

# MANAGED WI-FI ANALYTICS

Managed Wi-Fi Analytics is a powerful source of business innovation. It provides exceptional insight into your Wi-Fi environment with one of the world's leading analytics engines from Discovery Technology.

The platform helps you make better data-driven decisions to pre-empt issues, manage operations more efficiently, improve sales, expand business activities and much more. In essence, it delivers new ways to solve your business challenges, while creating extraordinary experiences for both staff and customers. Custom built for your organisation, Managed Wi-Fi Analytics lets you realise the true potential of Wi-Fi, while offering the assurance of full management and support.

## Gain powerful insights into users and device behaviour

Make more informed decisions and achieve better business results through a comprehensive view of your Wi-Fi environment. Easily access all this information via an intuitive dashboard with over 60 reports that can be customised to suit.

Discover how people and Wi-Fi enabled devices move throughout your location. Collate authentication data to gain a wealth of information on user demographics, interests and preferences. Or combine the platform with M2M to run connected assets more efficiently: see when and how devices are communicating, understand asset utilisation and monitor health.

## Improve operational efficiency and staff productivity

Transform the way employees work and deliver customer service through powerful analytics and location aware applications. Enrich workflows and help your staff work smarter and safer through access to relevant, real-time information that can be integrated with other business data sources. Monitor visitor movements, queue lengths and wait times to optimise layouts, benchmark performance and enhance resource allocation. Or automate processes and remotely monitor assets to manage valuable equipment while reducing the time, cost and errors of manual intervention.

## Create a brilliant and personalised user experience

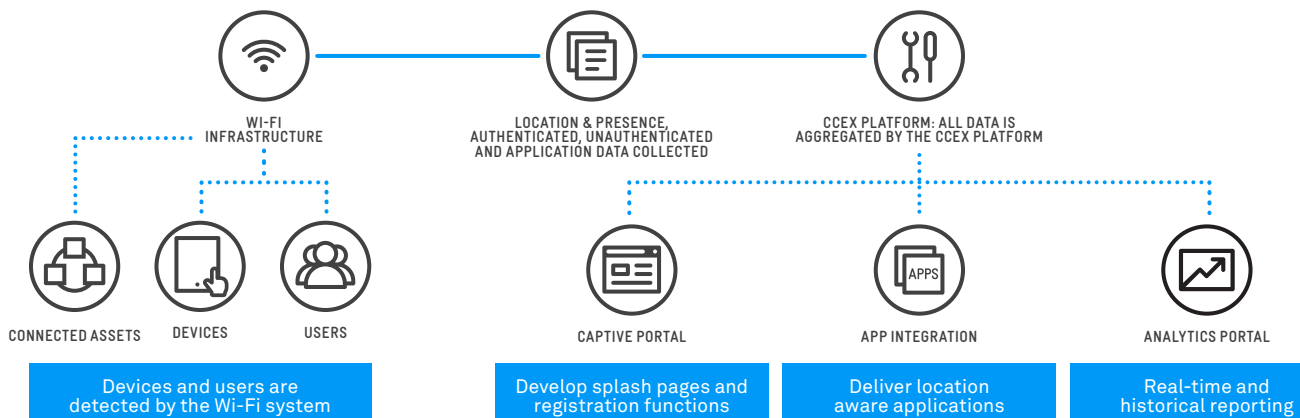
Inform, educate, and assist Wi-Fi users in relevant ways through context-specific content delivered to their devices. From weather alerts to safety hazards to meeting reminders, give both staff and customers the right information. Empower employees with mobile access to critical knowledge to transform staff engagement. Or offer wayfinding capabilities to help guide people to places on time and show them nearby services.

## How it works

Discovery Technology's Connected Customer eXperience (CCeX) platform is deployed in conjunction with Cisco Wi-Fi infrastructure and extends the location-based services provided by the Mobility Services Engine (MSE).

The Wi-Fi infrastructure anonymously detects and collects data on users and devices as they enter and move around the Wi-Fi environment. More contextual information is obtained when users connect to the Wi-Fi. When they sign in, the system collects location, authentication and application data, and can recognise users when they return to provide a seamless and personalised experience. Connected assets can also be tracked and monitored to improve asset utilisation and performance.

All unauthenticated and authenticated data collected by the Wi-Fi infrastructure is aggregated by the CCeX platform. This data can be combined with a variety of other data sources such as CRM and POS to provide a comprehensive, integrated view of information.



Solution features	
<b>Analytics portal</b>	Gain a deeper understanding of users, device behaviour, and connected assets within the Wi-Fi environment through customised real-time and historical reporting.
<b>Captive portal</b>	Develop splash pages and registration functions to create personalised experiences. Leverage social media sign-in for deeper insight into user behaviour and preferences.
<b>Application integration</b>	Deliver location aware applications within the Wi-Fi environment to improve interaction and engagement with users.
<b>Site survey</b>	Help ensure your Wi-Fi environment reduces interference, improves coverage, and is ready for the growing number of Wi-Fi devices and applications.
<b>Consulting and professional services</b>	Design a solution with workshops facilitated by expert consultants to balance business value with user needs and behaviour.
<b>Managed services</b>	Improve operational efficiency through access to skilled resources from a single point of contact, lower the cost of internal management and have more time for business.

## About Telstra

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### Things you need to know

Managed Wi-Fi Analytics extends the capability of your Cisco Wi-Fi environment. If your Cisco Wi-Fi environment is not set up for location services, a site survey will be required to help ensure the appropriate placement of wireless access points.

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