

# Grow Revenue and Build your Brand with Guest WiFi Access

Elevate the Guest Experience

## Introduction

WiFi network guest access is the perfect opportunity to meet visitors at the intersection of physical and digital to engage with them in new ways to grow revenue and build your brand. Visitors to your store, campus, or office expect WiFi access during their time at your premises. Client device mobility is ubiquitous in the western world with the average user having 3-5 devices per person. Guests are tethered to the internet for social and professional activities at all times. One of the best ways to connect with them is on the device they're currently holding in their hand. Use your WiFi network guest access portal to reach, interact and engage with your guests.

## Challenge

WiFi guest access is a powerful addition for businesses of all sizes. However, providing this service is not without complications surrounding the delivery of personalized customer experience, quality business network services, and with uncompromised network reliability and security.

WiFi access is an important door into your business. Customer expectations are extremely high; They judge each interaction. Customers have little patience for limited access, poor application performance, or other frustrations, which in turn diminishes your brand, or worse, turns a customer away.

At the same time, businesses leaders and IT organizations struggle to remain competitive, meet the needs of the core business, control costs, and keep up with the demands of managing a dynamic WiFi network. An ever-changing network with multiple geographical sites and locations with mobile client connections running an array of applications and services must, at all times, provide the highest level of service to business stakeholders, users and guests.

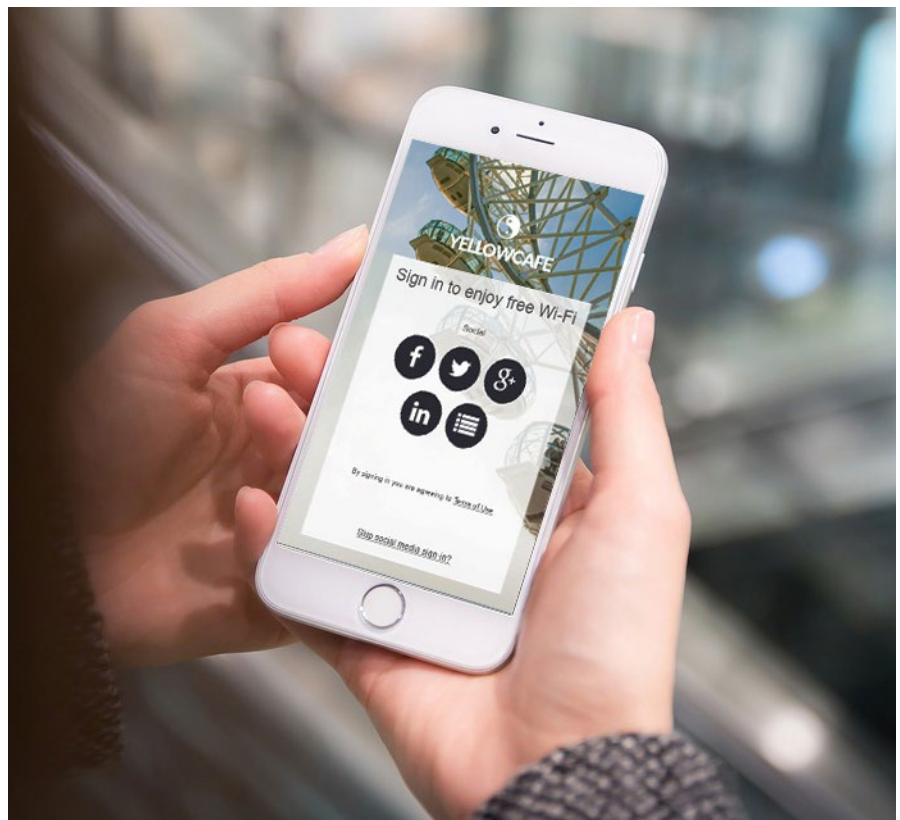
And the costs are high when WiFi access is unavailable, outages occur, or worse; a security breach arises. This can lead to monetary costs and damage to the company brand, location or event. To avoid these pitfalls it is important for an IT team to be equipped with a secure, powerful and comprehensive WiFi network solution. Providing the visibility, troubleshooting and guest portal capabilities that organizations is key to enabling amazing guest experience and data-driven workflows while isolating core business critical users, applications, and systems.

### Representative Use Cases

**Higher Ed** - provide an easy to use, secure, and highly reliable, guest network for parents and visitors to the campus which is isolated from internal administration, users, and systems.

**Healthcare** - provide easy to use, reliable access for patients and hospital guests that is secure and isolated from the network used by administrators and healthcare workers.

**Retail** - capture new customers through advertising, loyalty programs and incorporating them into omnichannel campaigns with differentiated engagement for repeat visitors.

