Wi-Fi Hotspot Solutions
AN INCREASINGLY WIRELESS WORLD

• According to recent research carried out by IDC:
  In 2011, tablet sales grew by 155%
  In 2012, tablet sales hit 106 million

• In 2016, this figure is set to reach 425 million, overtaking laptop sales.

• The result: a dramatic change in HOW and WHERE we access broadband.
5.8 million Wi-Fi Hotspots by 2015, with the growth rate exceeding 300% per year (Source: Informa Telecom 2013)

Wi-Fi access is no longer limited to hotel rooms. Cafes, shops and even supermarkets are becoming the ideal location to check your emails, log into Facebook, or maybe even make a videocall.

As a result, we are entering a virtuous circle, with an increase in circulation of Wi-Fi enabled end-user devices spurring wider availability of wireless broadband in public spaces.
Our solution comprises of:

- Hardware component: Wi-Fi access points
- Software component: authentication portal

Wi-Fi Access Points:
- Wi-Fi 802.11 a/b/g/n Router
- Installed on-site

Authentication Portal:
- Available from Cloud 2.0 platform
- Displayed on web-based interface
- Includes personalised graphics
- Complies with current regulations
HOW IT WORKS

Centralised networks

Branch 1
Branch 2
Branch n

Outdoor Wi-Fi networks

Indoor Wi-Fi networks

Captive in Cloud:
• Authentication
• Profile creation
• Payment
• Billing
• Log data storage
• 24/7 accessibility

Cloud Service

Internet
Solutions for a comprehensive, advanced and easy-to-use Wi-Fi Hotspot Service
SOLUTION: HOTSPOT PRO

Application:
Creation of standalone hotspot systems of any size at establishments not included in the hospitality trade.

Location:
City centres, leisure centres, stadiums, shopping centres, exhibition centers, seaside resorts, public parks, ports, company premises, airports and factories.
SOLUTION: HOTSPOT PRO HOTEL

Application:
Creation of standalone hotspot systems of any size in hospitality establishments.

Location:
Hotels, residences, student halls, campsites, B&Bs.
SOLUTION: HOTSPOT SIMPLE

Application:

Creation of small-scale standalone hotspot systems at individual establishments.

Location:

Cafes, pubs, restaurants, beaches, swimming pools, libraries, car dealerships, workshops, dentists, healthcentres, hairdressers, beauty salons, bowling alleys. Also suitable for smaller hospitality establishments and hotels with fewer than 10 rooms.
SOLUTION: WIBIZ!

Application:
Creation of centralised networks of multiple hotspot systems across a wide geographical area, controllable through cloud management software. Control anything from two to a few thousand locations.

Location:
Retail chains, groups of shops or venues, franchises, casinos or games halls owned by a single company, petrol companies, single-brand service stations, clothing chains, coffee brands, etc.
MAIN FUNCTIONS

Facebook helps you connect and share with the people in your life.
GENERAL OVERVIEW

Wi-Fi hotspot platform controlled centrally via cloud system. Multilevel management through an online dashboard.

Portal and customer-login pages, which can be personalised and integrated with third parties. Fully customisable SSID (network name) with a centralised provisioning function (option to instantly change SSID for any network location).

Option of creating unlimited (continuous or periodical) solar-operated accounts, with functions including manual account creation, Facebook “Like-Wall”, self-service and self-service with scratch card.

Possibility of sending information by video or SMS (both domestically and abroad). Also includes a personalised redirect function and walled garden (a list of websites which can be freely navigated).

Registration database and marketing data management, with the option of extracting data in Excel format. Management of privacy settings with custom-made tests.

