



## Generating new revenues from Wi-Fi

People today expect Wi-Fi anytime, anywhere and, most of all, free of charge. Venues of all kinds – retail, hospitality, healthcare, education, transportation, municipality, enterprise, finance – have a unique opportunity to engage their customers and generate additional revenues from the Wi-Fi they are providing.

Managed Service Providers (MSPs) can easily take part in the massive global Wi-Fi market opportunity by enriching their existing Wi-Fi offerings and tailoring them to the unique requirements of individual venues.

With Cloud4Wi, MSPs can offer customized, value-added Wi-Fi services while providing maximum flexibility for venues and a significant reduction in the total cost of ownership.

## The cloud platform for value-added Wi-Fi

Cloud4Wi is an innovative cloud platform for managing and monetizing Wi-Fi services.

Cloud4Wi enables MSPs to deliver custom-branded managed Wi-Fi offerings, creating new business opportunities for themselves and for the venues they serve.

With Cloud4Wi, MSPs can boost their profit by rewarding any venue for the Wi-Fi it offers. Using an easily customizable splash portal and powerful proximity, advertising, social media and analytics applications, venues can engage their customers and generate additional revenues over their Wi-Fi network.

Delivered in the cloud, Cloud4Wi ensures maximum flexibility and scalability. Wi-Fi initiatives can be up and running quickly, and a pay-as-you-grow pricing model reduces the total cost of ownership.



Cloud4Wi

Monetize Your Wi-Fi



## What it is

### Wi-Fi Internet Services

Cloud4Wi helps venues freely manage Wi-Fi Internet services by selecting a registration method and defining the Wi-Fi Internet service plan that meets their specific needs.

### Branded Wi-Fi

With Cloud4Wi, venues can easily customize their splash portal to match the look and feel of their brand. They can also provide location-based content to build customer loyalty and create new business opportunities.

### Wi-Fi Analytics and Presence Analytics

Using Cloud4Wi, venues can boost their profit and performance through the collection and analysis of detailed information about their customers, their preferences and their behavior.

### Social Wi-Fi

Cloud4Wi allows venue customers to use their social network accounts to get online in a few seconds, connecting with the brand immediately and in real time.

### Wi-Fi Proximity Marketing

Cloud4Wi supports venues in their efforts to increase customer loyalty and engage new business with targeted, location-based and timed marketing campaigns that offer instant feedback and drive revenue.

### Wi-Fi Advertising

With Cloud4Wi, venues can promote products, services and special offers, as well as generate additional revenue from third-party advertising.

### Customer Engagement

Using Cloud4Wi, venues can improve customer loyalty and enhance the online customer experience through the delivery of relevant location-based content and applications.

### Secure Wi-Fi Access

Cloud4Wi allows venues to provide secure Wi-Fi access to staff via industry-standard security protocols.

## Benefits for managed service providers



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



Grow the business by creating new opportunities and incentives for venues



Address the unique requirements of different industries and customer types



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



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## What makes it different

### Wi-Fi Marketplace

Cloud4Wi is the first platform to introduce a rich set of innovative applications, which enable multiple Wi-Fi monetization strategies.

### All-in-one Platform

Cloud4Wi is a comprehensive platform that includes all the tools required to manage and monetize Wi-Fi services. They can easily access through the control panel.

### Multilevel Management

Cloud4Wi makes any Wi-Fi business model feasible, providing maximum flexibility in the definition of managed Wi-Fi services.

### Vendor Agnostic

Cloud4Wi works seamlessly with different Wi-Fi equipment vendors. This interoperability ensures optimal flexibility in the launch of a new initiative or the enhancement of a legacy Wi-Fi network.

### White Label

Cloud4Wi can be delivered as a white label platform to provide managed Wi-Fi services that perfectly reflect the brand.

### SDK and API

Cloud4Wi offers an SDK designed for quick and easy creation of applications for the Wi-Fi marketplace. It also provides a complete set of APIs for easy integration with external systems.

### HotSpot 2.0

Cloud4Wi supports HotSpot 2.0, enabling the roaming on the Wi-Fi network without taking the device out of the pocket or bag, opening browsers or entering URLs.

### Cloud Delivery

Cloud4Wi is delivered in the cloud, requiring neither local hardware or software installation nor any specific technical skills.

## Benefits for venues



Increase customer loyalty



Promote the brand



Increase the 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



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## The first Wi-Fi marketplace



### Presence Analytics

"Presence Analytics" provides venues with location-based, real-time metrics on their customer



### Social Analytics

"Social Analytics" provides venues with information about customer social network



### Proximity

"Proximity" gives venues tools for delivering targeted, localized marketing campaigns



### Advertising

"Advertising" enables venues to market their promotions and profit from third-party adv



### Coupons

"Coupons" allows venues to promote their special offers through virtual couponing campaigns



### Survey

"Survey" helps venues learn more about their customers and preferences



### Instant Win

With "Instant Win" venues can create online contests to increase customer loyalty



### Geo Chat

"Geo Chat" allows venue customers to interact among themselves through a full-featured chat



### Nearby

"Nearby" provides venue customers with a map of the nearest businesses, coupons and customers



### Click Analysis

With "Click Analysis" venues can easily evaluate the performance of their splash portal



### Email Marketing

"Email Marketing" provides venues with an application to create effective mktg campaigns



### External Links

Venues can use "External Links" to communicate their own or third-party promotions



### Pin-Up

Venues and their customers can use "Pin-Up" to post messages on a virtual bulletin board



### Spot News

"Spot News" allows venue customers to access the latest news



### Weather

"Weather" provides venue customers with the local weather forecast