wavespot

WAVESPOT SOLUTIONS OVERVIEW

Customers promote your Brand everytime they walk in!

- **V** Loyalty made easy
- **V** Reward repeat customers
- **V** Stay in the social feed
- **V** Make use of every minute

Wavespot Overview

1. Introduction

The WiFi revolution has commenced, resulting in the widespread expectation of free public WiFi. Enterprises and small businesses alike are realizing the expansive potential of Wireless Local Area Networks (WLAN). Mobility and bring your own device (BYOD) trends are optimized by WLAN, as it is the preferred connectivity option for smartphones, laptops and tablets.

Wavespot emerges in the WiFi industry as an innovative solutions provider. It's technology leverages social WiFi analytics to provide a complete marketing automation solution. With WiFi integrated solutions, businesses have transformed the customer-to-business dynamic. By incorporating social media into WiFi services, business owners are equipped with an innovative technique to engage with customers both online and on-premise.

Wavespot's software layer allows businesses to optimize customer interactions using unique data analytics to engage customers based on their demographics, behaviors, likes or preferences as well as loyalty. The advanced combination of social and marketing tools in one hub provide businesses with unique capabilities in email campaigning, loyalty promotions, social couponing, and customer acquisition and management.

2. About us

Wavespot, Inc. is a San Francisco Bay Area company with 24/7 around the clock global sales and support offices in three countries. The company offers WiFi solutions which leverage social intelligence analytics for unique customer insights in collaboration with a complete marketing automation platform. Businesses can gain deeper understanding of their customers and easily target their marketing efforts. The management team is led by Siddharth Singh (CEO), Jasbir Singh (CTO) and Steven Lamont (CMO).

3. Wavespot Solution

The Wavespot solution combines the ubiquity of WiFi with the viral nature of social media marketing. The cloud hosted analytics and CRM service is useful for both business owners and marketers to visualize the ROI from WiFi deployments.

The software solution is device (Access Point, WLAN Controller) agnostic and integrates with Partner Vendor WLAN architecture. Wavespot manages integration with simple configuration changes for customer splash pages, user authentication, captive portal and Wavespot back office functionality (CRM, Social Media Marketing and Analytics, Marketing Automation). Wavespot integrates with Meru, Cisco, Cisco Meraki, Ruckus, Pronto, Xirrus, Ubiquiti and others in addition to offering its own "Wavespot" router.
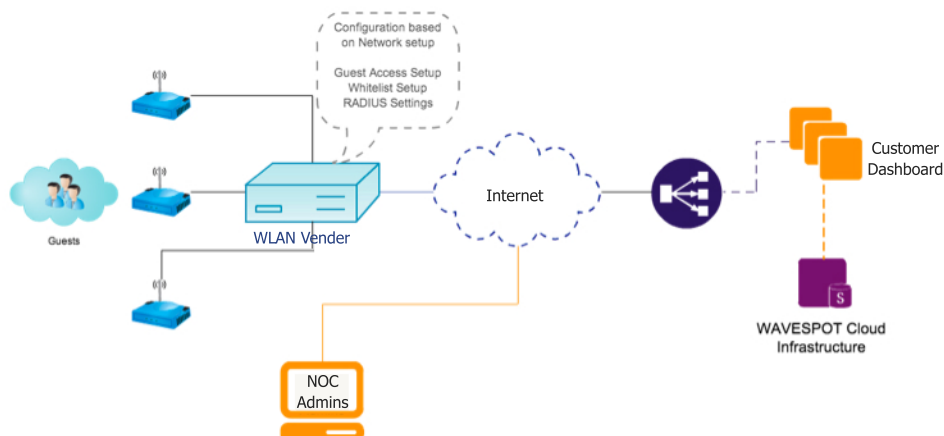
Wavespot Overview

Enterprises leverage the Wavespot solution to offer free or controlled WiFi internet access to their customers when they connect via their Social IDs. By "liking" or "following" a page, on Facebook or Twitter, customers are sharing that "like" with their friends thus producing on-going communications and marketing for the business.

Powerful analytics available from Wavespot's social media CRM service provide insights into members' usage, allowing organizations to promote their business, build a brand, and communicate sucinctly via the Wavespot CRM dashboard. The configurable and scalable CRM service is designed to work with both experienced marketers and businesses owners with little to no marketing experience. The existing customer list includes entertainment venues, retail chains, shopping malls, hotel operators, restaurant owners, event organizers, auto service centres, salon owners, clinics, spas and non-profits.

