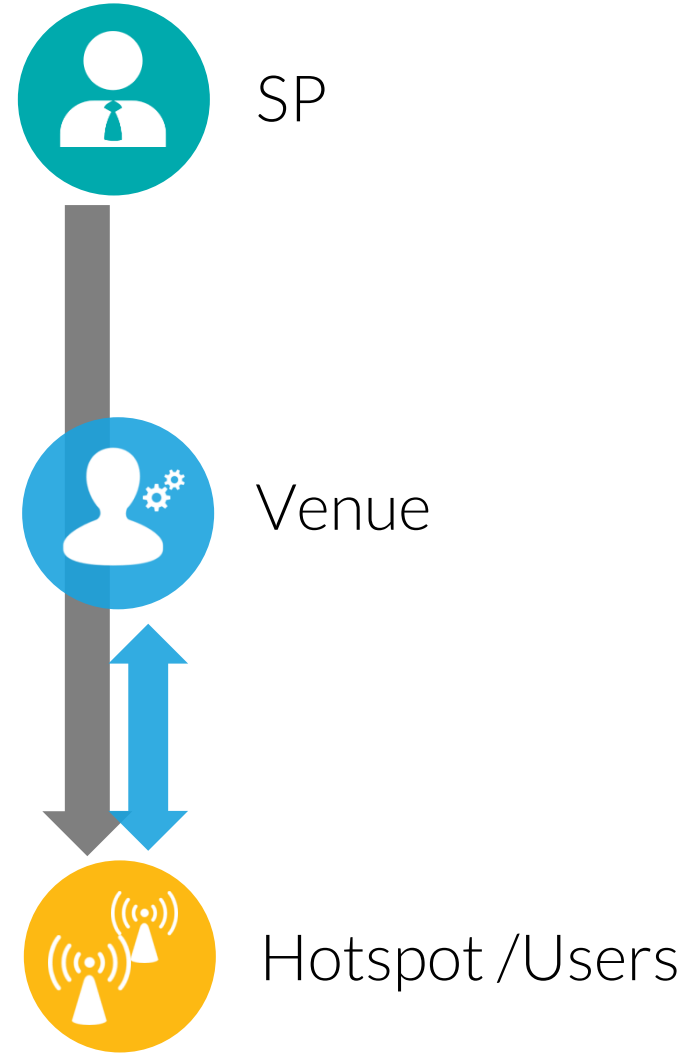


Cloud4Wi Introduction



Cloud4Wi

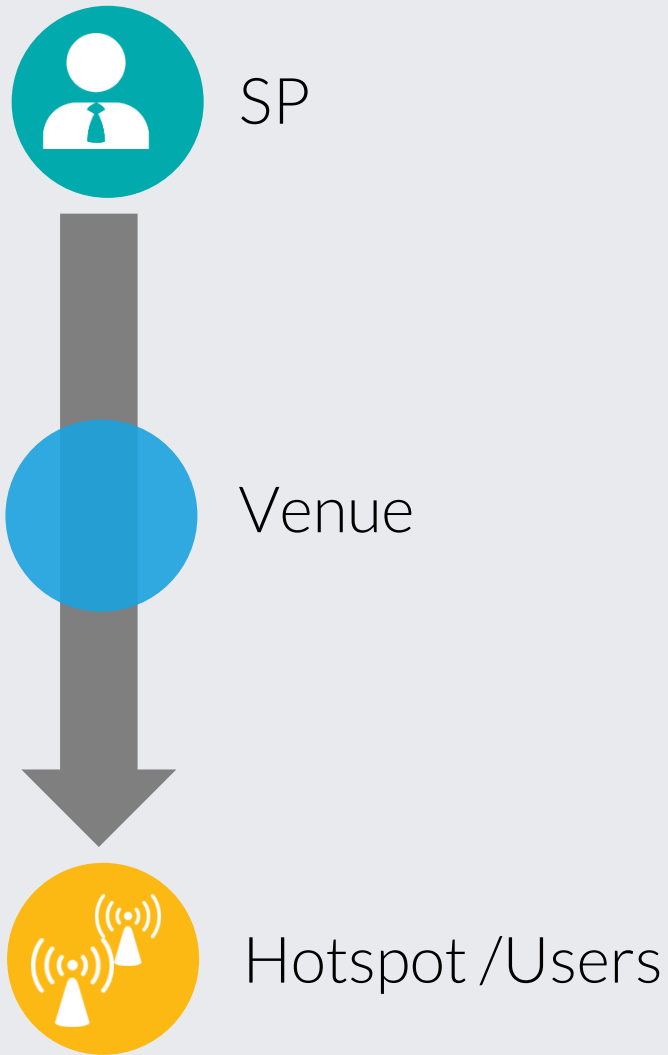
The need to involve the venues





Everyone needs Wi-Fi

...and venues
want to get
the control of
their
customers



Traditional Full
Managed Wi-Fi
Services is..

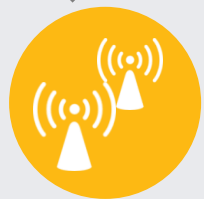
Delivering
Wi-Fi (connectivity)
Through
the Venue



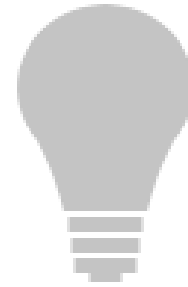
SP



Venue



Hotspot /Users



Strategy

Involving the Venue

Enabling value-added services over Wi-Fi



Value-added services through the first Wi-Fi Marketplace

(on top of any Wi-Fi access network)



Main benefits for Managed Service Providers...



Control how users access Wi-Fi and what they can do



Grow your business by creating new opportunities and incentives for venues



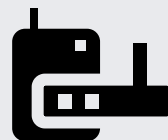
Address the unique requirements of different industries and customer type



Package services that are tailored to customer specifications



Create a branded offering portfolio through white label



Choose the access point and/or normalize legacy networks

and for venues



Increase customer loyalty



Promote your brand



Increase your presence on social media



Generate qualified leads for marketing campaigns



Deliver location-based content and a customized user experience



Survey customers to increase engagement and capture information



Learn more about customer demographics, preferences and online behavior



Promote products and services, and engage customers with special offers



Earn extra revenue with third-party advertising



Deliver a compelling online customer experience

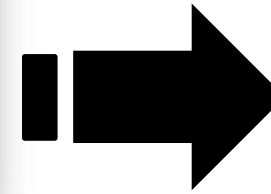
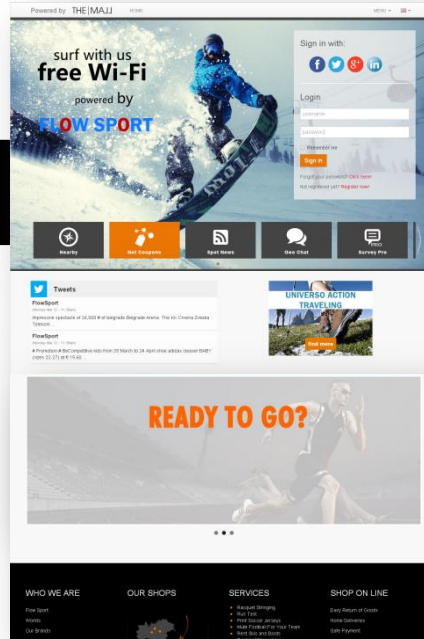
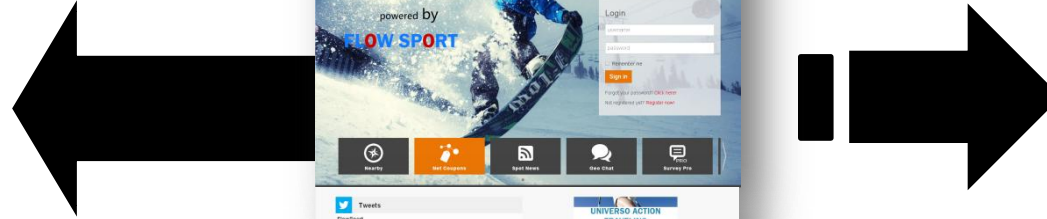
How Cloud4Wi works



