

# A BREATH OF FRESH AIR

Discover why Telstra Air Public Wi-Fi is a simpler, better way to make Wi-Fi work for your customers – and your business



IT'S HOW  
WE CONNECT



# THERE'S SOMETHING IN THE AIR...

If you have a business that brings in customers, you won't have missed the buzz around Wi-Fi. Public Wi-Fi is becoming a must-have for retailers, councils, transport hubs- in fact anywhere people come to shop, eat, stay or play.

Not only is it a magnet to attract and engage customers – it's a great way to gather data that you can analyse for insights into who they are and what they love.

## See how Telstra Air Public Wi-Fi can work for you

Take a few minutes to flick through these pages and you'll find out why Wi-Fi has the power to maximise each moment customers spend time with you. You'll understand the difference between Telstra Air Public Wi-Fi and ordinary Wi-Fi. And you'll see how incredibly easy it is to get up and running.

# JUST WANT THE HIGHLIGHTS?

Here are the three most important things you need to know.



## OFFER A BRILLIANT WI-FI EXPERIENCE

Attract more people to your venues. Create interest and enjoyment every time they visit so they stay longer and return more often. Visitors can use your sign-in, while Telstra Air members can use their Telstra Air sign-in to stay connected longer.



## REACH OUT TO YOUR CUSTOMERS

When visitors use your sign-in, you can put our analytics engine behind your marketing decisions to make the most of every opportunity.



## WE MAKE IT SIMPLE

Simple to set up, simple to use, simple to cost. We plan, design and manage it all. Pay a set fee no matter how high your data usage and choose a pricing option to suit your business – either paying for the entire service upfront or opting for an ongoing monthly fee.



## WHAT MAKES TELSTRA AIR PUBLIC WI-FI SO SIMPLE?

From site surveys to maintenance to keeping control of your costs, there's normally a lot to think about. But with Telstra Air Public Wi-Fi, it's incredibly simple. Your visitors enjoy the freedom of unlimited data for 30 minutes per day, while you use analytics to understand and engage with them. Meanwhile, we manage everything behind the scenes to make it all work effortlessly.

### Let us carry the load

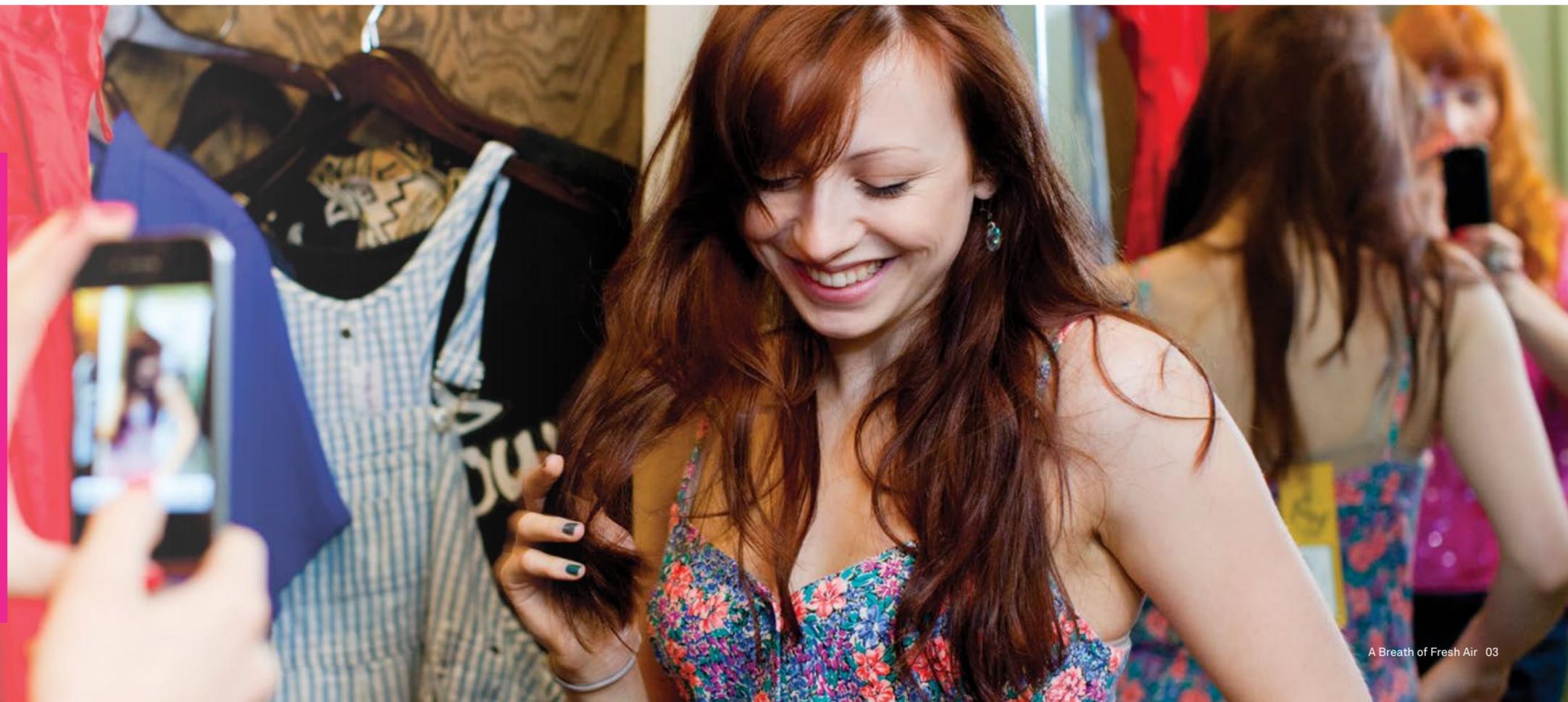
We don't just provide and manage the hardware, we provide a purpose-built connecting network dedicated to Wi-Fi. There's no need to upgrade your network or worry about bandwidth issues.

