

# Smart Wi-Fi™

At Segra, we understand that there's a lot to consider when assessing your Wi-Fi needs: providing public Wi-Fi for guests, private Wi-Fi for employees, service terms, and security. And then, you must consider environmental elements affecting device placement and signal propagation, such as potential RF interference and physical-plant issues. Designing the Wireless LAN and Access Points to meet all of these requirements, configuring and installing the equipment, and having to consider monitoring and managing it.

The Segra Smart Wi-Fi solution is a comprehensive, customized solution that provides end-to-end design with next-generation enhanced customer experience features, smart technology tools for targeted marketing, enhanced data management ability and reporting, and state-of-the-art security. This technology solution is ideal for businesses specializing in large public gatherings.

Segra takes care of everything from designing and implanting your Wi-Fi access to monitoring, and managing its operation, including maintenance and repair. We can help you to improve your customer loyalty and grow your business with our Smart Wi-Fi solution.

## **PERSONALIZED APPROACH**

We customize Wi-Fi based on your specific needs. Our certified technicians and engineers take a personalized approach to managing your devices and service.

## **NETWORK OPERATIONS CENTER SUPPORT**

Segra's Smart Wi-Fi services are monitored and managed 365/24/7 by our Network Operations Center.

## **BENEFITS**

- Gain new understanding about guest loyalty, demographics, dwell time, device type and more.
- Allows for exportation of data for analysis and improved marketing efforts
- Provides you with the all-in-one marketing/advertising campaign management, delivery and reporting
- Smart Wi-Fi provides next-generation security for patrons and traffic inside the network and from outside traffic
- Improves operational efficiency and effectiveness by providing a one-stop-shop solution for your Wi-Fi and WAN Technology service.

## **FEATURES**

- Completely customized Wi-Fi network with maximum coverage
- Multihoming – allows the aggregation of Internet access from multiple Internet access sources
- High availability options – creates a system that can handle Internet traffic even if parts of the network fails
- On premise roaming - allows users to access other network SSIDs at the business premise on the same account
- All users can be made to authenticate in order to get access to the system
- Optional access for non-guests (customer determines how to give them access and how to charge them)

## **SPECIFICATIONS**

- Footprint: Available across the entire fiber network
- Pre-requisites: Must have Segra DIA solution

# Smart Wi-Fi Packages

## Engage Smart Wi-Fi™

Collect detailed guest data safely and securely collected through Wi-Fi access. Gain new understanding about guest loyalty, demographics, dwell time, device type and more. Export this data to enable analysis and improve overall marketing efforts.

## Amplify Smart Wi-Fi™

Increase customer loyalty with automated email, SMS or Twitter campaigns. Create and launch triggered, scheduled and proximity-based campaigns. Increase sales with trackable and redeemable coupon campaigns. Import contacts, sync guest information and apply progressive profiling.

## Analyze Smart Wi-Fi™

Track detailed presence data, trends and patterns. Visualize traffic patterns with heat mapping technology. Respond to real-time traffic alerts. Track growth and retention by identifying devices seen, as well as repeat guests. Integrate with external customer datasets.

Package	Features	Description
Engage Smart Wi-Fi	Enterprise-grade cloud infrastructure	Scalable platforms on the Amazon AWS cloud provides carrier-grade uptime
	Multi-location data views	An aggregated view of your data giving you visibility to all your locations or drill-down to specific locations
	User access control	Allows your administrator to control and limit access, features and data visibility among users
	Advanced captive portal engine	A complete toolset to design and build dynamic captive portals, guest flows and custom privacy controls. Includes touchless menu features.
	Customer login methods	Choose how guests can access your network including social login, emails and SMS login, advertisements or a combination.
	Guest forms, vouchers and payments	Collect guest data, surveys, on-line or offline payments and offer different access levels.
	Demographics and device information	Make informed decisions based on detailed demographics and perform location comparisons.
	Detailed location data analytics	Analyze detailed information about your locations like busy days, busy times and location comparisons.
	Data export	Full guest profile export to CSV allowing you to use collected data in third-party systems.
Amplify Smart Wi-Fi (Includes Engage)	Data sync to other systems	Save time populating other systems as guest profile data can be sent to external systems on timed intervals.
	Coupons and loyalty	Increase spend and promote repeat visits by creating incentives for guest or their friends to come back.
	Import external data	Bring in contact data from other systems to consolidate your marketing efforts into a single comprehensive platform.
	Contact segmenting and lists	Build contact groups to send personalized message to your guests based on automatic segmentation and your own criteria.
	Scheduled campaigns	Communicate with your contacts to drive awareness through email, SMS or Twitter
	Triggered campaigns	Engage with your guests without the manual work by creating personalized email, SMS or Twitter campaigns.
	Intelligent landing page builder	Simple to create pages that support multiple campaign types and can easily be modified and re-purposed for other venues or events
	Campaign management tools	Offer your advertisers options to suit their advertising needs such as A/B testing, ad weights, flexible scheduling and more
	Reporting and attribution	Analyze detailed information about the campaigns and creatives to get the best campaign targeting
Analyze Smart Wi-Fi (Includes Engage & Amplify)	Traffic counts and statistics	Monitor your venue and events with real-time and recorded traffic counts and patterning
	Heatmapping and traffic flows	Visualize crowd density and how people flow in, out and through your venue to see where people congregate
	Alerting and reporting	Create automated alerts to help control crowds or to monitor abnormal trends