Hotspot



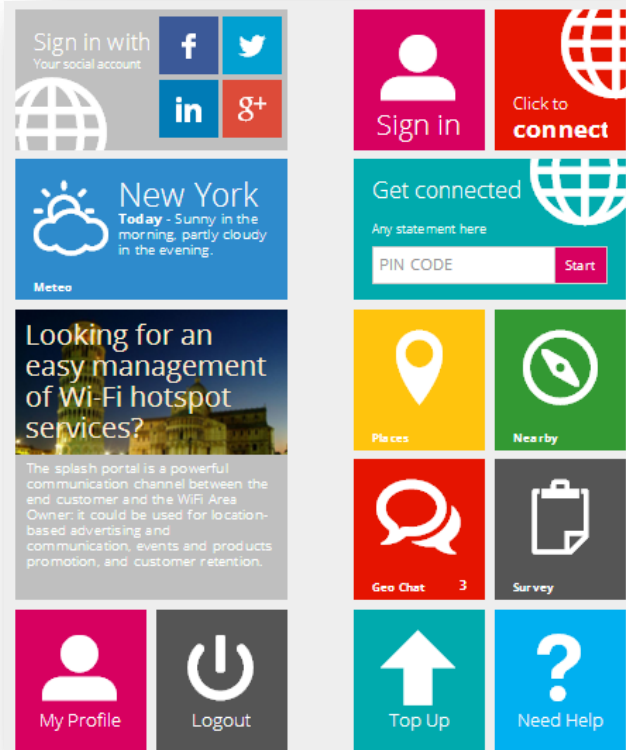
Splash Portal



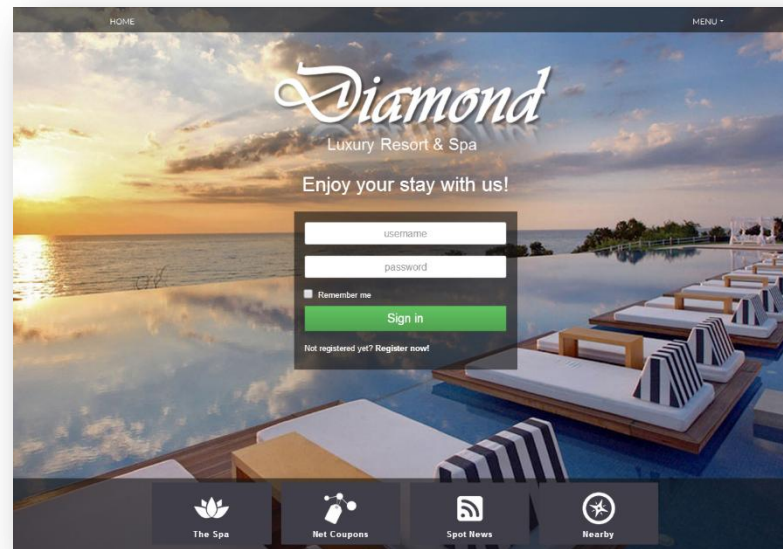
Internet



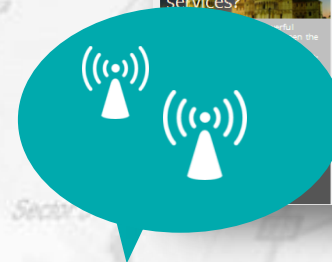
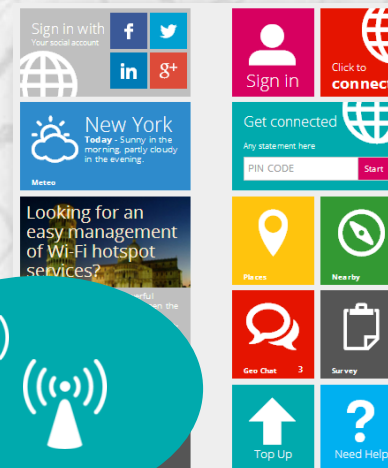
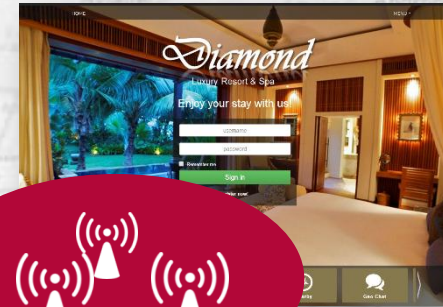
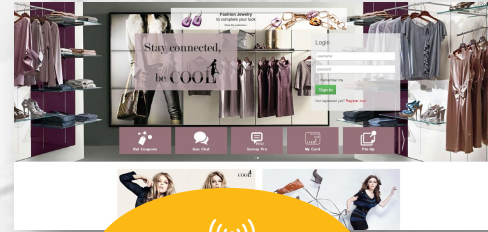
Cloud4Wi

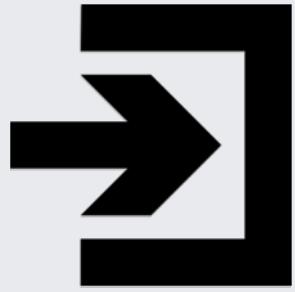


Engaging customizable Splash Portals



Different
Splash Portals,
contents and
experience for
each location
or area





Wi-Fi Access methods

How users sign-up
/ sign-it to go
online



User Account



Advanced
Social Login



Click-through



802.1X



One Shot /
Recurrent Plans



Voucher / PIN



Online Payment



Self-Provisioning



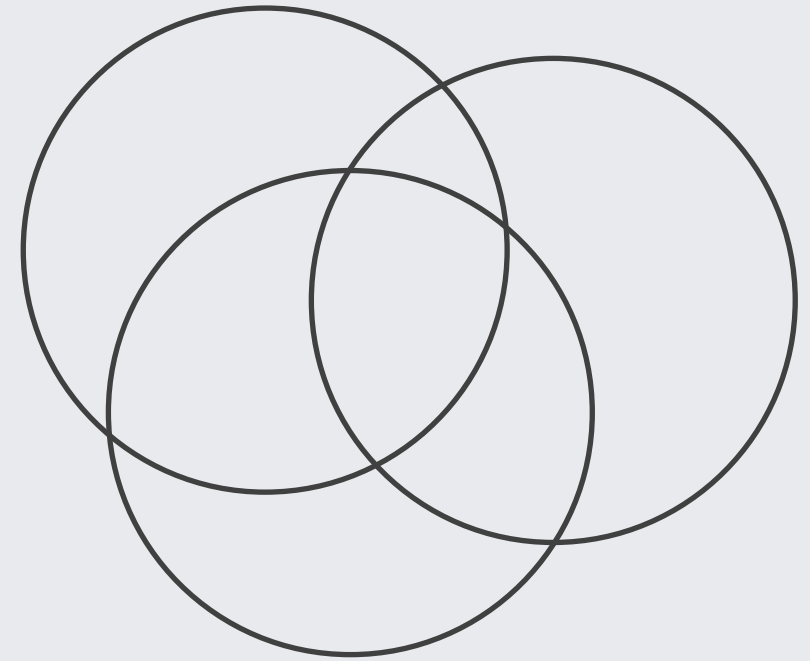
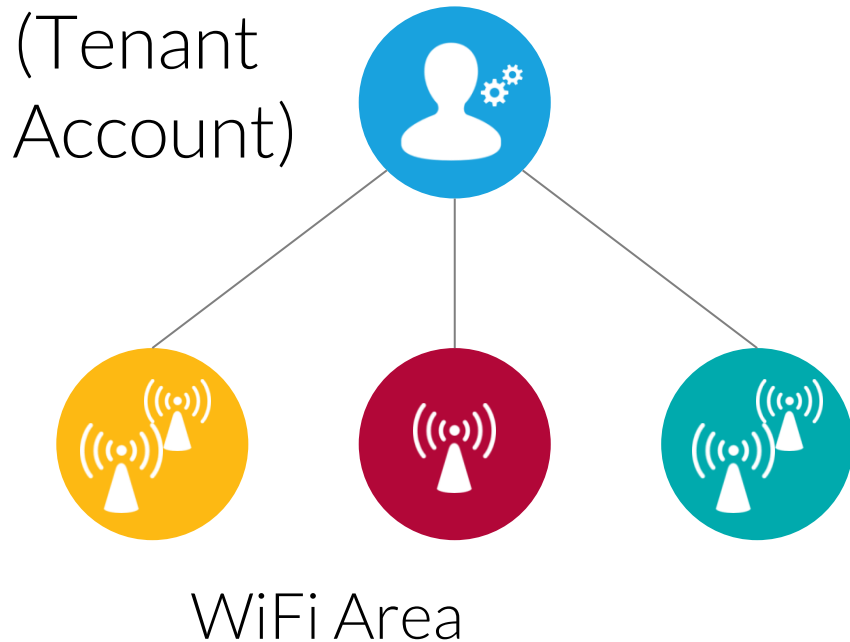
Self-Care



