



## Proposal Document

Presented to  
test quote

Prepared for  
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Submitted by  
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Our digital world is saturated with analytics and tools to better understand and engage with users. The physical world however, has always been a poor relation by comparison. That's no longer the case.

By using WiFi as a foundation and layering on other available data sources, physical spaces can now be understood in the same way as a website. This is a game changing point in time. We are now able to provide hyper-personalised, location based, relevant and timely interactions with customers.

As we move into the era of the Internet of Things, I believe the richness of what we can do in physical spaces will change our world forever.





## An introduction to purple

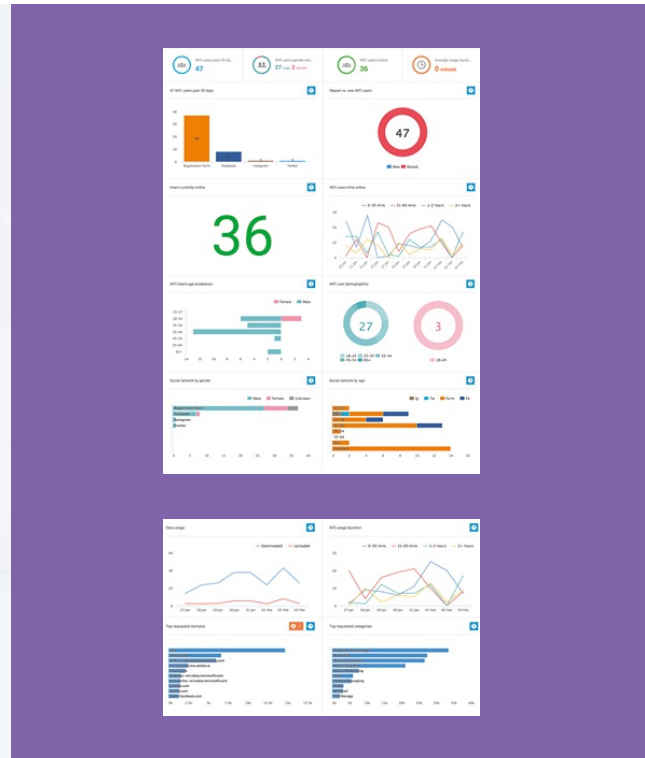
Purple was founded like many a great company, through frustration with a service, product or unfulfilled need... in our case it was Public WiFi. We found that public WiFi lacked a positive user experience in every element from design and login methods, to the simplest of features, like responsiveness across varying devices.

Purple quickly realised that not only was public WiFi broken for users, it was adding little value for those who provided the service too.

We decided that didn't make sense; Purple's been changing public WiFi one access point at a time ever since. We've now grown into a global company with deployments in over 70 countries, and partners ranging from small local IT companies through to big brand Telco's all over the world.

With nearly eight million users and customers in over 70 countries, Purple works with a range of brands and venues, including Molson Coors, Legoland, Jaguar, United Wireless Arena, City of York and TUI. We have a global agreement in place with Westcon Comstor, in addition to an active reseller base of over 728 in 80 countries. We employ over 70 full time staff and currently have offices in the UK, US, Madrid, Melbourne and Singapore with more offices planned.

## Portal features & additional services



## Reporting & analytics

Purple's reporting suite covers all areas of your venue's activity and engagement including visitor based reports, network based reports, data surrounding your visitors social interests, campaign reports to give you insight into the marketing communications you create within our portal and also reports around your linked Facebook business pages.

Our custom reporting palette allows you to build your own reports using existing data from your portal reports, or by overlaying third party data from connected data sources.

Reporting is available in real-time via our cloud-based system, 24/7, 365. You can view reports online, export them as PDFs or download data in CSV format. Our API functionality means you can also sync the data with your own CRM or external data platform.