The typical end user internet access process works as follows:

1. User enters shop/building and searches for internet access over WiFi

2. WiFi Controller redirects the user to branded enterprise splash page for authentication.

3. User logs in via customizable authentications (Facebook, Twitter, Email, Voucher Code)

4. User is redirected to Vendor / Wavespot / 3rd Party Radius Server for authentication. Subsequently, user is redirected to customer branded page on splash page server to "Like" it or take various other brand enhancing actions.

5. User is added to the database at the Radius Server (Cloud or local) for automatic recognition on the next visit. Wavespot's intelligence engine processes various workflows targeted to meet a business's objectives.

6. User gets access to free internet and brand initiates engagment activity.

4. Solutions Features

Dashboard

Dashboard

Wavespot Overview

4.1 Management Dashboard

The easy-to-use management dashboard with logical arrangement of graphical cues e.g Header section (Location, MAC ID, Status, Access Code, duration for analytics data), footer section with user demographics and sidebar section with an analytics option (Fan Growth, Add/Removed Fans, Page Impressions, Top Influencer, Post Impressions, Social Message, Network Usage, Connected User) provides both aggregated system wide data and granular location specfic insights.

4.1.2 Modular User

Management of large organizations can be simplied with the modular user, which grants particular administrative access to various enterprise leaders. For instance, the VP of marketing can be granted all-access to demographic, analytic and design features of the dashboard while his or her team members receive read- only access which prohibits any changes to be made.

4.2 Configuration

Configuration functions include:

4.2.1 Free WiFi Internet Access Offer

Enterprises can choose to offer free or controlled WiFi internet access to their customers when they connect on-premise. Experiment with various login stratgies and find the engagement model that best fits your network.

4.2.2 Social Authentication

Wavespot provides mutliple social authentications including but not limited to Facebook, Twitter, Google+, Linkedin, Instagram and Weibo. In addition, traditional login processes like access codes and email logins are also avalaible.

Setting Social Authentication
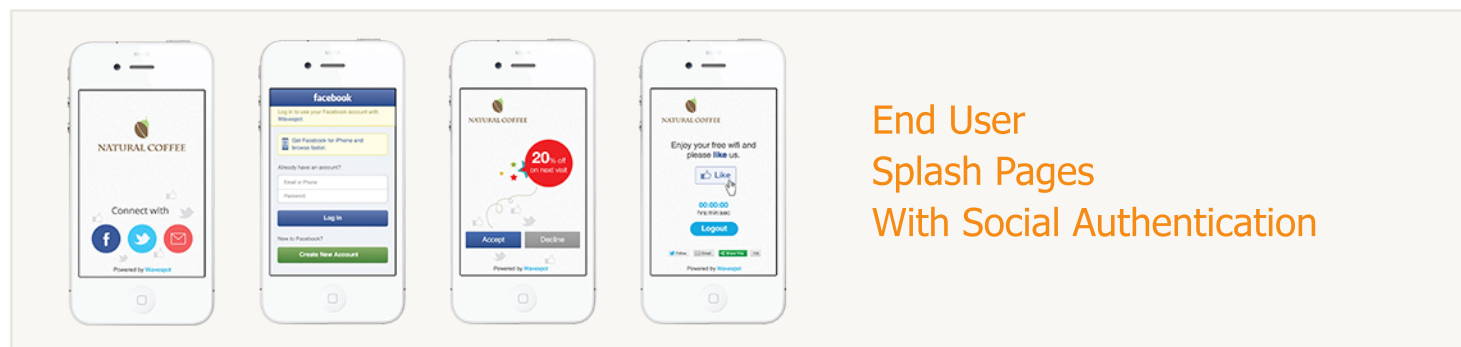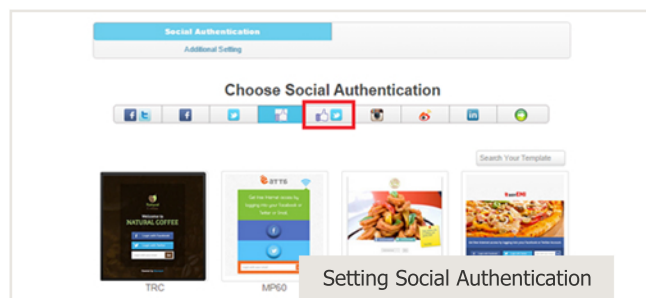
End User
Splash Pages
With Social Authentication