Access
policies

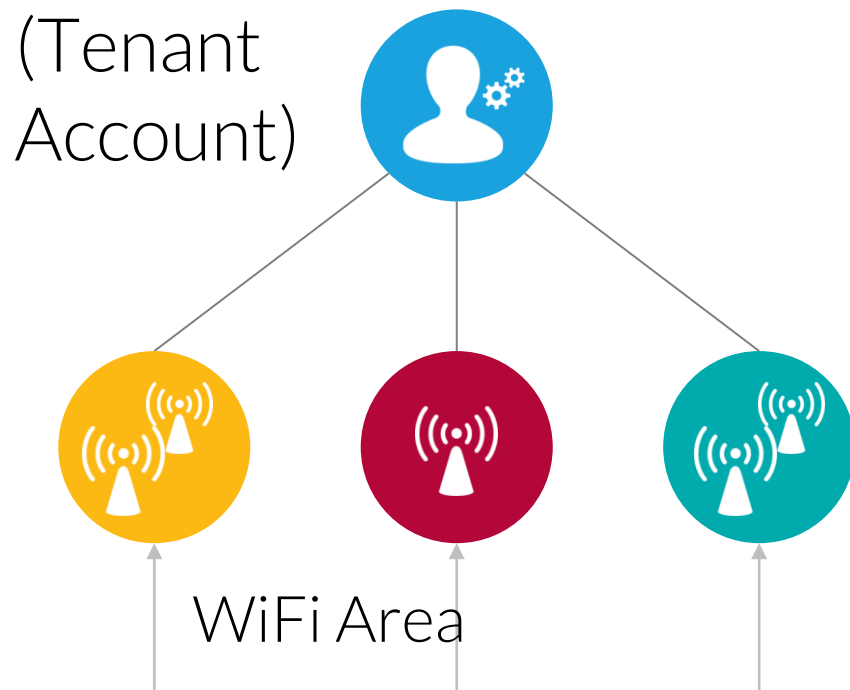
How users get the
access and how
long they can use
the service

The same Cloud4wi account allows managing a large network of hotspots and clustering them in groups (WiFi Areas)



Clustering Network and Service Groups

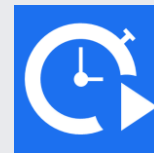
Each WiFi Area can be different from the others in terms of configuration and capabilities to deliver location-based services and experience



Differentiation



Splash Portal



Internet Plans

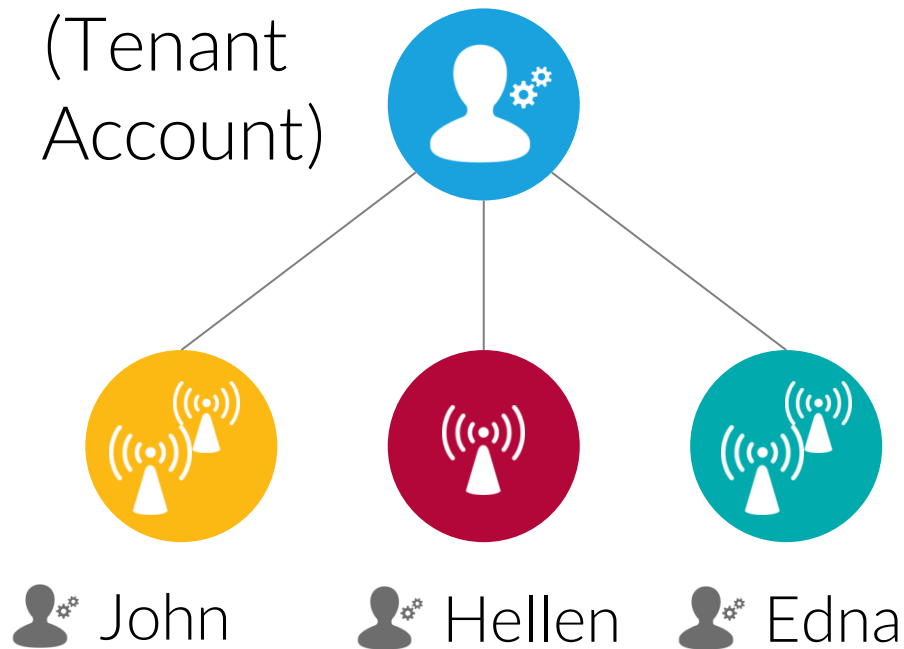


Apps



Access Methods

The Tenant can delegate the full or partial control of each WiFi Area to a local owner (managed service offering)



Delegation:
Hierarchical
Multi-level
control

Delegate full or
partial control

Splash Portal

hierarchical control



(Tenant)

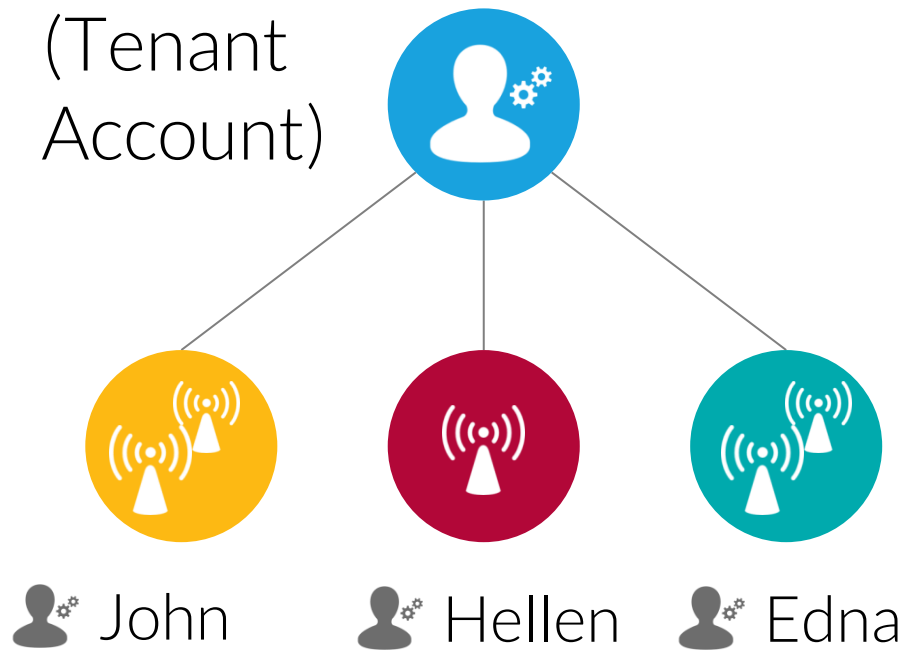


■ Content managed
by the Tenant

■ Content customized
by each WiFi Area
manager



Each WiFi Area local owner can manage his own service through a simplified Control Panel



