



Cisco Connected Mobile Experiences Engage with Location-Based Wi-Fi



A Mobile World

Mobile Devices Increase to Over 10 billion by 2018¹



Organizations Looking to Monetize Wi-Fi



Wi-Fi as a Platform to Deliver Services



¹Cisco® 2014 Visual Networking Index (VNI) Report

What's at Stake?

Ignore these trends and suffer from:



Inadequate
Mobile Engagement



Missed Marketing
Opportunities



Lack of
Visitor Insight



Lost Revenue Opportunities

New Expectations Across Industries

- Shoppers want to look up online reviews and compare prices while browsing.
- Hotel guests want free Wi-Fi and they want to see available services and amenities.
- Travelers want to find departure gates quickly and receive itinerary updates.
- Patients want location-enabled way-finding apps.
- Students want to find their way around campus and receive safety alerts.



What if You Could...?

Retail



Consumers

- Send location and dwell-time notifications?
- Offer personalized promotions?
- Access customer analytics?

Hospitality



Guests

- Show maps with featured attractions?
- Deliver personalized third-party advertising?
- List nearby amenities?

Travel



Passengers

- Reduce wait times, improve traffic flow?
- Provide gate directions?
- Deliver third-party advertising ?

Healthcare



Patients

- Offer way-finding patient apps?
- Simplify onboarding?
- List nearby services?

Education



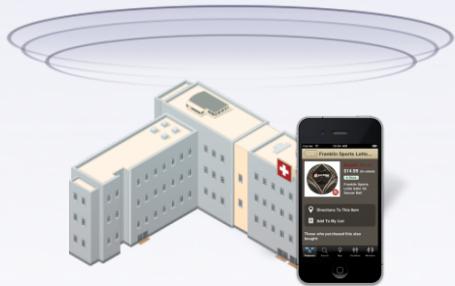
Students

- Improve safety and security?
- Provide intuitive campus maps?
- Enhance tours and stadium experiences?

With Cisco CMX, You Can



Detect

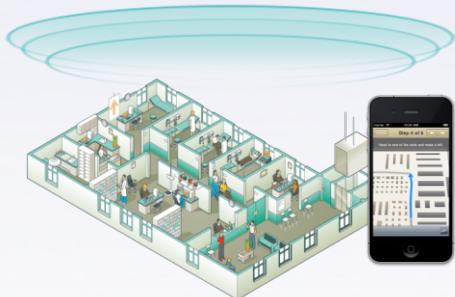


Guest Presence

- Mobile device detected
- Location Analytics
- Device Engage (future)



Connect

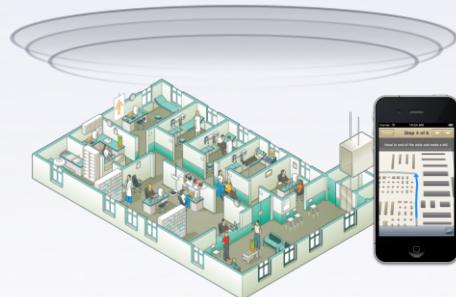


Guest Access

- Smooth, secure Wi-Fi connection
- Facebook or Custom Login



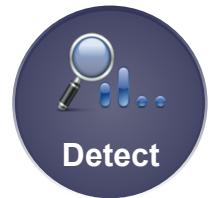
Engage



Guest Experience

- API/SDK-Enabled Experience
- App Engage
- Browser Engage

Cisco CMX Analytics



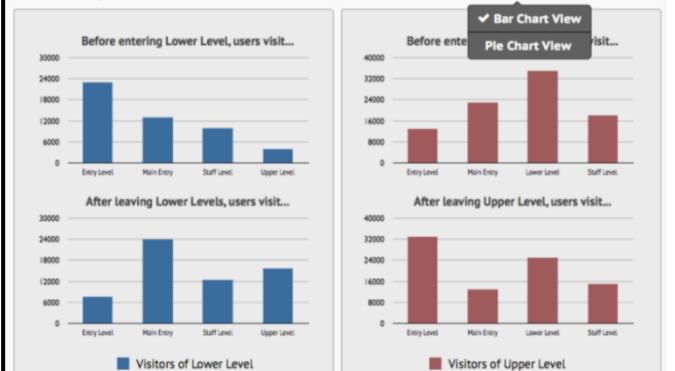
- Boost operational efficiencies
- Analyze business performance to improve in-venue marketing
- Optimize layouts to increase revenue per square foot
- Increase customer satisfaction by understanding patterns and adjusting staffing

How Long Were People in the Venue?