4.2.3 Splash page Customization

MP50   MP48   MP47   MP46

Choose Template (Customize Splash page seen by visitors)
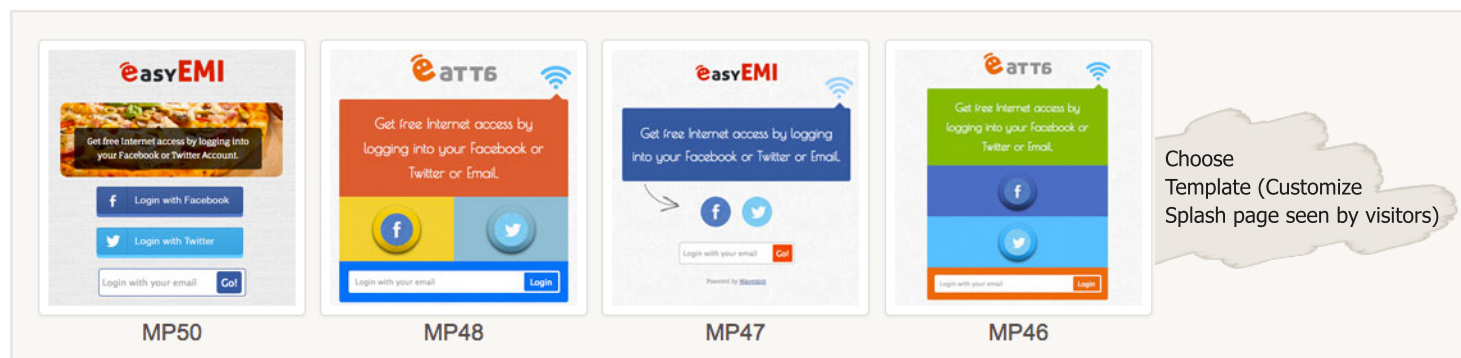
Full branding customization and management of the captive portal is avaliable. All changes can be pushed via the Wavespot backend CRM tool. Manage multiple captive portals and marketing bundles in a mutlitiered CRM solution.

4.2.4 Management of Stakeholders and Enviroments

Wavespot's cloud technology allows single venue and complex organizations to manage their Social WiFi and marketing solution. Compartmentalize data, feature access and target specific marketing and loyalty activities.

4.3 Analytics

4.3.1 Learn about your Customers:

Fan Growth emerges from Facebook and Twitter trends as well as client engagement. View statistics organized by time, frequency and additonal metrics. By layering analytics across WiFi networks and online platroms, gain an understanding of the overall progress of a brand.

User Demographics including sex, age, and location are collected during social media logins. Become familiar with on-premise customers like never before and use this extremly granular data about your client base to build targeted marketing campaigns.

4.3.2 Track Social Media Engagement:

Impressions reveal the total progress of your online activity. Social media page impressions are broken down into different categories, including page views, unique page views, total tab views and external referrers.

Top Influencers uses a proprietary algorithm to rank fans. Gain insights into your customer base and your potential ROI by anaylzing your customers social influence amoung friends. This feature can be effectively used to create loyalty programs for enterprises' products, or services.

4.3.3 Gauge Content Relevance:

Post Impressions data enables enterprises to identify the most popular posts and tailor content accordingly to engage and continue interacting with fans.

Feedback percentages are calculated from the number of impressions (how many times the posts have showed up on Facebook users' feeds, and on the page itself), and from feedback/customer input (comments and likes). This feature provides a more mathematical approach to marketing.

4.3.4 WiFi Analytics:

Connected User page details data about the patrons/users/ devices that are currently connected to Wavespot's enterprise network.

Network Usage page approximates the amount of data traffic generated by patrons, in a given time frame. Such data can help enterprise, as a location owner, to plan its bandwidth needs.