Tenant Control Panel



WiFi Area Control Panel

Example



COOL chain
Marketing & IT director

To define global promotions
To create adv plans with sponsors
To define Internet policies

Centralized
management

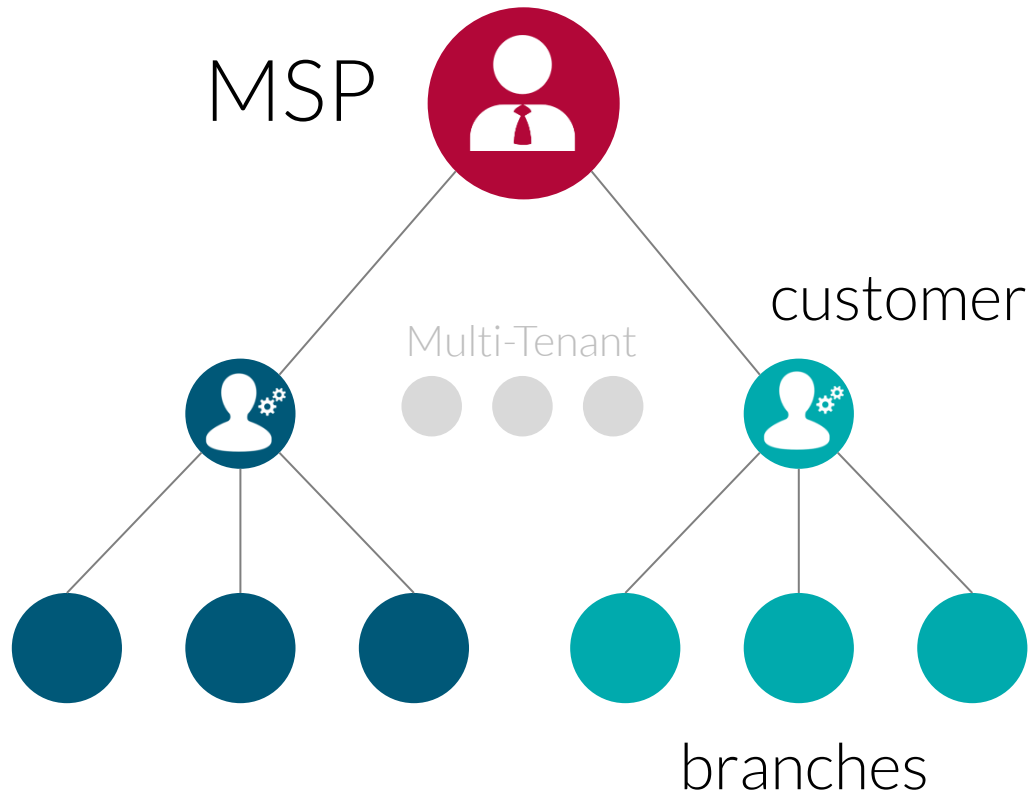


Management
delegated to
local
managers

To promote local events
To create local Coupons
To view Analytics
To create local customer survey



The MSP Level addresses the players providing an offer to big customers who need to get the control at Tenant level

