



TELSTRA AIR PUBLIC WI-FI ENTERPRISE PLAN

Telstra Air Public Wi-Fi Enterprise Plan is a fast and simple way to create a brilliant public Wi-Fi experience. Attract visitors to your locations, understand their behaviour, market more effectively and promote your brand. Partner with Telstra and be part of Australia's largest Wi-Fi network.

Providing a high-quality Wi-Fi experience to the public creates an incentive for them to engage with your business. Visitors can enjoy Wi-Fi through your customised and branded splash page letting you reinforce your business profile. They can also be redirected to your landing page where you can attach promotions and advertising to inform them about your organisation, products, services and special offers. Through a range of sign-in methods you can collect even more data including demographic information, email addresses, Facebook interests and a detailed view of 'likes'.

Sophisticated Wi-Fi analytics make Telstra Air Public Wi-Fi a powerful tool to help you understand and engage with your visitors. Compare foot traffic across multiple sites, passers-by with actual visitors, and gauge repeat visits and dwell times. Or assess traffic in specific areas of your site with presence analytics. Then combine that data with optional proactive marketing functionality to send targeted, personalised and timely offers to increase revenue and engagement. All with the simplicity of a single online dashboard.

Telstra Air Public Wi-Fi is delivered as a true partnership. We design, install and manage all elements of the solution. Plus, we provide a high-speed connecting network so you can be assured of the best possible visitor experience. You gain a low risk, world-class public Wi-Fi solution, and can take advantage of Telstra's multi-million dollar investment in the national Telstra Air Network™.

Features	Benefits
Free Public Wi-Fi Access for Visitors <ul style="list-style-type: none"> For every customer, per device, per day for 30 mins 	<ul style="list-style-type: none"> Provide an incentive to visit your business or community hub Prolong time visitors spend at your venues Cost certainty as we take care of the visitor data usage
Choice of Visitor Sign-on Methods <ul style="list-style-type: none"> OneClick: visitors simply accept your Terms and Conditions to connect Social media sign-in: visitors can log in to the Wi-Fi network using their social media credentials Form-based sign-in: visitors complete details on your customised form to connect 	<ul style="list-style-type: none"> Fast and simple pass-through access Promote your brand to a wider social network of visitors' friends and followers Collate more information about visitors like age, name, and gender and 'likes' for marketing purposes Collect information like email addresses, shopping preferences and interests to send special offers
Connection for Telstra Air Members <ul style="list-style-type: none"> Telstra Air sign-in: Telstra Air members have the option of connecting automatically through the Telstra Air App 	<ul style="list-style-type: none"> Attract Telstra Air members to your locations
Branded Visitor Experience <ul style="list-style-type: none"> Sign-in through your branded splash page Customisable splash pages that are easy to update. You can also add promotions or special offers Option to have different splash pages for different locations, with either one sign-in for all or different sign-ins Ability to redirect visitors from your splash page to your web-based landing page 	<ul style="list-style-type: none"> Reinforce your brand when visitors connect Delivers more flexibility for your branding and promotions Excite visitors with information about your business or local area to increase engagement
Wi-Fi Analytics <ul style="list-style-type: none"> Provides real-time data including duration of network use, data usage, total number of users and most visited locations Historical reporting to see long-term trends 	<ul style="list-style-type: none"> Understand visitor trends and gather insights Quantify the effectiveness of promotions and events to help future decision making
Content Filtering <ul style="list-style-type: none"> Restricts access to top unwanted sites 	<ul style="list-style-type: none"> Helps reduce inappropriate use of your Wi-Fi
Online Dashboard <ul style="list-style-type: none"> A simple web-based dashboard accessible from anywhere in the world over the internet 	<ul style="list-style-type: none"> View visitor analytics and perform marketing activities quickly and easily from a single control panel