Wavespot Overview

Analytics High Level Graphical User Interface

Analytical Reports
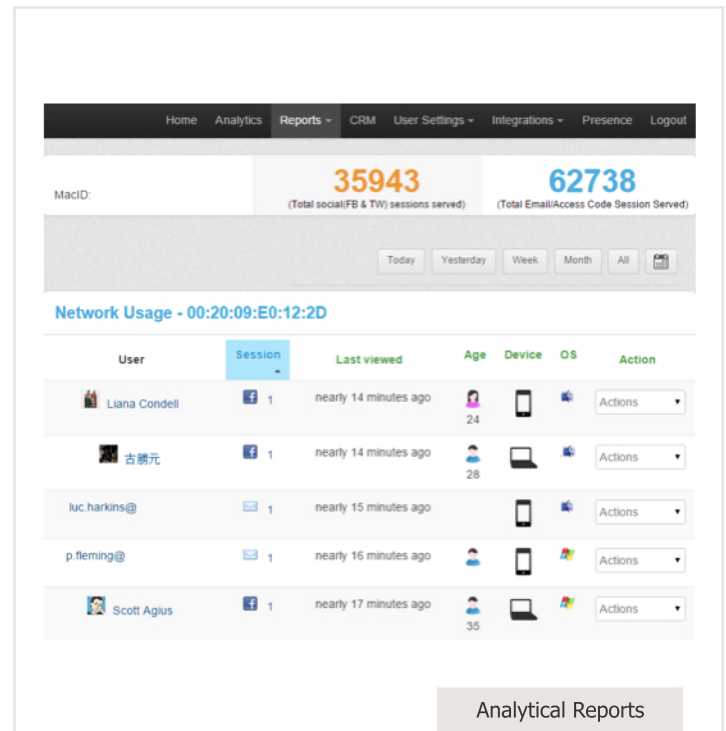
4.4 Social Media Marketing with Wavespot

4.4.1 On-premise Social Engagment

On-premise Social Engagment enables the customer-to-customer marketing feature in which enterprises can promote special offers, personalized messages, checkins to on-premise patrons.

As customers engage around marketing, they can share offers with their own social network, amplifying the enterprise's brand message and promoting the business to new potential opportunities.

4.4.2 Loyalty Promotion

Loyalty Promotion occurs on-premise during WiFi login with real time digital coupon capabilities. Digital coupons organically drive more revenue for enterprise businesses and showcase the brand online. This unique feature reinforces existing relationships and establishes new ones. Wavespot targets rewards to the most-deserving patrons making this an influential component of loyalty programs.

Wavespot Overview

4.5 Wavespot CRM

4.5.1 Marketing Automation

Wavespot CRM is the most advanced and robust multichannel marketing tool on the market.With a deep integration between traditional and novel marketing channels, Wavespot combines marketing automation, streamlined analytics, and customizable campaigns to provide the most complete social WiFi and marketing automation solution.

Wavespot is also preintegrated with Mailchimp, Madmini, Campaign Moniter, Vertical Response, Pardot, Constant Contact, Email Lists, Carrier Pigeon and other popular marketing tools. Brands leveraging traditional marketing strategies can integrate these platforms to perform tasks like create new campaigns, prepare new mailing lists, customize predefined templates, and create new promotions.
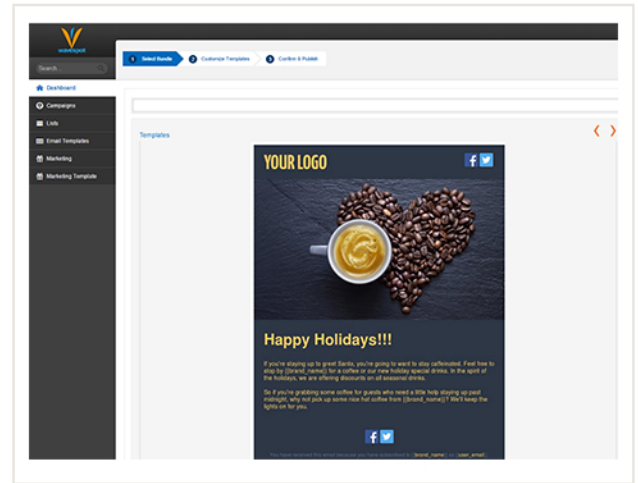
4.5.2 Adaptive List Segmentation

Create more efficient campaigns by incorporating adaptive marketing. Our intelligent cloud-based software benchmarks preferences to create unique one-on-one relationships with customers. Wavespot's advanced list building service goes beyond traditional marketing strategies to gauge multiple paramaters (such as real-time engagement of on-premise clients); allowing complex organizations to define specific parameters that help meet their internal goals.