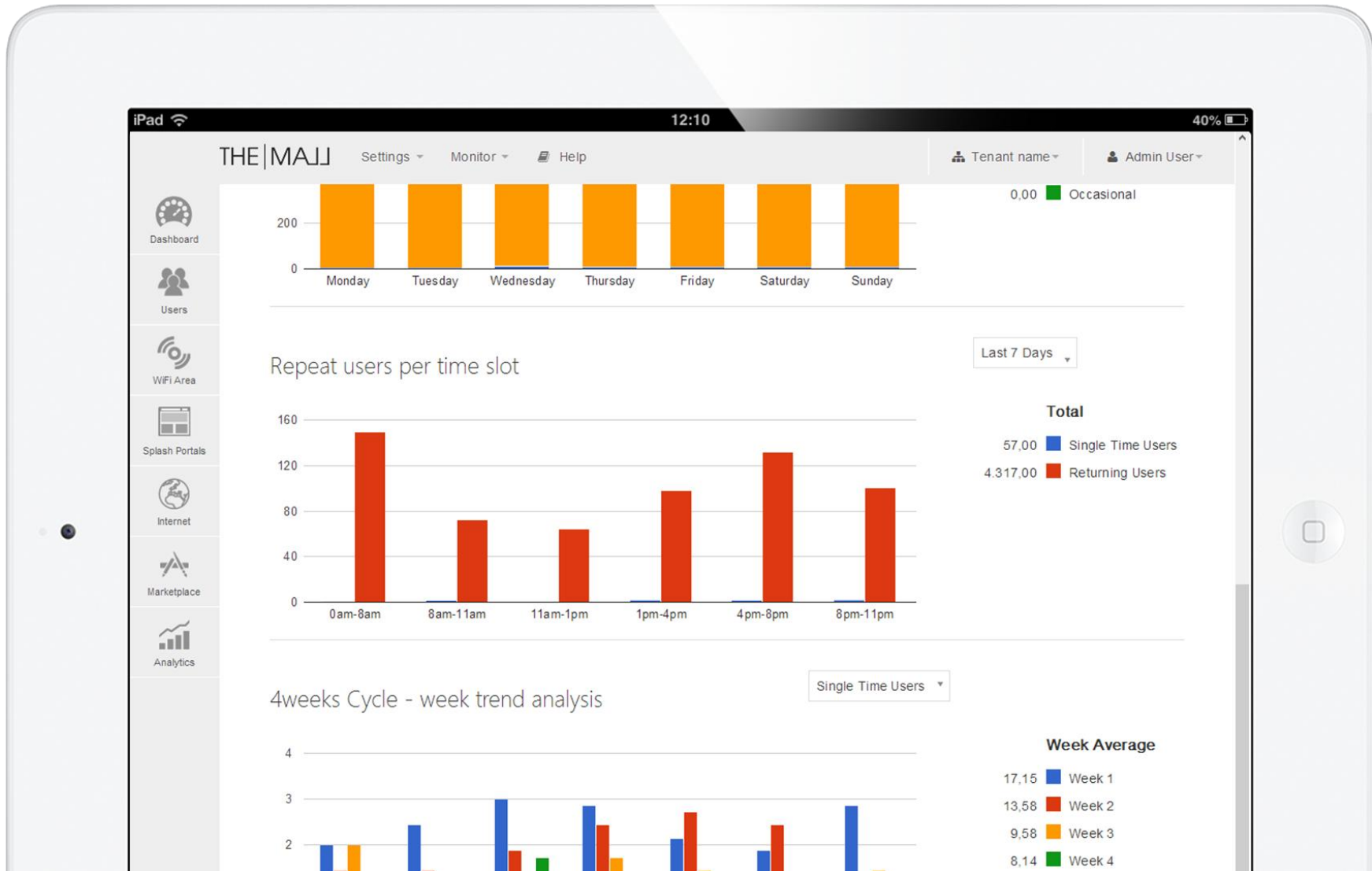


MSP Level

Multi-tenant Control

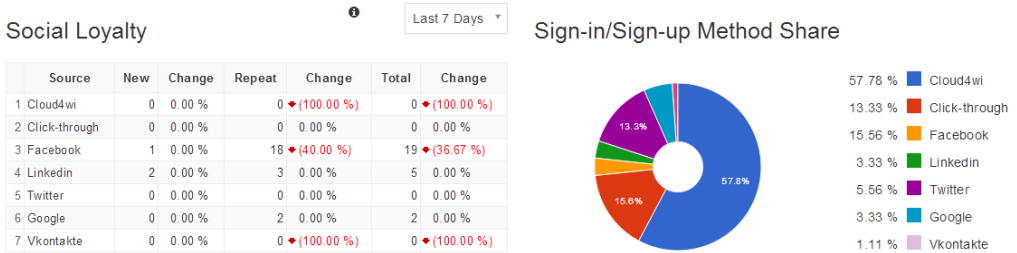
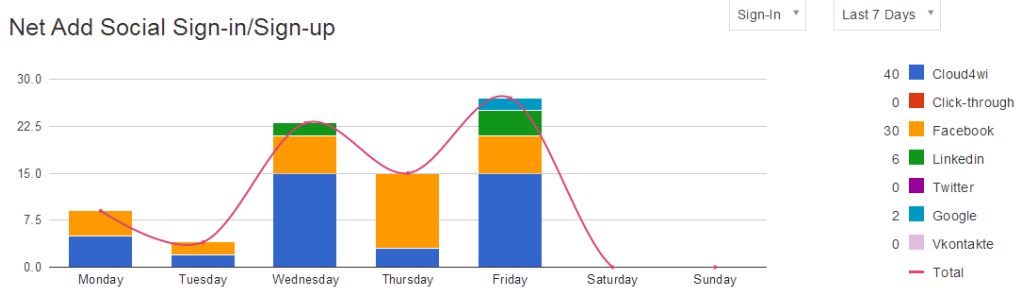
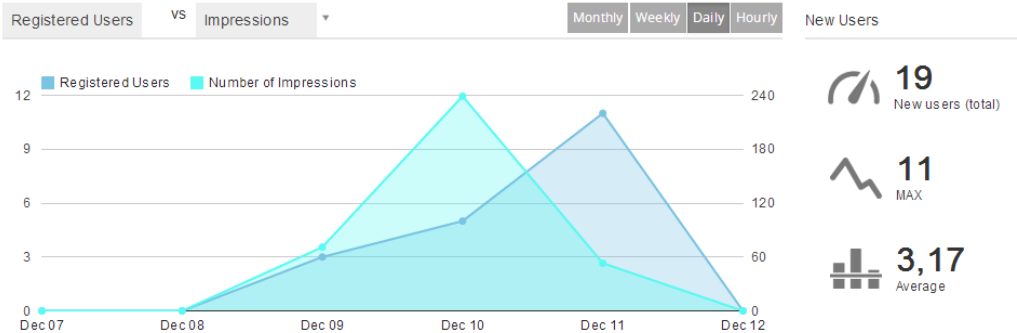
- Full managed service / delegation
- Support
- Aggregated analytics

Cloud control



What are users doing, and who are they?

Service Analytics



How loyal are users?

Presence Analytics



Capture

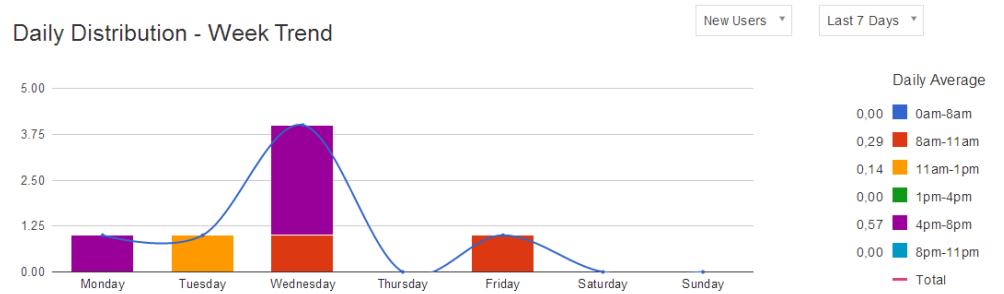


Engage

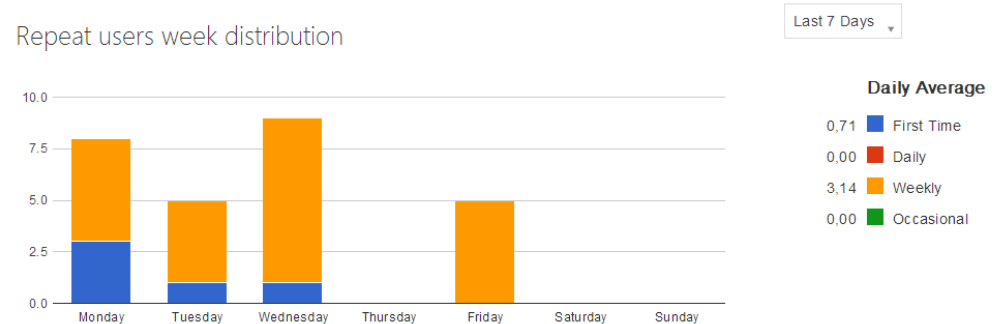


Loyalty

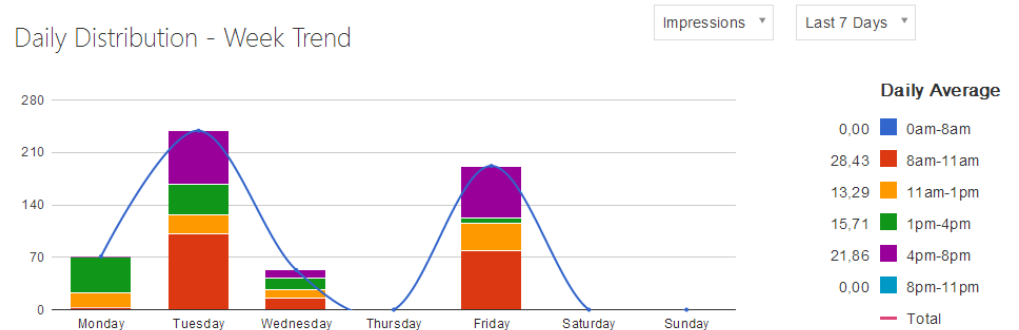
Daily Distribution - Week Trend



Repeat users week distribution



Daily Distribution - Week Trend



Wi-Fi Marketplace



Cloud4Wi Settings Monitor Help Ivan Release Preview Ivan Muocini

Dashboard

Users

WiFi Area

Splash Portals

Internet

Marketplace

Statistics

Analytics

Click Analysis basic [+](#) [-](#)

If the tenants and WiFi area owners want to know the performance of their splash portal, 'Click counting' is the perfect web a...

[More info](#)

Internet basic [+](#) [-](#)

Internet regulates access to Internet redirecting the end user to the login page. New users can access the registration page. Afte...

[More info](#)

Advanced Statistics premium [+](#) [-](#)

Advanced Statistics is the right web app for the tenants or the WiFi area owners that are looking for detailed information about t...

[More info](#)

Instant Win premium [+](#) [-](#)

Instant Win allows implementing online instant-win games for end-users. Once logged in, end-users can play and are immediately not...

[Settings](#) [More info](#)

Net Coupons premium [+](#) [-](#)

Net Coupons is the fast and economical way to establish a direct link with the consumer: it is possible to create virtual ticket...

[More info](#)

External links basic [+](#) [-](#)

External links provides a direct link to a web page outside the domain of the splash portal, enabling end-users to access to it be...

[Settings](#) [More info](#)

Advertising Pro premium [+](#) [-](#)

Advertising Pro allows you organizing advertising campaigns by click, impression and time, sponsoring the rotating banners in some...

[More info](#)

Nearby premium [+](#) [-](#)

Nearby allows you to setup a list of access point, coupon, friends and Points of Interest such as coffe shop, petrol stations, hot...

[Settings](#) [More info](#)

Geo Chat premium [+](#) [-](#)

Geo-Chat let the end users to discover the other near online users, for example those connected on the same hotspot, and start cha...