Features	Benefits
Professional Installation <ul style="list-style-type: none"> All infrastructure is delivered to your site and installed by us Full supervision by a Telstra Project Manager A site survey may be required in complex environments to determine the best location to deploy Wi-Fi hotspots 	<ul style="list-style-type: none"> Avoid the complications of hiring and managing outside technicians Assurance of a fast, high quality deployment from Wi-Fi experts Help to ensure peak network performance
24x7 Network Support <ul style="list-style-type: none"> Setup and on-boarding to the dashboard Monitoring and ongoing management is our responsibility We are responsible for any network hardware replacements should they be required 24/7 support from our help desk 	<ul style="list-style-type: none"> Reduces operational costs and the burden on your IT staff Helps to ensure high network availability and a better experience for your visitors
A Fully Managed and Dedicated Public Wi-Fi Network <ul style="list-style-type: none"> Visitor traffic from the Wi-Fi hotspots to the internet is via the Telstra network 	<ul style="list-style-type: none"> Minimal capital outlay Complete separation from your corporate network helps address security concerns
Advanced Cisco Meraki Equipment <ul style="list-style-type: none"> Wi-Fi hotspots with dynamic frequency optimisation Latest high speed 802.11ac standard Thousands of deployments worldwide 	<ul style="list-style-type: none"> Ability to mitigate interference and perform in high density radio wave environments, both indoors and outdoors Assurance of a tested and proven solution
Simple Pricing Options <ul style="list-style-type: none"> Pay upfront for the entire service or as an ongoing monthly fee 12, 24, 36 and 60 month contract terms Installation, network setup and site survey are priced on application based on your environment 	<ul style="list-style-type: none"> Choice of capital expenditure or an operating cost Contract flexibility to suit your needs
Add-ons	
Proactive Marketing Functionality <ul style="list-style-type: none"> Send information, promotions and special offers to visitors via email or SMS. (Email and SMS communications incur an extra charge) Available if you have form-based and/or social media sign-ins 	<ul style="list-style-type: none"> Actively reach out to and engage your visitors
Location Analytics <ul style="list-style-type: none"> Geo-fencing to monitor Wi-Fi activity in specific areas of your site Includes floor plan analytics and heat maps Dwell-time based messages (SMS or Email) can be triggered to engage with target demographic in a location Available if you have form-based and/or social media sign-ins 	<ul style="list-style-type: none"> Gauge dwell times in specific areas and traffic flows throughout your site Engage with visitors in real time according to location
Professional Services and Consulting <ul style="list-style-type: none"> Assists with any further changes including the setup of additional landing pages, sign-in changes or location analytics after initial deployment Charged as fee for service 	<ul style="list-style-type: none"> Provides the flexibility to change or upgrade your service while having the confidence of expert support

Complementary Business and Corporate Wi-Fi Solutions

Managed Wi-Fi Dedicated

This is a fully featured, dedicated solution for complex, multi-purpose environments that you manage. You can customise the solution, enjoy strict control of access including BYOD, and have sophisticated security, tracking and analytics.

Managed Wi-Fi Cloud

A Telstra managed cloud solution that's ready to go. It provides fast and simple setup with secure staff, guest and public access, as well as tracking and analytics. Perfect if you want visibility of multiple sites or affordable Wi-Fi for smaller sites.

About Telstra

We provide network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

Our solutions offer the best of all worlds – skilled people and a rich portfolio of services delivered on our world-class Telstra Next IP® network, The Telstra Air Network™ and Telstra Mobile Network. To ensure reliable performance, they're monitored and maintained from our dedicated centres using advanced management and operational systems. And they're backed by Telstra Enterprise-grade Customer Service® and one of Australia's largest and most qualified field and technical workforce.

Things you need to know

Personalised splash pages, landing page redirection, analytics and proactive marketing are not available for visitors who use their Telstra Air sign in.

We will require access to your infrastructure such as light poles, buildings, conduit and power to deploy the network and undertake repairs and maintenance.

Installation, network setup and site surveys are priced on application and included in the overall charge for your solution. Telstra project management is priced on application and charged separately as a fee for service.

 [contact your Telstra account executive](#)

 [call 1300 TELSTRA](tel:1300TELSTRA)

 telstra.com/enterprise