4.5.3 Multichannel Delivery & Reporting

Wavespot CRM solution provides a completely integrated multichannel marketing service to manage the most complex marketing campaigns with ease. Manage multiple locations, stakeholders, and utilize our interactive platform to organize your advertising strategy. Choose from numerous marketing collaterals including: coupon marketing, static advertisements, surveys, video advertisements and sponsorship to monetize exsisting WiFi networks. Wavespot's social integration with the compelte marketing workflow allows for engagement with off-premise friends and followers to automates the marketing funnel.

4.5.4 Triggered Events

Unknown senarios can take place on-premise that require real time engagement with customers. Wavespot's intelligence engine can trigger real time actions based on predefined on-premise activity.

4.6 Marketing Workflow

4.6.1 Adaptive Offers

Wavespot CRM campaign solution allows brands to schedule and integrate dynamic offers seamlessly with existing corporate programs. Upload or design customized coupons using the advanced coupon designer and manage offer runtime, redemption dates and more. Visualize and edit all aspects of coupon presentation and distribution. Wavespot's location specific and engagement tagging features allows complex organizations to easily take part in A/B testing.
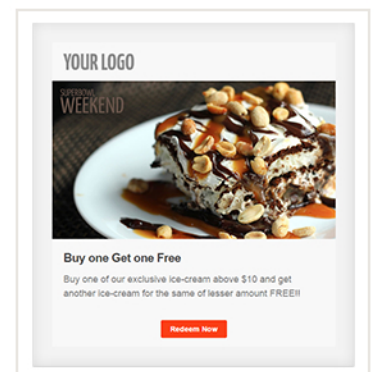
4.6.2 Social Surveys

Build brand recognition and steer marketing activities by providing socially integrated surveys. Understand your clientele in a whole new way and strengthen relationships with targeted surveys that customers will enthusiastically engage with. Use Wavespot's multichannel marketing service to distribute and target surveys that reach beyond on-premise WiFi engagement and immerse brands into social circles.

4.6.3 Sponsorship

Wavespot's multiple entity management capabilities allow multiple stakeholders to benefit from large network deployments. Schedule ongoing campaigns for partner sponsors on a completely distributed architecture. Manage multiple sponsors and provide level of access control to various external organizations. Benefit from both real time analytics and scheduled reporting.

4.7 Presense Analytics & Multichannel Marketing

Wavespot's advanced presense analytics provide insights into customer engagement and purchasing patterns. Our intelligence engine enables your business to reach beyond pure data and take driven actionable steps. Use unique presence customer data as a tool to target marketing campaigns and engage new customers.

4.8 Merge On-Premise with Online

Wavespot analytics and reporting tools provide a complete picture of online to offline activity. Benchmark online responses and activity to recognize in-store traffic patterns and build campaigns using Wavespot's intelligence engine. Target potential customer's online to convert into on-premise customers.

4.9 Support

The Wavespot solution offers both pre-sales and post sales support.

- Marketing specialists are provided by Wavespot to help with content and best practices. Brand specialists are available to help with splash page design and customization techniques.

- Access to API to fully integrate Wavespot with any application of enterprise choosing

- Continuous 24X7 monitoring from a G-NOC which sends automatic alerts from platform when abnormal conditions detected, including internet outages.

- Ticketing system for support requests including phone based support for standard and premium customers