[More info](#)

Pin-Up premium [+](#) [-](#)

Pin-up is allows end-users to pin personal messages on a digital shared board on the Splash Portal of a certain location. It repre...

[Settings](#) [More info](#)

Survey Pro premium [+](#) [-](#)

Survey Pro allows creating, through a simple wizard questions, forms, quizzes and voting question. You can ask/force end-user to r...

Presence basic [+](#) [-](#)

Presence Analytics displays location based statistics to monitor and improve customers engagement and loyalty. Presence Analytics

Wi-Fi Marketplace



- ✓ Location-based advertising
- ✓ Marketing tools
- ✓ Survey
- ✓ Couponing
- ✓ Gaming, utilities, widgets, etc.

Monetize the initiative



Net
Coupons



Survey
Pro



Email
Marketing



Analytics



Advertising
Pro



Social
Marketing



Instant
Win

Engage Users



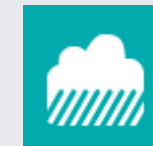
Nearby



Geo Chat



Pin-Up



Weather



Internet



Spot
News

Connect



Watch



Go



Sponsored
Wi-Fi

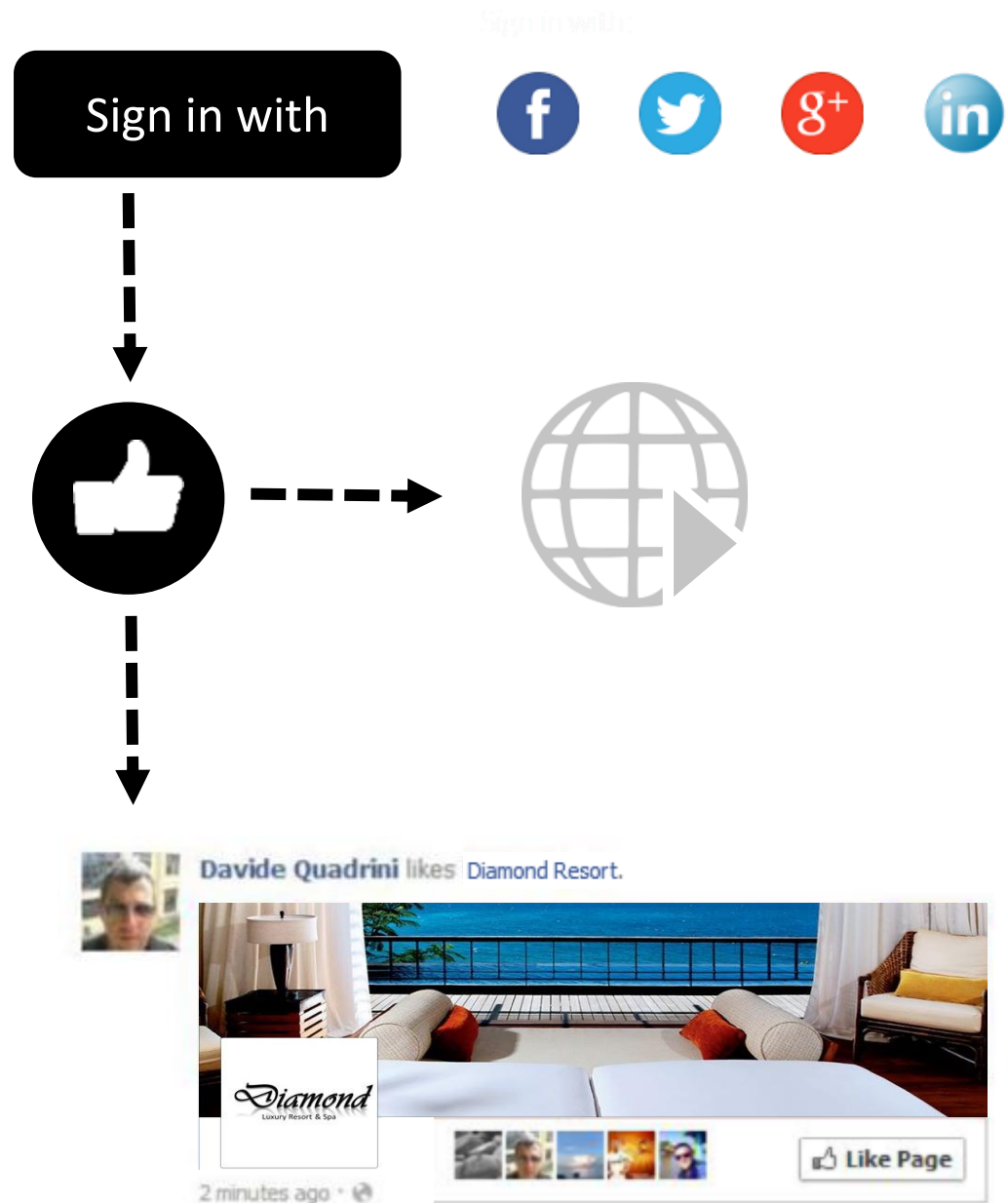
Full page advertising
experience triggered
when users connect to
Wi-Fi or go on-line