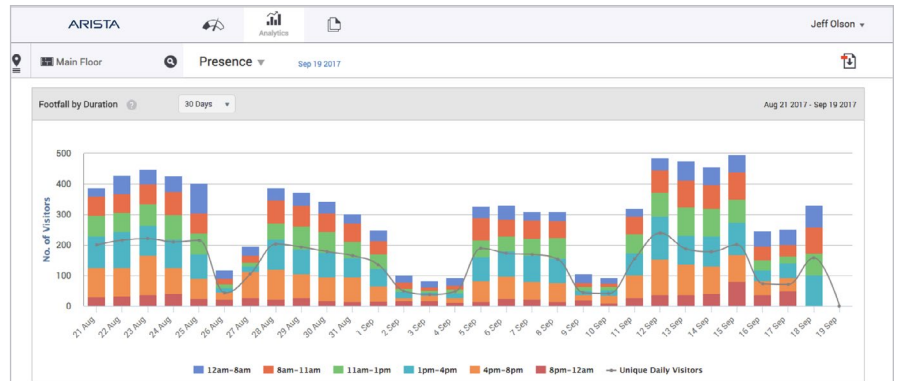


### Engagement Powered by Analytics

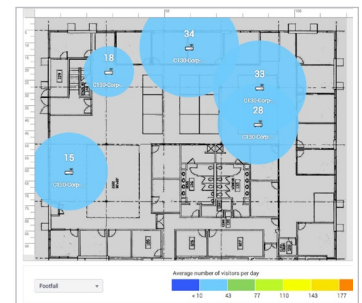
Engage, inform and monitor guests as they navigate your building, campus or showroom floor leveraging the WiFi network and integrated marketing campaigns that drive business results and increase customer satisfaction. It starts with a beautiful splash page and a warm welcome to a returning guest, loyalty member or an invitations to a new guest via their favorite social app or web form. This information is used to provide differentiated tiers of guest engagement linked to business omnichannel marketing campaigns and controlled by underlying network policies. Numerous elements may be combined to produce the desired level of service and experience from WLAN settings for firewall, traffic shaping and QoS to access controls for website redirection, allowed/restricted website access, duration of time and application performance.

This level of guest engagement is only possible with an intelligent WiFi solution that provides both real-time and historical data analytics across all dimensions from network, clients, location, demographic, content analytics, engagement and external data combined to provide the level of business intelligence required for operational excellence and marketing effectiveness. Leverage analytics to make data-driven decisions providing valuable insights into the usage, profiles and patterns of guests;

- Which locations have the most traffic? And for how long?
- The number of return visitors? And by age ranges?
- With this level of business intelligence what use cases would you address?



Profile Picture	Portal	Pkgs	User Name	First Name	Last Name	Gender	Location	Login Location	Last Auth. Time	No. of Visits
	LinkedIn	id:R-SigL	Rick	Wilbur		San Francisco Bay Area	Main Floor	San Francisco Bay Area	Sep 19 2017 5:27 AM	1
	LinkedIn	HR:QdL	Karelína	Pánek		San Francisco Bay Area	Main Floor	San Francisco Bay Area	Sep 13 2017 4:12 PM	1
	LinkedIn	cc:QdL:DC	Jeff	Olson		San Francisco Bay Area	Main Floor	San Francisco Bay Area	Sep 13 2017 7:27 AM	3
	LinkedIn	MS:DM	Robb	Jellum		San Francisco Bay Area	Main Floor	San Francisco Bay Area	Sep 13 2017 7:51 AM	2
	Facebook	1002197L	Louis	Killion	male		Main Floor		Sep 12 2017 6:16 AM	1



### The Arista Solution

The Guest Manager, included within the Arista Conitive WiFi™ solution, provides a comprehensive enterprise-grade WiFi guest access and engagement solution for IT teams to create and manage guest access and engagement.

Guest WiFi users access the internet through a captive portal designed and configured based upon business and security requirements. Each captive portal will serve up an authentication splash page using one or more of the following methods:

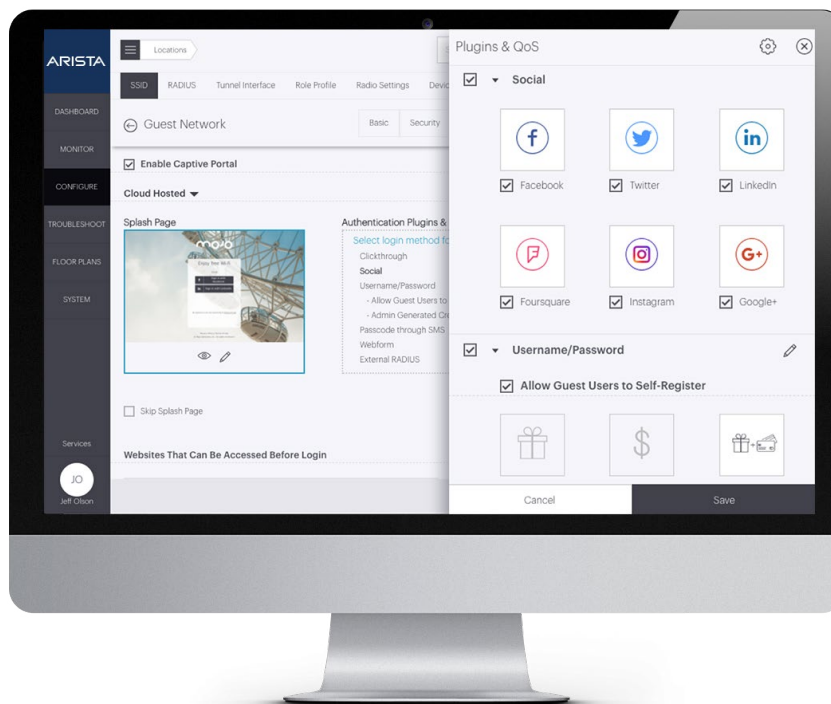
- **Social Media** allows WiFi users to authenticate using their login credentials for common social media channels.
- **Web Form** allows login via a customizable web form where WiFi users provide information such as name, birth date, email, phone, etc. This can be leveraged for signing up in-store users into a loyalty program.
- **Guestbook** allows a lobby ambassador (e.g., receptionist, front desk, customer service) to provide username and password on demand to WiFi users; the login credentials can also be emailed.
- **Payment Gateway** allows free and payment based registration options for WiFi users. Tiers can be created for various combinations by fee amount, duration and expiration.
- **SMS** allows SMS-based authentication of WiFi users. WiFi users submit their mobile phone number on the splash page to receive a verification code on their phone via SMS which is used to access the network.
- **Click-through** allows onboarding of guest WiFi users without authentication based upon acceptance of the Terms and Conditions for using the guest WiFi access service.
- **RADIUS** allows onboarding of guests through the customer RADIUS system.

Arista Cognitive WiFi™ provides core network capabilities to operate a reliable and secure guest WiFi network. A few critical capabilities are: firewall to segregate guest traffic and prevent access to the corporate or internal networks, enforcement of guest WiFi security policies using role based control and industry's best WIPS, SSID scheduling and traffic shaping to limit guest access.

Combined with the Arista Networks' location-based management, the analytics can be dissected in the context of a particular location or across the entire deployment, and can be viewed for chosen timeframes on a daily, weekly or monthly basis. WiFi analytics reports can be generated on demand or scheduled for automatic generation and archived or delivered by email. Social analytics are available for users who opt in via social media login. Social media opt ins provide user demographics (e.g., age, gender) and details from the public profile (e.g., name, birth date, photo, email, location, friends / followers).

Cognitive WiFi provides real-time and historical information for all WiFi devices, including those that may not connect to the WiFi network. Typical metrics available to measure WiFi analytics data are:

- Foot traffic
- Dwell time
- Brand loyalty (repeat visitors, visit frequency)
- Number and duration of WiFi connections
- Conversion rate (how many of the passing-by WiFi devices enter a store or a zone)



Guest captive portal configuration is integrated within the Arista Cognitive WiFi dashboard making the creation of guest portals seamless and easy; including the creation of the SSID, network settings, splash page and optional plugins

### Key features

The following feature capabilities make it easy to create and manage guest portals into your WiFi network.

Authentication plugins using social media (Facebook, Twitter, LinkedIn, Google+, Instagram and Foursquare), customizable Web Form, Guestbook, SMS, Click-through and RADIUS.

WiFi Analytics: visitor footfall, loyalty, engagement, conversion and top URL accessed

Social Login Analytics: demographics (sex, age and location), public user profile information

- Zone-based analytics
- API for analytics, portal configuration, third party integration
- Splash and landing page templates
- Payment gateway

### Key Benefits



#### For IT Teams:

- Easy to create guest portals with beautiful splash screens and access methods
- Reduced costs to deploy guest access; no servers to deploy, support, and manage
- Guest isolation and controls with network segmentation, traffic shaping, and QoS Integrated dashboards to provide real-time visibility
- Dashboards and troubleshooting tools for reduced time to resolution
- PCI compliant WiFi
- Uncompromised security



#### For Business and Marketing leaders:

- Leverage WiFi analytics to drive business outcomes, brand loyalty, and increased customer satisfaction
- Quickly and easily create splash pages without knowledge or expertise around html
- Provide personalized engagement and experience for your guests
- Incorporate guest engagement into digital marketing and sales campaigns
- Measure effectiveness of your marketing activities using analytics



#### For Customers:

- WiFi that wows
- Simple authorization and access using their favorite social media
- Personalized experience, recognized as they return, for the products they like, and alerts for special promotions or discounts.

### Summary

With Arista Networks WiFi guest access it is easy to extend your secure, high-performance, WiFi network capabilities beyond your core business to guests, customers and visitors to deliver a personalized experience aligned with business and marketing objectives increasing customer satisfaction, revenue growth and build brand loyalty.

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