### We're with you all the way

You can count on us, from initial design and deployment to making sure everything runs smoothly after it's all set up.

### You focus on customers

Use the online dashboard to see who's visiting. Send promotions or information direct to their mobile device. Then track the success of your efforts so you can fine-tune for the future.



# MAKE EVERY MOMENT COUNT

Every second that customers are sitting at a table or browsing your shelves is an opportunity to learn about them, engage with them or treat them to an offer they won't want to refuse.

But how do you make the connection without an army of staff? And how do you know what to say, when? Now, you can do it over the air.

# GET SMARTER ABOUT DATA

## SEE WHO'S VISITING

See how often someone visits, for how long, and when. Or compare new visitors to repeat visitors. Explore historical data to determine trends. If you choose to have location analytics, you can see where they're spending time on your shop floor.

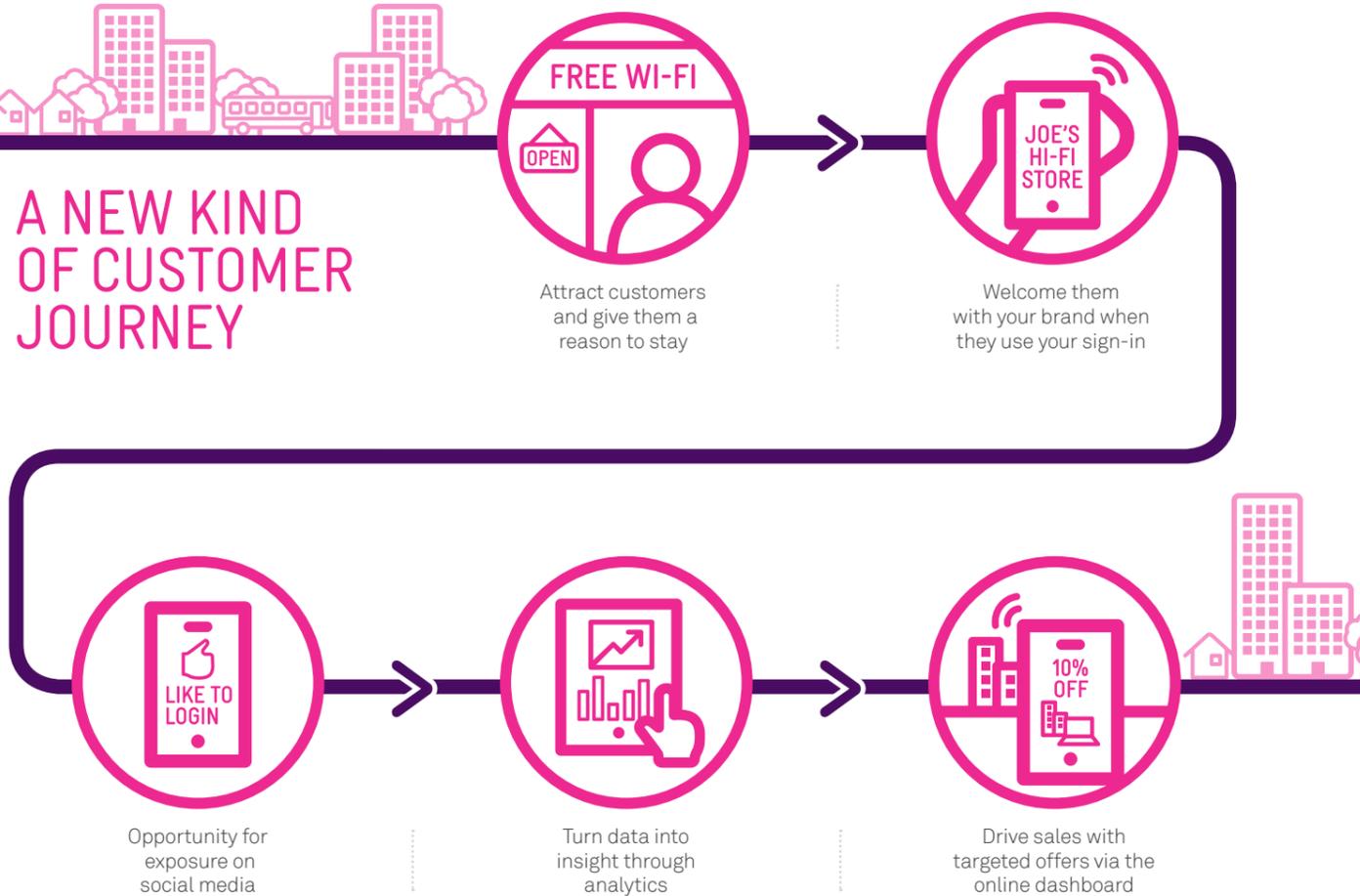
## DIVE DEEP INTO DEMOGRAPHICS

Form-based and social media sign-ins provide information such as age, gender, contact details and 'likes'. A perfect way to get to know your customers.

## TURN THE RIGHT PLACE INTO THE RIGHT TIME

Use our marketing option to send targeted messages and promotions by SMS or email. Are some people returning often? Are they staying long? Is it someone's birthday? Here's your opportunity to connect with them in a personal way.

## A NEW KIND OF CUSTOMER JOURNEY



# WHY DOES TELSTRA AIR PUBLIC WI-FI STAND OUT FROM THE CROWD?



## PUT YOUR NAME IN LIGHTS

Promote your business with branded splash pages or direct visitors to your website when they sign in.



## BEAUTIFULLY SIMPLE CONTROL

Get to know your visitors and manage marketing through an online dashboard.



## EQUALLY SIMPLE PRICING

Choose a 12, 24, 36 or 60-month contract. Pay a set fee no matter how high your data usage and choose a pricing option to suit your business – either paying for the entire service upfront or opting for an ongoing monthly fee.