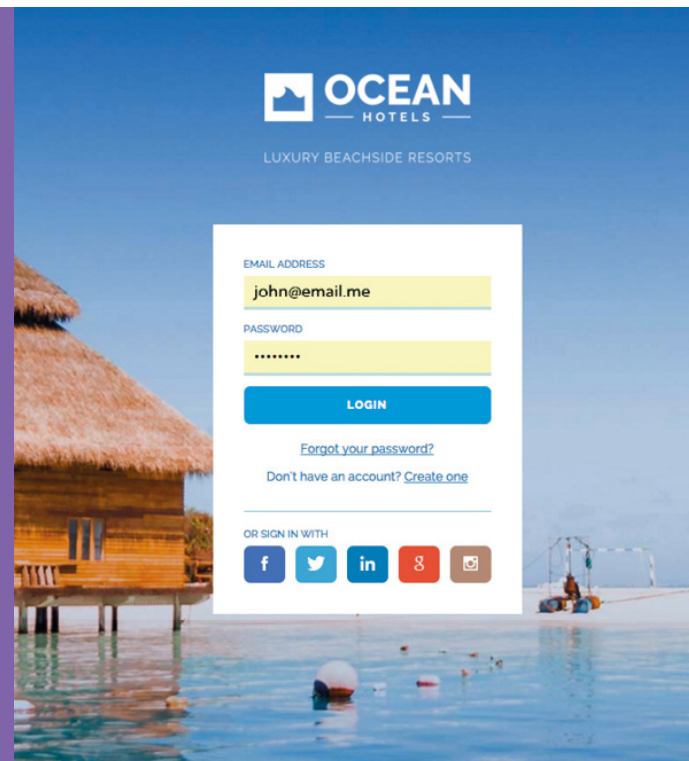
## Portal features & additional services

### Onboarding users

Onboarding your visitors is fast and flexible using Facebook, Twitter, LinkedIn, Weibo and VK, or by completing a customizable form.

You can manage every step of your visitors onboarding process, including customizing splash pages, venue specific terms and URL based redirects once your visitors are online.

Make intelligent and personalized decisions based on parameters such as age, gender, demographic, venue and frequency of visits.



### Marketing & engagement

Our marketing suite provides powerful tools to monitor and actively promote your business. You can tailor your splash pages with specific branding and advertising and use our communications feature to send targeted email and SMS based campaigns to your visitors.

Our Visitors and Devices area allows you to view on screen or download all the data we gather about your visitors.



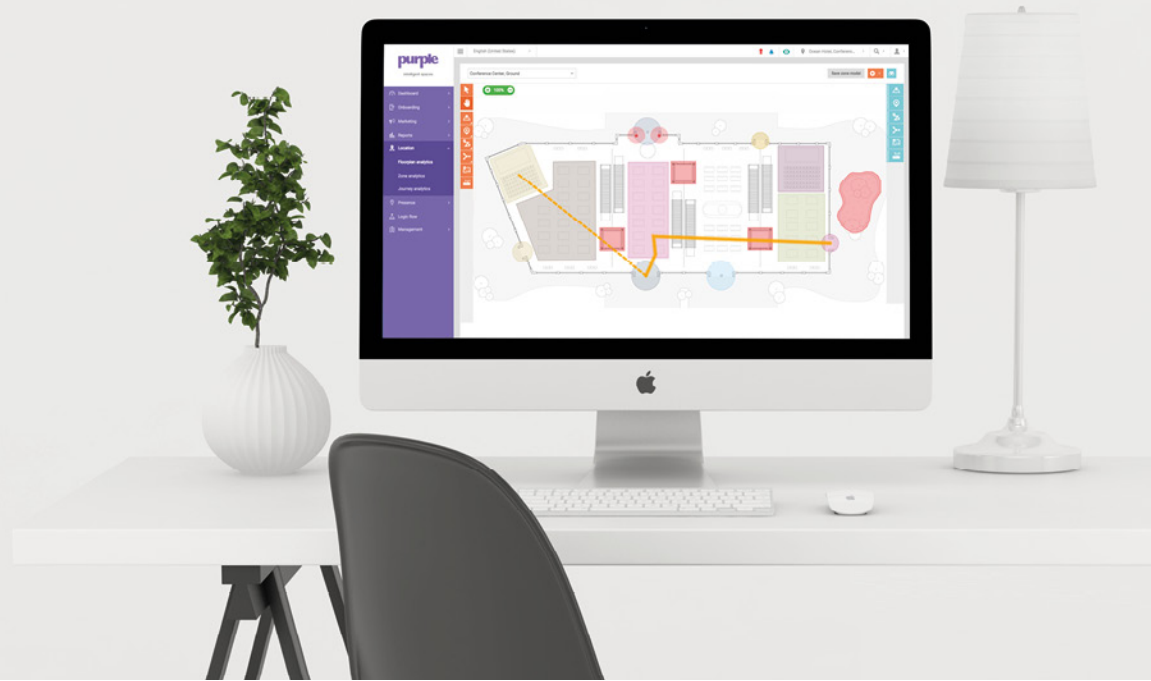


## Portal features & additional services

### Location & floorplan analytics

Purple's location product works seamlessly with WiFi, Bluetooth and GPS to track customers in venues or outdoor areas. Our portal visualizes how your visitors are moving around your floorplan in real-time or historically. In addition, you can send highly relevant marketing messages to visitors based on their movements or dwell in a particular location. Purple's floorplan analytic system tells you how customers move from area to area and can help you identify choke points and areas of high dwell.