Technical support via email. Promotion and marketing functions available over Wi-Fi network, including discount vouchers. Total system management and protection for site manager from all responsibility for actions resulting from user activities.
# The Modules

## Identity Management
- Self-authentication by SMS
- Scratch Card
- Credit Card
- Regulatory Log

## User Management
- Activation
- Block feature
- Account cancellation
- Upgrade function

## Profile Management
- Profile activation:
  - Free
  - Paying
- Suspension/cancellation

## Content Management
- Personalisation of graphics
- Banner Management
- iHTML integration of other websites

## Location Management
- Monitoring
- Suspension
- Cancellation

## QOS Management
- Definition of priorities
- Guaranteed access for Groups of users
- QOS data

## Marketing
- User profiling
- Promotional messaging
- ADV Display based on network membership

## Reports
- Graphs
- Data profiling based on business needs
- Data exported in CSV

## Legacy Client Systems

## Web Services / API

## Service Provider Legacy Systems

## Suppliers of Content and Services

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INTERNET ACCESS

Wi-Fi access to a fast and easy-to-use internet service.

Time-limited access and bandwidth management. **Multiple account access options:** manual, by text, with scratch card or with credit card.

Authentication through social-networking sites (Facebook, Twitter, Foursquare). **Integrated access** with codes on loyalty cards.

Platform to control centralised networks: anything from two to a few thousand locations.
DISCOUNTS AND VOUCHERS

Management of **loyalty schemes** with customer loyalty cards, vouchers, subscriptions to **loyalty schemes** and prize draws.

Sends **barcode-redeemable discounts** to smartphones.

Manages **personalised promotional campaigns**.

**Free-internet** option for customers subscribed to loyalty schemes.
SOCIAL MEDIA MARKETING

Access via Facebook and other social media; possibility of collecting data and profiling users; use of data for SMS campaigns and email marketing.

Like-gating to increase the number of “likes” on the company account.

Automatic posts on end-users’ timeline when they log in.

Opportunity to promote vouchers and discounts virally.
Benvenuto sul nostro sistema di accesso a internet!

**Accesso con SCRATCH-CARD**
Dispongo di una scratch-card e voglio creare un account

**Accesso SELF-SERVICE**
Voglio creare un account gratuito in modalità self-service

**Accesso con SOCIAL NETWORK**
Voglio creare un account associato ad un social network

Facebook

Fai clic su Mi piace per iniziare subito a navigare!
0 attendi la richiesta automatica 54
MOBILE ADVERTISING

In-store advertising shares banners and content-rich media, whether online or on-site.

Personalised advertising based on user preferences and location.

Automatic device recognition to identify returning customers and send promotional SMS containing welcome messages, offers, etc.
MULTIPLE ACCESS OPTIONS

Zero limitations on number of end-user accounts.

Multiple options for accessing network (manual, scratch card, self-service, Facebook, credit card, loyalty card...) and sharing personalised data (via sms, video or account voucher...).

Designed to offer a personalised service to end-users.
Users can interface with any third-party system (cash points, user databases, promotion management platforms...) through API and Web Services interfaces.
Portal page and system interface can be fully personalised to give the system the right look & feel to match your brand image. So your brand will be publicised through the Wi-Fi too. Also includes fully customisable redirect options.
ADVANCED REPORTS

Monitors every aspect of system usage in real time, from the number of accounts created, to the number of users during a specific period, to the average length of connection, to the traffic generated by end-users.

Every aspect of service procurement is kept in check and under control.
The platform can be managed through an easy-to-use web interface.

Access to the control panel depends on the profile and ranking of the user. The default profiles available are as follows:

- **Admin**: can control and monitor the full system
- **Help desk**: can control and monitor aspects relating to users and location
- **Marketing**: can manage content and access statistics
A NETWORK FOR MARKETING

- The hotspot service could emerge as a helpful marketing tool with potential for use in promoting marketing strategies. Possibilities include:
  - Free access, for a limited time period, granted to loyalty card holders
  - Additional credit in return for purchasing certain products or services
  - Access to digital vouchers and discount codes
  - Access to games and competitions
  - Access to exclusive contents

- The portal can be personalised to display offers and services available exclusively to hotspot users
Wi-Next devices are able to handle different SSID and distinguish between various VLAN.