Social Media

 Brand Awareness

Facebook Like

Ask users to like company page,
before going online

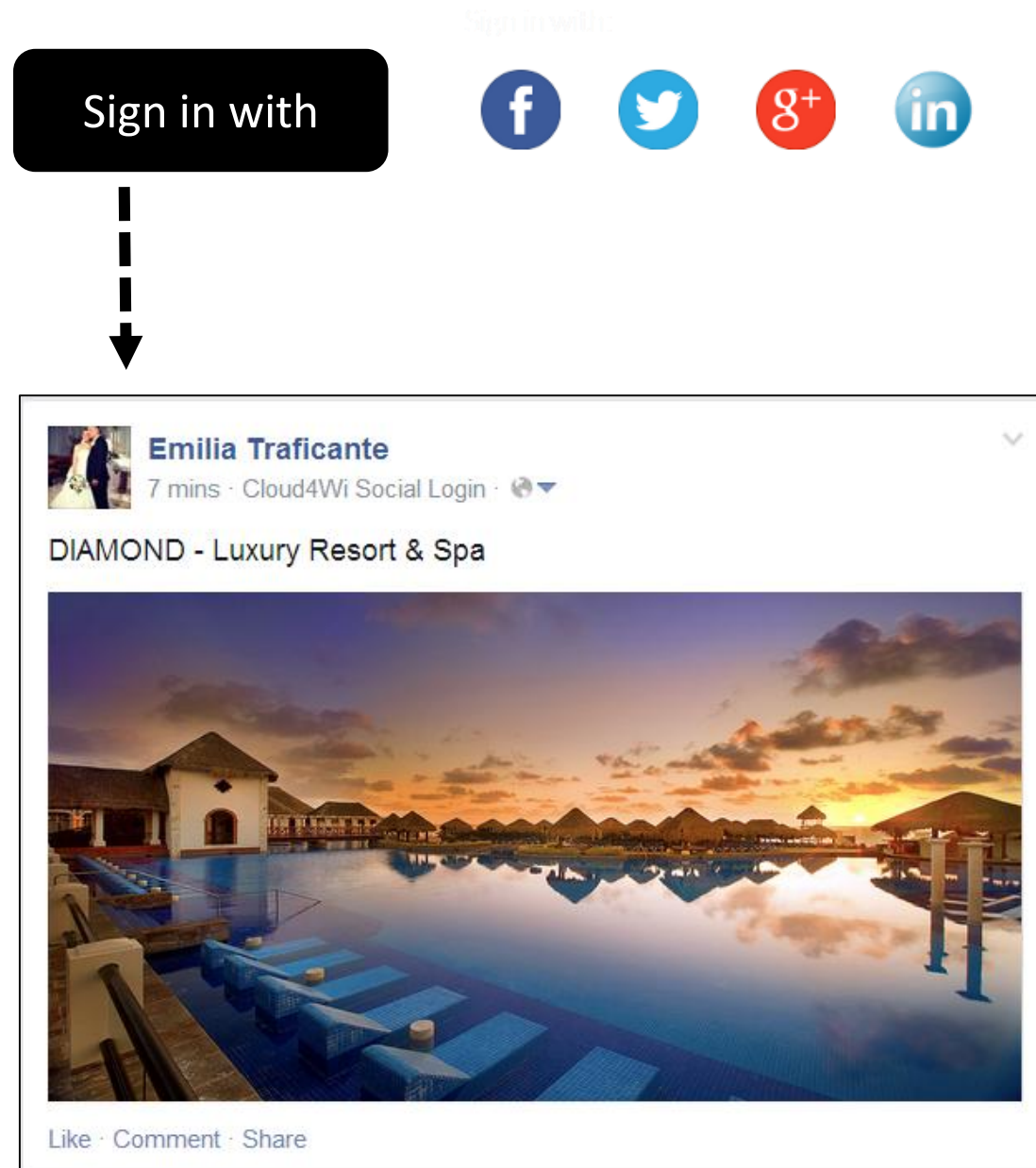


Social Media

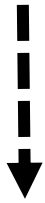
Brand
Awareness

Facebook Post

Ask users to post company
message on their Facebook
timeline

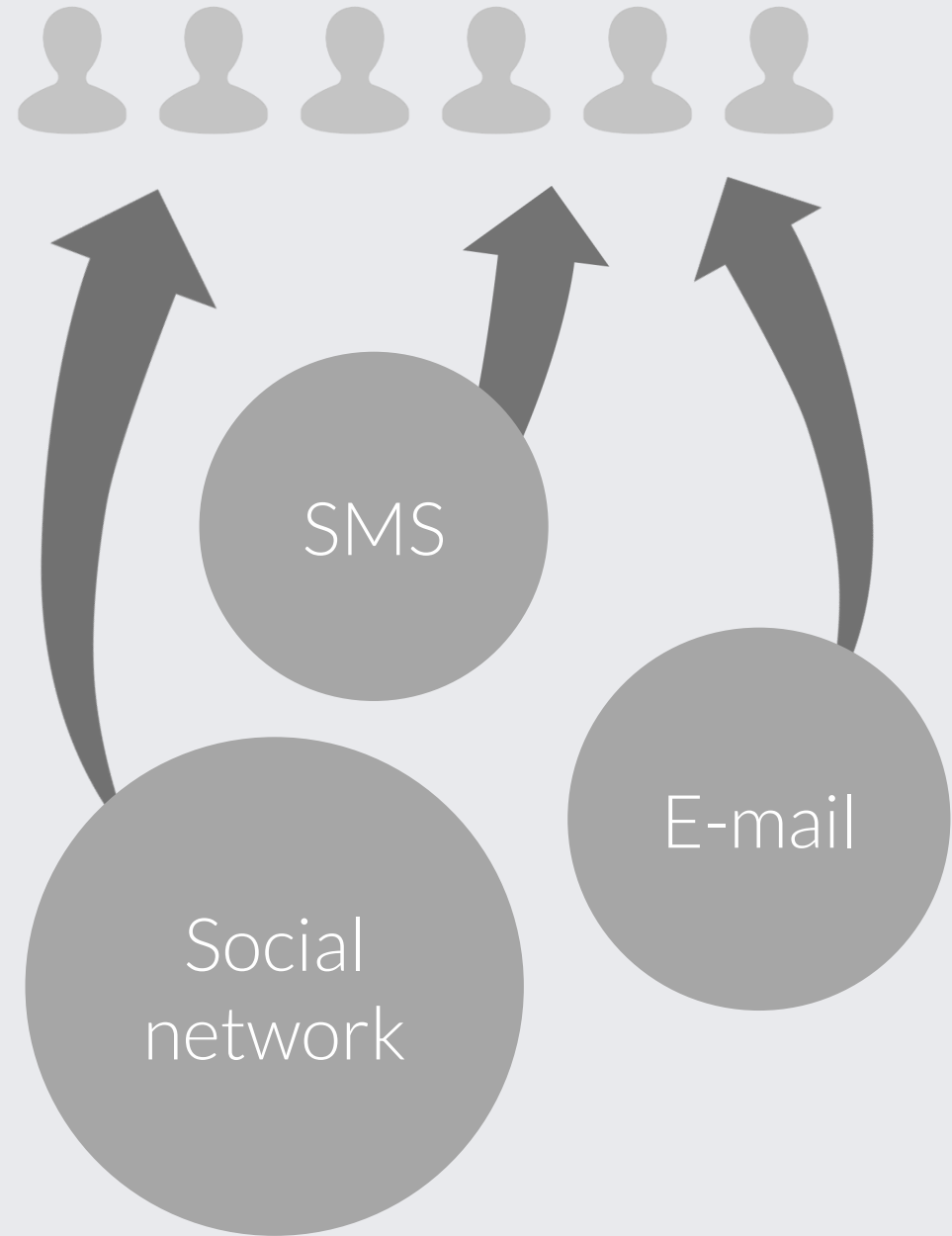


Generate leads
through hotspot
sign-up



Direct Marketing

Send users promotional
communications



pull/push

Customer Surveys

Ask users to take a survey before they go on-line

Sign in



HOME MENU

Customer Satisfaction Survey

How likely would you be to recommend this hotel to a friend planning to visit the area?

- ☐ Definitely Would
- ☐ Somewhat Satisfied
- ☐ Might or Might Not
- ☐ Probably Would Not

Next

The background of the survey form is a photograph of a hotel pool at night. The pool is illuminated with blue lights, and there are lounge chairs and palm trees visible in the background.

