster guest profiling and accuracy.

- Digitization Engine - Module to promote digital menu, ecommerce platform or other services.

- Custom sections for embedded or personalized content through Promo and Description sections for all WiFi users without needing to register or authenticate.

- Multiple Authentication Methods - Onboard over phone (OTP over SMS), social, email registration, APP download, click through or to partner desired method (custom made).

- Operating hours – enable login and auth portal availability according to business hours.

- Branding, Advertising, Promotion – Video ads can run with minimum view period.

- App download - direct access to customer application URL (AppStore or GooglePlay) to increase app success.

- Advanced reports and data exports.

- User portal for fully GDPR management compliance and risk free.

- Data retention to be used for further cyber security investigations and to be compliant with local directives.

- Custom solution, tailor made cloud platform - new features and customization according to business specific requirements and internal process logical flow.

- Fully white label options.

- Revenue shared business model.

WHAT DOES IT DO?

Wiacom together with Cambium Networks transforms existing wireless networks into a powerfully over the top platform able to collect, analyze and engage with venue visitors.

It can be applied across various verticals, such as retail, shopping malls, HoReCa, hospitality, large public venues, public hotspots, airports, train stations, towns, municipalities, smart cities and more. All offered as a flexible revenue shared business model.

APPLICATIONS

Configuring Guest Wi-Fi is simple.
All you have to do is connect to your client account and configure your splash page with relevant video/image ads to impress your audience.

Wiacom captive portal is unique by it's approach. The authentication process can be either simple or more complex depending on your interest. Additional to mandatory steps you can activate:

WelcomeBack. When the user returns to your venue we popup this page as an additional ad delivering method.

Additional data. Our aim is to have complete user profiles: mobile number, email, gender, birth-date and name. On top of that, you can collect other sets of data such as car-plate number, marital status, parental status, or any others depending on your interest.

Real-time & Proximity-Based Communications
Here's what happens when a customer who has previously registered enters a venue: The Wi-Fi portal automatically identifies their phone. As soon as they log in they can receive news, offers and promotions targeted specifically to their profiles.

Admin Module for MSP
Manage all your customers orgs and venues from a single place. Provision new locations on the fly, manage billing, compliance and even inventories according to your geography.

Push Campaigns
Keep customers always engaged and connected with your brands with push campaigns available as built-in templates, such as:

• Reviews & Feedback. Increase the reviews volume your venue receives across Google, Facebook, TripAdvisor and Yelp platforms

• Birthday. Gives you the option to send a message with X days in advance a user celebrates their birthday inviting them to your venue.

• Comeback. This tool enables you to call back customers who haven't been in your venue in the last X days.

• Loyalty. Wiacom automatically recognizes users who are present in the venue more often and can automatically send a reward.

Data Vault
Maintain your competitive edge with our data integration process.

Wiacom lets you connect multiple data sources and see an integrated image of your venue. Integrate analytics from social media, web, headcounters, POS, CRM, digital signage, and many other sources to get high granularity reports about your venue visitors behavior.

API Integrations. Bring all your data in the same place! The outcome is a higher ROI for your campaigns. Processing analytics data becomes simpler, accurate and more flexible with Wiacom API integrations.

Artificial intelligence engines are built on top of your basic data.

Easily customizable and constantly evolving with deep learning systems and always able to accommodate new demands all on its own! You can generate reports with high granularity having all data sources under the same umbrella.

WIACOM

Wiacom Case Studies

Quantic Pub

Summing 5 distinct areas with a surface of 7.000 sqm, being the host for many artists and with a capacity of 3500 people, Quantic Pub distinguishes as a hot spot on Bucharest nightlife map. Quantic is not only a pub but a multi-cultural LPV that hosts theater shows, concerts, conferences, exposition and non-conventional events.

Wiacom Solution. This client mainly focuses on increasing the user database offering free products to first time registration. Products are mostly sponsored by brands who want to promote new products on the market, this being a very common go to market tactic for solid brands. Quantic is one of our intensive platform usage clients having on average 2 campaigns per week, most of activity focusing on:

- **Captive portal campaigns** – personalize user experience with specific messages sponsored by brands or promoting specific events.
- **Live Campaigns** – send promotional messages to people who connect/disconnect to WiFi. Beside own campaigns, the venue often send Live Campaign sponsored by brads. E.g SMS send after 5 seconds "Thank you for your Q visit. Don't forget that starting with 7pm we have Happy Hours, 1+1 on Tuborg. See you on evening!"
- **Advanced Campaigns** – send SMS/Email campaigns to entire database. Quantic advance campaigns are mostly used to promote own events where they need engage a large number of people. E.g "Come on Friday to X band concert starting from 21:00. Buy your ticket from this USL and get 2 Carlsberg for free."

Vivo! Shopping Mall

Part of the international Vivo! shopping malls network, this venue creates an unique experience offering visitors over 700 parking places, a nice architecture and interior design, modern furniture and leisure areas, together with restaurants, movies theaters, supermarket and kids playground area.

Wiacom Solution. In the first year of implementation this client focused on having as many users. This client migrated from printed vouchers to Wiacom solution being aware of benefits. Playing hard they succeeded to onboard 60% of targeted population in Pitesti and 35% from the county. Another aspect that is much appreciated by this client is that Wiacom collects demographic data that can be used to refine communication campaigns and increase campaigns ROI while spend less – knowing the KPIs are higher with Wiacom the effect is that clients spends more on campaigns with Wiacom comparing with other channels. With more than 50 tenders, the shopping center focuses mainly to promote tenders offers:

- **Captive portal campaigns** – promote shopping events or tenders offers.
- **Live Campaigns** – Being a large venue with multiple access points, Vivo! uses Proximity campaigns with high granularity. They run different Live Campaigns simultaneously based on the AP where user is associated(all APs are mapped and we know the brands/stores in the proximity). E.g SMS sent immediate after connection "ZARA SALE 40% off. Don't miss the big discount for shirts, blouses and woman apparel! Use this XZTYU code for additional 10% discount."
- **Advanced Campaigns** – send SMS/Email campaigns to entire database. Vivo! is using this tool to promote special events or special offers from tenders (additional revenue). E.g "Spring is about you and your beauty. MANGO offers 45% discount to all women during March."

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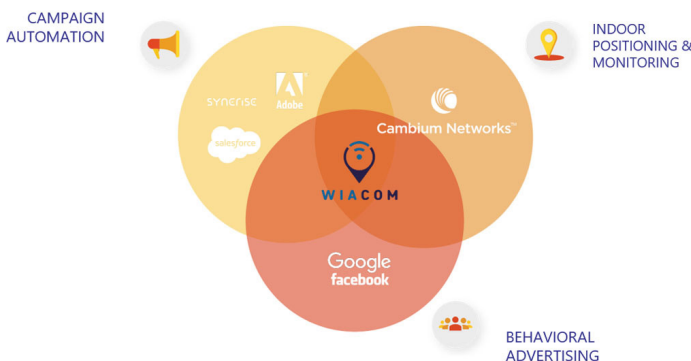
SUMMARY

Cambium Networks offers reliable, high-speed infrastructure. When combined with the Wiacom platform, businesses can leverage Wi-Fi as a powerful tool for location intelligence and marketing.

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

www.cambiumnetworks.com/wifi/