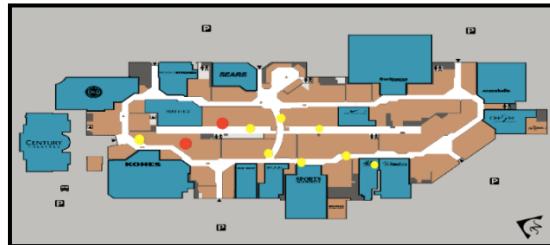


Before/After Zones

Movement Report



Number of Devices per Zone





Location-Specific Guest Access – Cisco CMX Connect

- Customize the Wi-Fi guest access experience
- Gain valuable analytics about who is in venue
- Simplify the user experience while offering clear terms and conditions

Shopping Mall

Your Name*

Your Phone Number*

Terms and Conditions: [-]

Welcome to the wireless high-speed Internet access system ("Wi-Fi System") at Bao Networks ("BAO"). These "Terms and Conditions of Use", govern your rights and responsibilities and our rights and responsibilities relating to the use of the Wi-Fi System at BAO.

Acceptance of Terms and Conditions of Use
BY CLICKING ON "Logon" ON THE WI-FI SYSTEM SIGN-UP PAGE, YOU REPRESENT that:

By clicking Submit, I accept the Terms & Conditions

Submit



Sign in with Social Networks

Login with Facebook

Login with LinkedIn

Login with Google

No thanks. Continue browsing >>

Powered by Cisco CMX

Registration, Terms, and Conditions

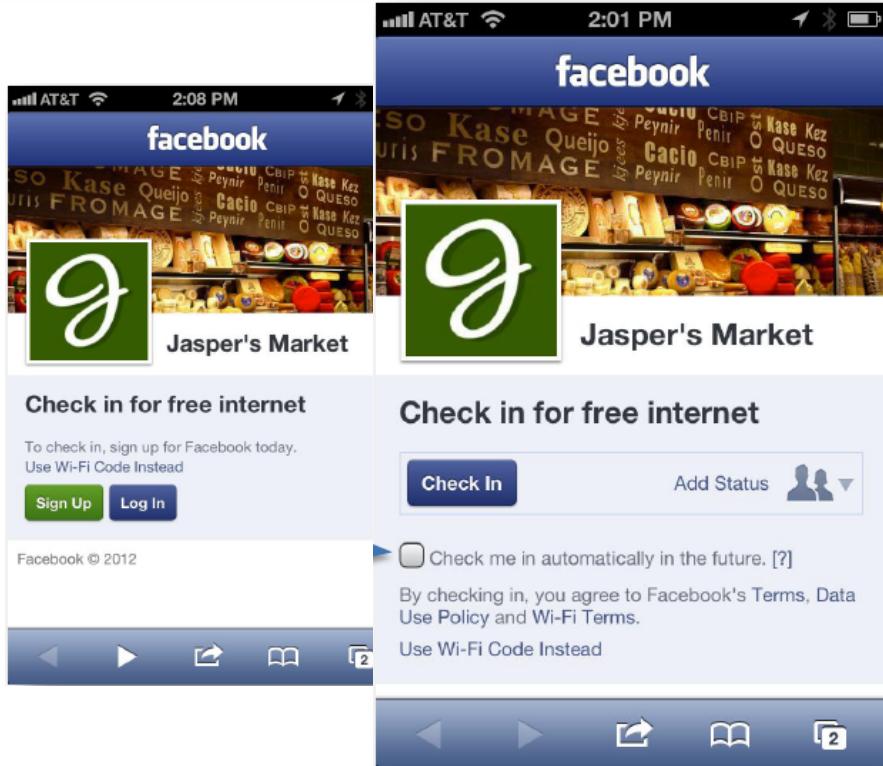
Custom Landing Page/Video

Simplified Login

Guest Access – Cisco CMX for Facebook Wi-Fi



- Increase brand recognition and gain insights through Facebook Wi-Fi.
- User connects to Wi-Fi, opens browser, and checks in.
- Venue gains exposure through news feeds, notifying friends.



Using Location-Based Wi-Fi to Engage

App Engage

Location-aware app personalizes experience

Custom applications through ecosystem partners

SDK integrates location navigation





“The Cisco CMX for Facebook solution provides data for Evergreen. We'll be able to get a really great snapshot of who they are, which will help us as a non-profit to target donors in a more direct way.”

— Jessica Nagy, Web Editor, Evergreen Canada



Customer Stats



Challenges



Why Cisco?