Location-based Advertising

Deliver the right message at the right time and place

The thinnest tablet ever

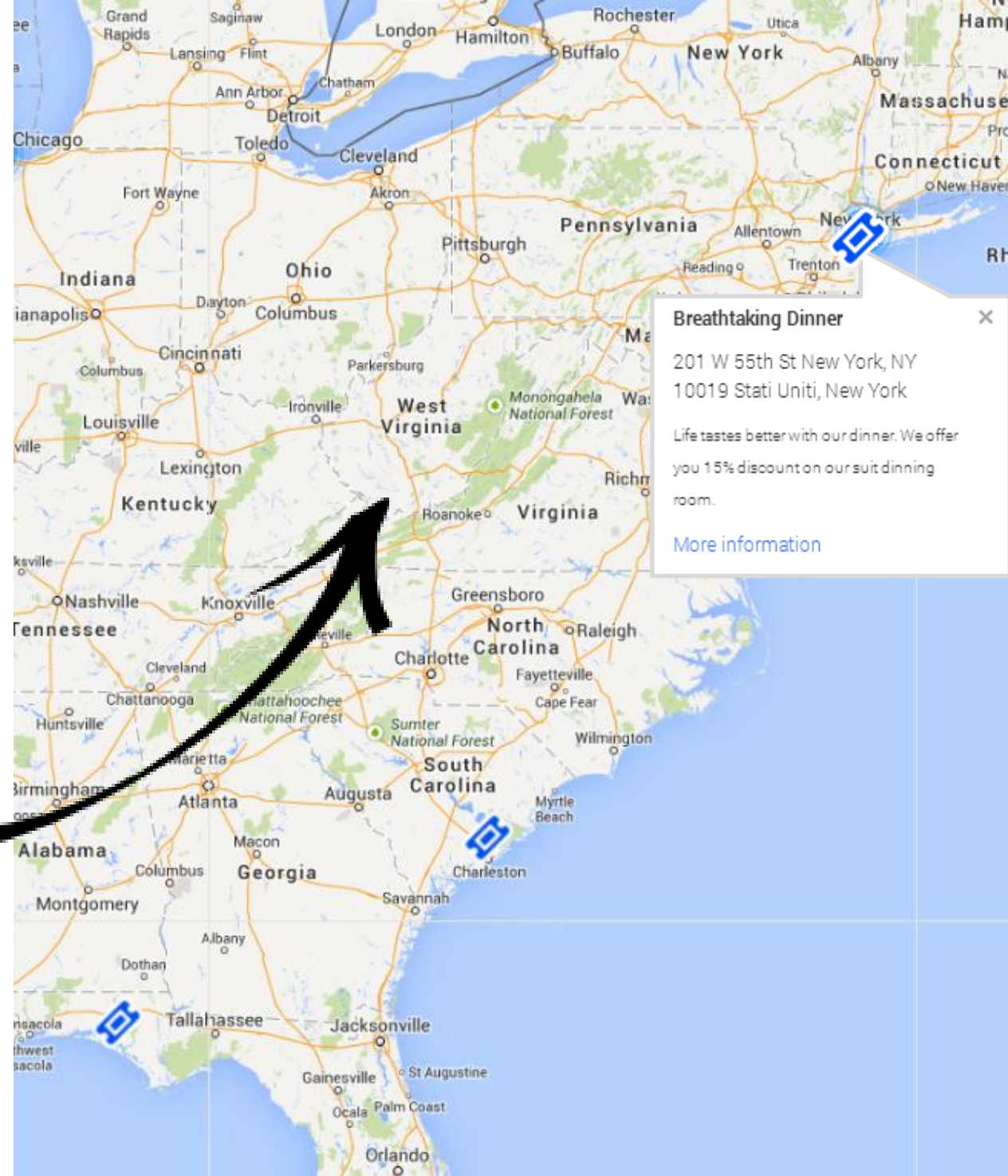
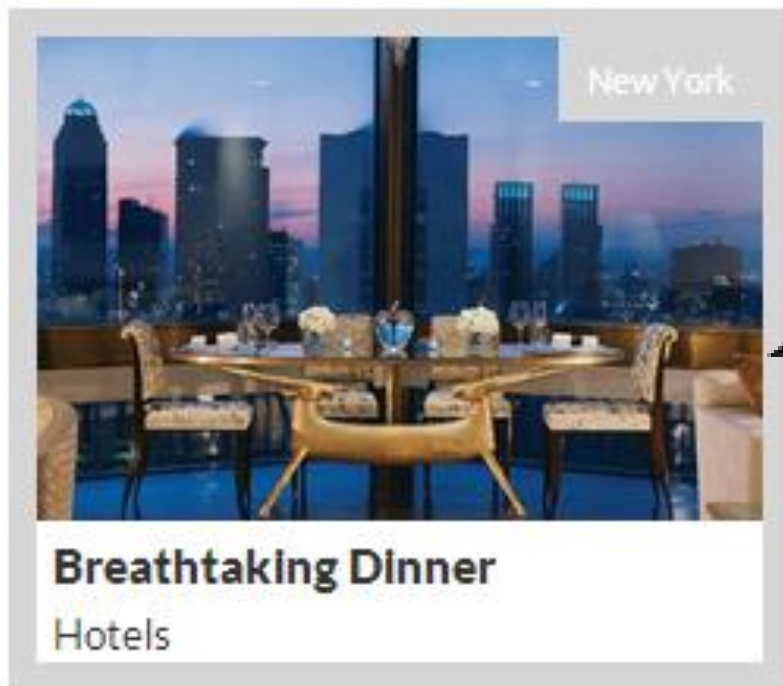


Starts at 99\$

- Android 2.2 (Upgradable) • 256MB Memory • 4GB FLASH • 4 - Dimensional gravity sensing • 7" WVGA wide - screen • WIFI
- TD CDMA • 3.5mm headphone Jack • Build in microphone • Supports MP2,MP3,WAV,AAC,WMA, MPEG, MJPEG • CDMA



Location-based Coupons and ADV



Wi-Fi Marketplace



Open

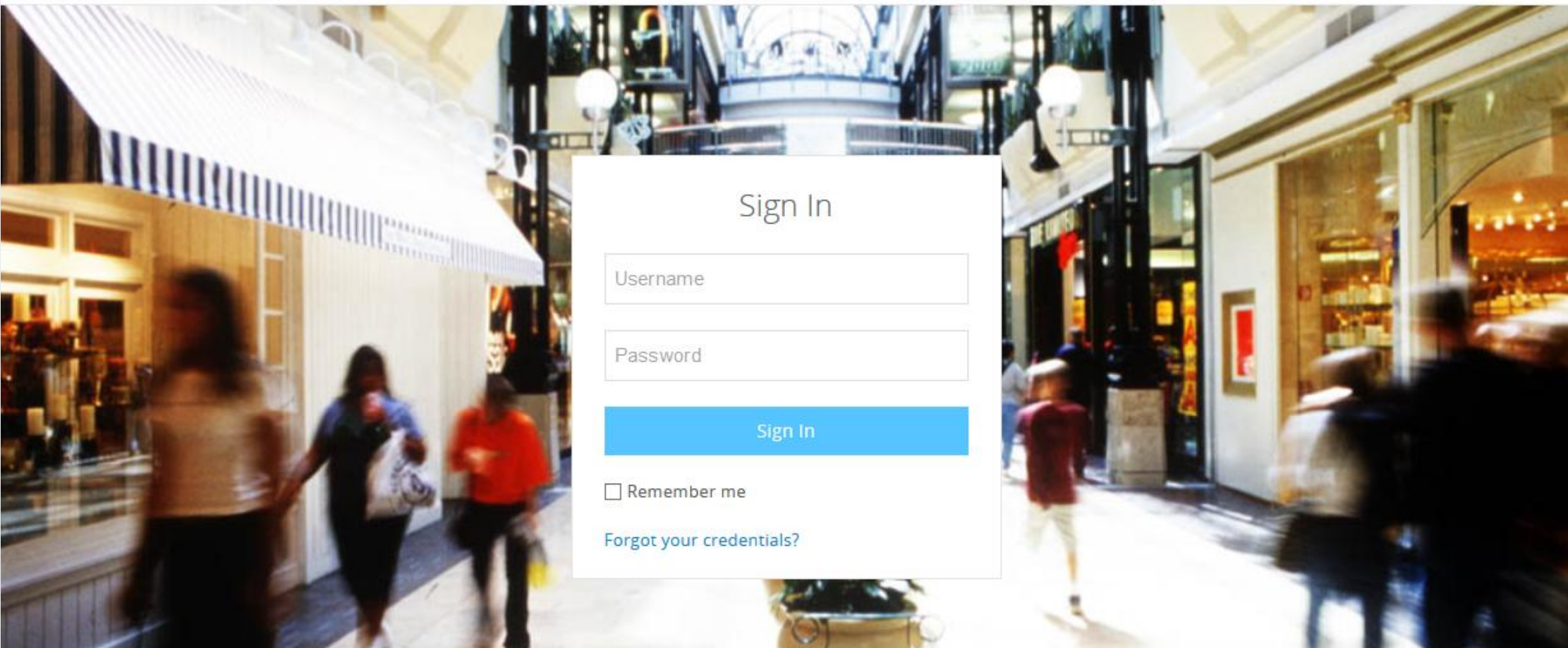
APIs and App
development SDK

White label

Become a Service
Provider

THE|MAJ

5.4.0



Thanks

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www.cloud4wi.com



Resources



Knowledge
Base
User Guides

support.cloud4wi.com



Support
Premium Support by
Ticketing System

support.cloud4wi.com



Video
Demonstrations
& Use Cases

www.youtube.com/user/Cloud4Wi



Community
Support, Suggestions and
Ideas

support.cloud4wi.com