Our presence analytics reports track unauthenticated devices within your venue. Detailed reports generated include footfall, repeat vs new visitors, visitor bounce and engagement, average number of visits, average visitor duration and recency and frequency of visits.



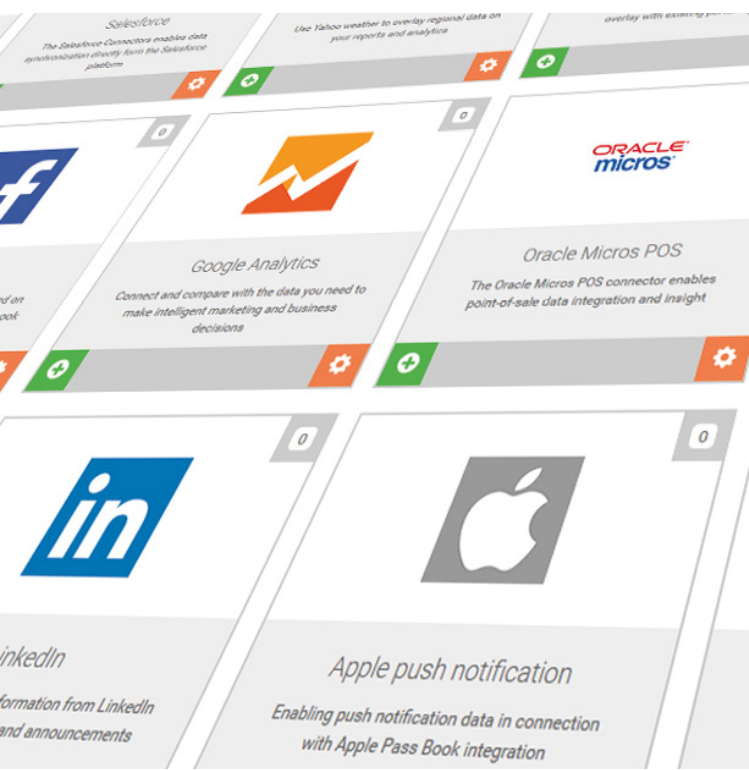
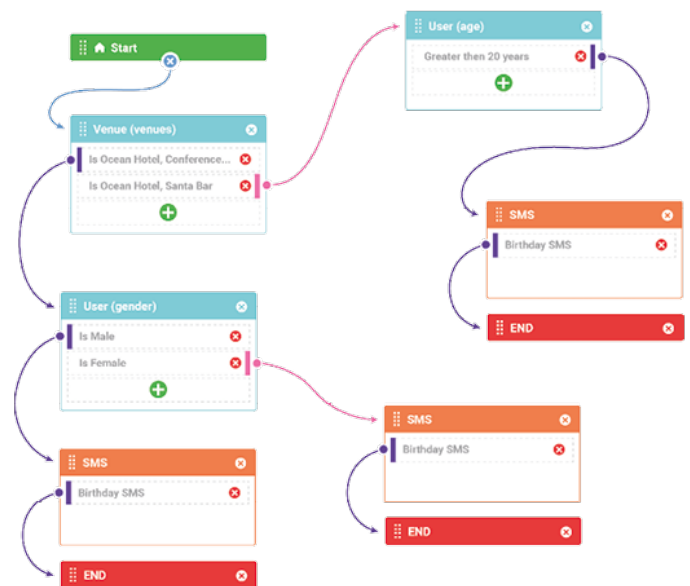
## Portal features & additional services

### Intelligent decision making

LogicFlow is Purple's easy to use drag and drop interface for creating a cascading set of intelligent decisions resulting in one or more specific actions based on the outcome of events.

It's very similar to functionality that most marketing teams will be familiar with when using many mainstream email communications tools.

Applied to the venue, a person, an asset, customer behaviour or third party data such as weather conditions or POS, you can specify your own decisions, rules and actions based on numerous possible outcomes.



### Connecting the unconnected

Plug and play connectors from Purple allow you to bring all your data sources together into one place.

Add your own layer of enterprise data from CRM, loyalty, PMS, POS and many other sources with open data and sensors for a truly eye opening solution.

Our portal tools allow you to analyze the data on screen or download the data to your own system or data platform via our API functionality.