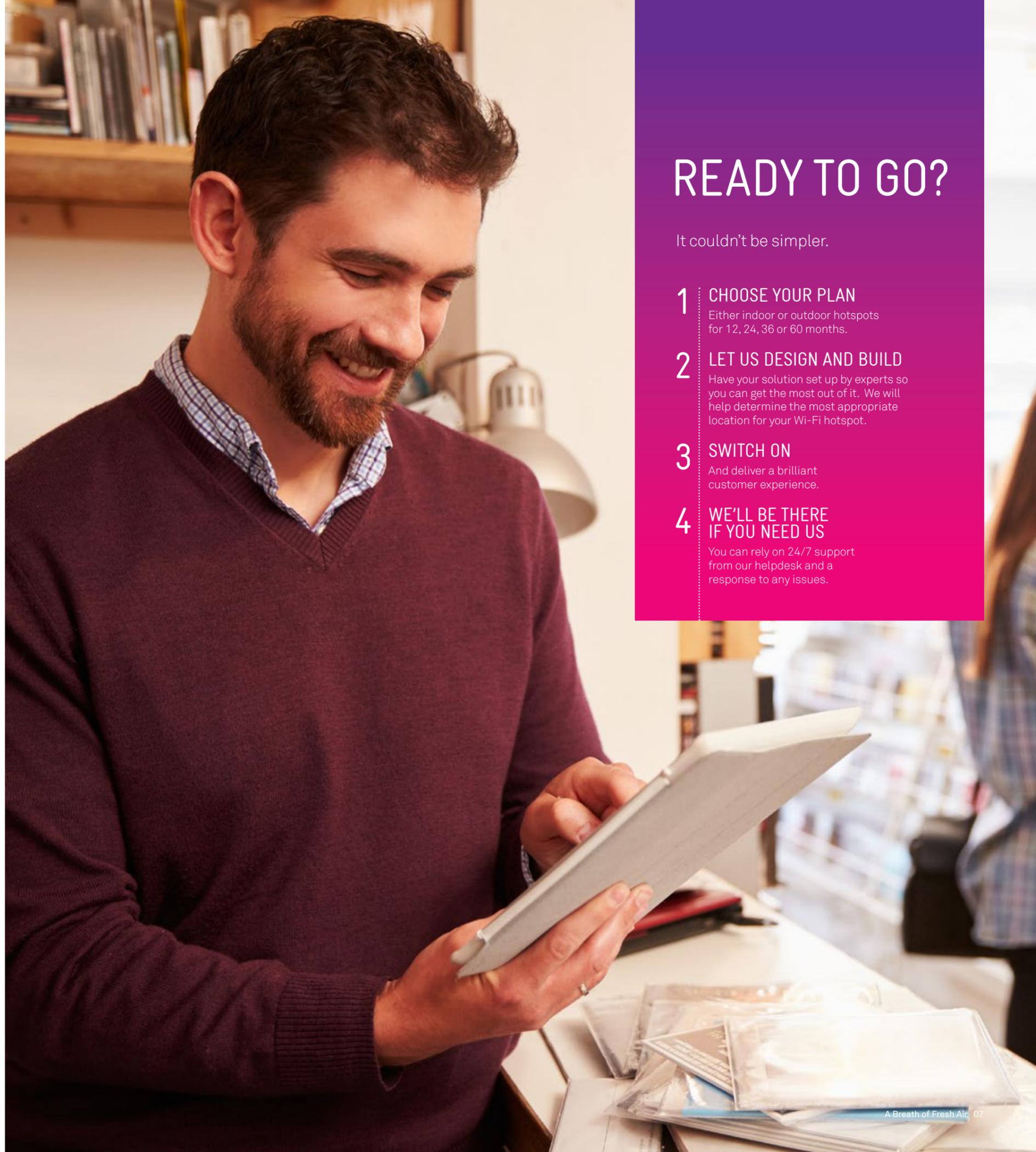
## A WI-FI NETWORK LIKE NO OTHER

Only Telstra is investing \$100 million in building a dedicated world-class Wi-Fi network to deliver the best possible user experience.



## A TRUE PARTNERSHIP FOR PEACE OF MIND

Our experience and proven record in Wi-Fi means you'll be in good hands. With the technology taken care of, you can get on with what you do best.



# READY TO GO?

It couldn't be simpler.

- 1 CHOOSE YOUR PLAN**  
Either indoor or outdoor hotspots for 12, 24, 36 or 60 months.
- 2 LET US DESIGN AND BUILD**  
Have your solution set up by experts so you can get the most out of it. We will help determine the most appropriate location for your Wi-Fi hotspot.
- 3 SWITCH ON**  
And deliver a brilliant customer experience.
- 4 WE'LL BE THERE IF YOU NEED US**  
You can rely on 24/7 support from our helpdesk and a response to any issues.



Find out more  
Talk to your Account Executive.

Not sure who they are?  
Call 1300 835 787