Solution



Impact



- Industry: Nonprofit
- Volunteers: Approximately 10,000 annually
- Location: Canada
- Provides almost \$1 million in annual grants to school and community groups to promote healthier urban environments
- Developed the award-winning Evergreen Brick Works space as a year-round community environmental center
- Theater: Americas

- Delivering reliable network access to people attending the annual “Meeting of the Minds” sustainable cities conference
- Promoting mobile experiences to connect attendees and partners

- Deployed Cisco® Connected Mobile Experiences for Facebook to gain a convenient connection experience that benefits both conference attendees and partners

- Cisco Connected Mobile Experiences (CMX) for Facebook Wi-Fi solution

- Provided valuable demographic data for nonprofits to help target donors directly
- Streamlined wireless access for conference attendees
- Delivered a reliable, secure, and efficient wireless network

ST. Olavs Hospital, Trondheim University Hospital and the Faculty of Medicine, Norwegian University of Science and Technology (NTNU)

ST. OLAVS HOSPITAL
TRONDHEIM UNIVERSITY HOSPITAL

"We are pleased to deliver a wayfinding service through our partnership with MazeMap and Cisco that is being used every day by our patients and visitors to make their experience here at the university hospital the best possible."

— Professor Stig Slørdahl, Dean of the Faculty of Medicine, NTNU



Customer Stats



Challenges



Why Cisco?



Solution



Impact



- Industry: Healthcare, medical school, and medical research
- Employees: 9584 employees and 2500 students
- Location: Trondheim, Norway
- Operates a 1008-bed hospital with 7 outpatient centers
- First university hospital in Norway to completely integrate patient treatment, medical research, and teaching
- Theater: EMEAR

- Create a supportive, engaging experience for patients and families
- Improve productivity and coordination among research, clinician, and teaching staff
- Promote hospital as healthcare innovator through the smart use of technology

- Cisco® Wi-Fi infrastructure easily supported the demands of the MazeMap high-speed wireless service application through Cisco Mobility Services Engine

- Cisco Aironet® 3600 Series and Aironet 3500 Series 802.11n access points
- Cisco Mobility Services Engine and Connected Mobile Experiences software
- Cisco Wireless Services Module controller on Cisco Catalyst® 6500 Series switches
- Cisco ASA 5500 Series firewalls

- Served more than 10,000 patients, students, and employees during the first three months of deployment
- Enhanced patient and visitor experiences by integrating MazeMap into patient self-check-in terminals
- Reduced stress by providing predictability for visitors and employees
- Reduced the workload at information desks
- Increased productivity by helping ensure patients arrive on time for their appointments

Miami Children's Hospital



"MCH is known for being advanced and innovative in the way we provide care to patients, and our Cisco infrastructure and wireless BYOD solutions play a big part."

— Ed Martinez, Senior Vice President and Chief Information Officer,
Miami Children's Hospital



Customer Stats	Challenges	Why Cisco?	Solution	Impact
<ul style="list-style-type: none">Industry: HealthcareEmployees: 2,400 employees; 650 medical staffLocation: Miami-Dade, Broward, and Palm Beach counties, FloridaOperates a 289-bed hospital in Miami-Dade County with 9 outpatient centers in surrounding countiesRanked as one of the top children's hospitals in the United StatesTheater: Americas	<ul style="list-style-type: none">Support clinicians by extending wireless BYOD access to electronic medical recordsCreate supportive, more engaging experience for patients and families through guest Wi-Fi access and access to Fit4KidsCare appsAdvance healthcare by integrating unprecedented transparency and information into all aspects of care	<ul style="list-style-type: none">Greatly expanded and upgraded the Wi-Fi network with the Cisco® Connected Mobile Experiences solution to use real-time location information from hundreds of Wi-Fi access points to enable location-based apps	<ul style="list-style-type: none">Cisco Aironet® 3600 Series and Aironet 3500 Series 802.11n access points with Cisco CleanAir® technologyCisco Mobility Services Engine and Connected Mobile Experiences softwareCisco Wireless Services Module 2 (WiSM2) controller on Cisco Catalyst® 6500 Series SwitchesCisco Prime™ Infrastructure wireless management softwareCisco ASA 5500 Series firewalls	<ul style="list-style-type: none">Enhance healthcare by expanding clinician access to secure patient informationEnriches patient and visitor experience through wireless Fit4KidsCare apps that offer convenient navigation, shopping, and entertainment optionsEmpower patients and families by incorporating information and educational tools into all aspects of medical care

Benefits of Connected Mobile Experiences

Enhanced User Engagement	Context-Aware Marketing Opportunities	On-Premises Customer Visibility
Increased user satisfaction and loyalty with relevant mobile communication	Attribute-based (time, location, profile, etc.) mobile notification capabilities	Real-time and historical insight into customer movements and patterns

Increased Revenue Opportunities

Thank you.