## Standards, process & legal conformity

### Security & protection

Internet security can be one of the biggest concerns for venues offering WiFi services. Using Purple will ensure that you adhere to the legal requirements of being a public hotspot provider, such as those in the Digital Economy Bill.

All users logging onto the network will be routed through the Purple solution, which complies with current laws and guidelines for providing a public WiFi hotspot. Purple have ISO 27001 certification. Our hosting infrastructure is wholly contained within Amazon's cloud services which are fully PCI-DSS and ISO 27001 compliant.

### Illegal online activity

The Digital Economy Act 2010 targets online copyright infringement by end users, covering illegal or inappropriate downloading and file sharing. Purple helps venues demonstrate that they have taken the necessary steps to prevent copyright infringement, by guest WiFi users having to register and accept terms and conditions which cover inappropriate use.

### Usage tracking

All current usage tracking is carried out by DNS requests. Usage data is stored for at least the minimum legal period and is logged against the individual's MAC address / access details. Reports in the portal show which sites have been most requested and blocked, and which categories of domains have been most requested and blocked.

### Content filtering

All venues that use our content filtering are also automatically compliant with the IWF (Internet Watch Foundation) Watchlist, thanks to Open DNS' membership with the IWF. This means that all URLs collected will be checked at a venue level in real time.

Every website request made within a venue is routed via Purple's DNS filtering servers. These servers check against the list of blocked sites and if a request is restricted, it is redirected to a landing page explaining that the site has been blocked.



## Continued...

### Login & provisioning

Purple Provision is suitable for all businesses, enabling them to completely separate their guest and staff WiFi. It uses automatic certificate provisioning instead of WPA or other encrypted WiFi SSID's, which are intrinsically insecure for a BYOD environment.

### Seamless roaming

Our social WiFi solution doesn't require repeat login. Once a customer logs into Purple for the first time, using either social media authentication or filling in the registration form, the system will automatically recognize them.

### Data protection

Personal data about individuals collected through venues is handled in accordance with the Data Protection Act 1998. This data is stored in line with the requirements of the act and Purple are registered with the Information Commissioner's Office.

### Data retention

To comply with the Data Retention (EC Directive) Regulations 2009, which assists in the prevention and detection of organised crime and terrorism, certain communication data must be retained by service providers. Purple stores this data in line with the requirements of the regulation on secure third party Amazon web servers.

### Safe harbor

All data is stored in Amazon cloud services and stored globally in line with legislation and best practice. EU data is stored in Dublin, US data in the US and APAC data in Singapore.

## Professional services & expert training

### Customer success management

Developed to assist Purple's venue owners in realising the value of their investments through quantifiable return on investment.

Purple's customer success team help build operational strategies and actionable insights, through ongoing analysis of trends and behaviours, delivering value to guest WiFi users with each interaction.

### Project co-ordination & control

Purple complement our customers and their teams with a variety of skills and experience across the entire project life cycle.

Our project management team oversee and implement the work Purple undertake to ensure that all project deliverables are met to time and cost.

### Deep dive system training

Purple are committed to helping our customers and partners get the most out of the Purple platform.

We provide training for portal users of all levels, including e-learning programs and a separate training program for partners.

### Custom development

Purple are happy to work with businesses who would like to customize our platform. We already share our API with leading developers globally, who have helped us to interrogate new data sources.

We welcome input from organizations all over the world who would like to contribute to our feature updates.

## Licenses, products & pricing

No. of APs	License type	Period	Price
1	Enhanced	1 year	£180.00
1	Content filtering	1 year	£60.00
1	Location	1 year	£75.00
Total			£315.00

## Usage costs

SMS (per send)	£0.02 - £0.09	Email (per send)	£0.002
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## Terms of this quotation

All one time fees are payable on contract signature.

No services or portal access will be provided until one time fees have been paid in full with cleared funds to Purple

All types of annual recurring licence fees are payable in advance of the contractual service period.

There is no monthly or quarterly billing option. Annual billing only applies to 1 year contracts.

There is no option for annual billing for 3 and 5 year contracts.

All licence and service fees are charged from month of order with full period charging being applied in the month of invoicing, irrespective of the date that the service was activated.

For example:

1. 1 year contract, signed 1 Jan 2016, will be invoiced 1 Jan and payable 31 Jan 2016.
2. 3 year contract, signed 1 Jan 2016, will be invoiced 1 Jan for all 3 years, invoice payable 31 Jan 2016.
3. 5 year contract, signed 1 Jan 2016, will be invoiced 1 Jan for all 5 years, invoice payable 31 Jan 2016.





intelligent spaces

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