This allows clients to operate the different networks, simultaneously controlling public and private services with different POS:

- Public Wi-Fi Hotspot
- Tills
- Remote Servers
**MAIN ADVANTAGES**

- Creation of geographically dispersed hotspot networks which can be controlled centrally
- Self-installing systems fully operable from the central location
- No need for on-site computers to monitor the network
- Unlimited account creation available; price unaffected by frequency of usage or number of accounts
- No obligation to use cards or top-ups
- Multiple access options available
- Data collection and reports for marketing purposes
- Access via Facebook available to boost number of “likes” on brand account
- Optimised for mobile devices (smartphones/tablets).
MULTIPLE APPLICATIONS

Local P.A.
Retail
Office
Entertainment
Hospitality
Education
RETAIL: CUSTOMERS WANT WI-FI

The latest surveys all point to the benefits of Wi-Fi access in shops and shopping centres; Wi-Fi access is believed to enhance the shopping experience and increase shoppers’ tendency to buy.

- 78% of interviewees would use Wi-Fi access in stores if it were available.
- 43% have used a discount voucher in the last 12 months. 50% of these vouchers were digital.
- 74% would be happy to provide their details to receive offers and news.
- 42% of interviewees state that Wi-Fi adds to the shopping experience and enhances brand perception.
WiBiz! – Main Features

• Fully customisable portal and landing page
• Management of centralised networks: multiple locations managed by a master user. Shared accounts functional across the whole network.
• Standard user accounts, solar-operated accounts and recurring accounts (e.g. available one hour per day for one month.
• MAC address block function to limit use to one device per account
• Automated account recognition: automatic login through MAC address to networks with an active account
• Independent management of the walled garden feature and control over sites which can be freely navigated.
• Anti-exploitation function to cap the number of free accounts and impose limits on number of SMS sent
• Multiple access options available (SMS, self-authentication, Facebook, scratchcard)
• Option of integrating Captive Portal in authentication portal using include iHtml
• Option of sending customers personalised messages at second login due to MAC address recognition
• International SMS management
• Compliant with current regulations on Public Wi-Fi Hotspot services
A recent survey carried out by Hotels.com shows that Wi-Fi access in hospitality establishments is becoming a factor in choosing accommodation for both business travellers and tourists.

- 56% of travellers state that free Wi-Fi is their top criteria for choosing a hotel on business trips.
- 34% of respondents state that free Wi-Fi is their top concern in choosing a hotel when travelling for leisure.
- 95% of travellers would never leave their smartphone at home.
- 66% would like Wi-Fi to become a standard service for hotels in 2013.
HOTSPOT PRO HOTEL - Functions

- Fully customisable portal and landing page
- Management of centralised networks: multiple locations managed by a master user. Shared accounts functional across the whole network.
- Permanent accounts, solar-operated accounts and recurring accounts (e.g. available one hour per day for one month.
- MAC address block function to limit use to one device per account
- Automated account recognition: automatic login through MAC address to networks on which the active account is stored.
- Independent management of the walled garden feature and control over sites which can be freely navigated.
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LOCAL PUBLIC ADMINISTRATION: WI-FI HOTSPOTS IN PUBLIC SPACES

In Italy, Wi-Fi hotspots in public spaces are becoming increasingly common. Nowadays, local public authorities are expected to provide Wi-Fi in shared spaces, squares, libraries, etc.

A reliable and, most importantly, easy-to-use solution will be key in creating these often large-scale networks.
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OFFICES: WHEN WI-FI INCREASES PRODUCTIVITY

A number of international surveys have revealed that the presence of Wi-Fi networks within medium- and large-scale businesses can help to increase productivity by up to 30%.

Furthermore, there is an increasingly acute need to provide a reliable and secure connection to the internet for short-term visitors (such as clients and suppliers) and long-term visitors (such as consultants and auditors).
HOT SPOT PRO - Functions

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