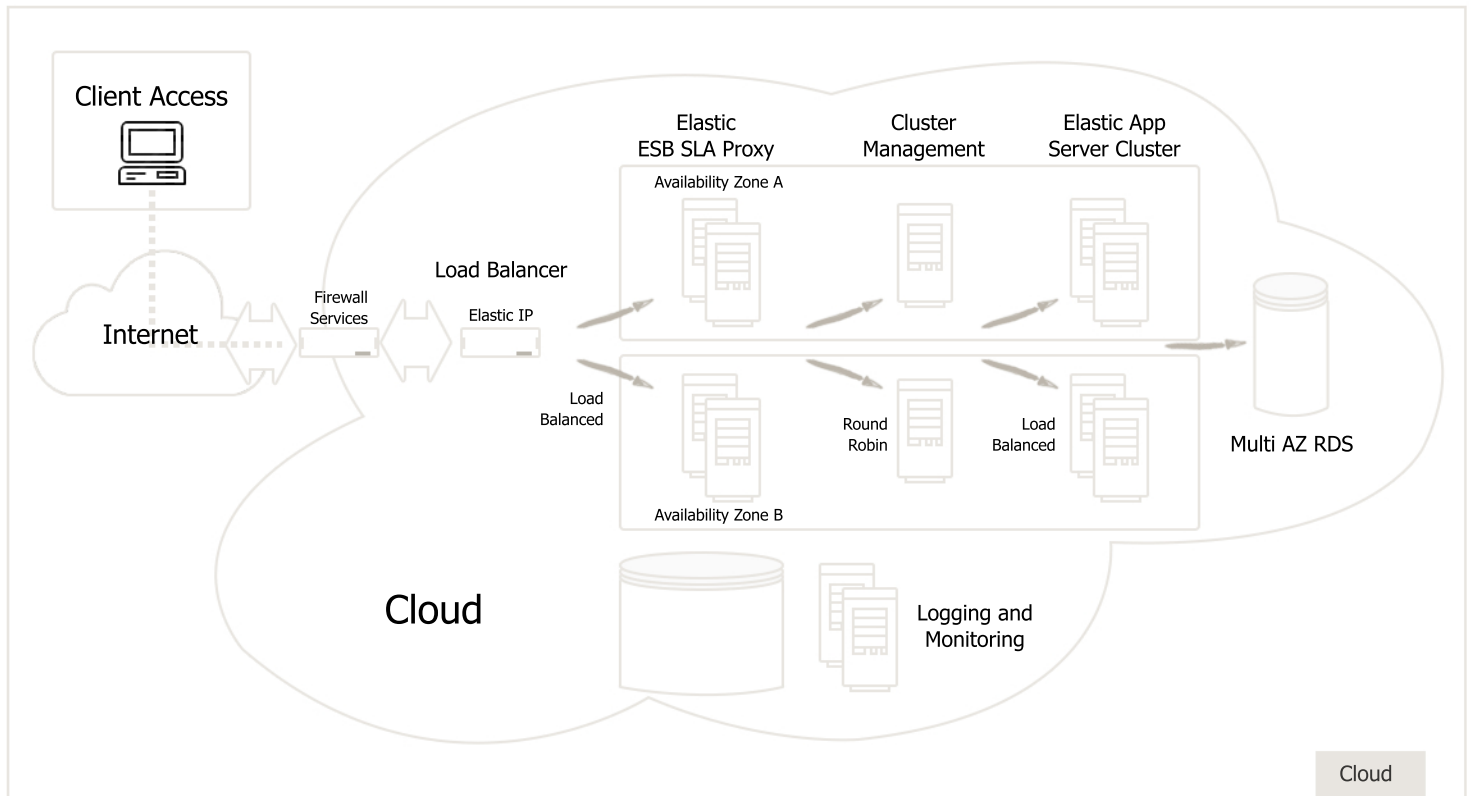- Automatic remote upgrade of supported devices with new features and capabilities.

5. IT Infrastructure

Wavespot is cloud hosted on-demand scalable IT infrastructure available for both private and public cloud environments. It is multi-tenanted with full redundancy and automatically scales from few to thousands of simultaneous end users.

Wavespot leverages Rackspace Mailgun APIs for high performance delivery of messages and is integrated with Twilio (global Voice and SMS delivery) and payment gateway. Additional local cloud deployments can also be secured for custom programs.

Wavespot Overview

Client Access

Internet

Firewall Services

Load Balancer
Elastic IP

Elastic
ESB SLA Proxy

Cluster
Management

Elastic App
Server Cluster

Availability Zone A

Load Balanced

Round Robin

Load Balanced

Multi AZ RDS

Availability Zone B

Cloud

Logging and Monitoring

Cloud

6. User Benefits

Customer Analytics	**Streamlined Marketing**	**Loyalty Program**
Gain unique insights about your clientle.	Monitor you marketing efforts on one platform with our social CRM.	Automate enrollment in your loyalty program with each WiFi login.
C2C Reward Machine	**Social Listening**	**ROI**
Incentivize customers to share coupons with friends.	Stay up-to-date on customer Experience reviews and social comments.	Experience exponential return on your marketing efforts.

7. Wavespot Partner Solutions

Wavespot believes that a successful partnership should benefit all parties involved and we do our best to develop lasting relationships. We offer a comprehensive partnership program to qualified OEMS and have built strong relationships with the top hardware providers worldwide.

Wavespot Overview

7.1 Technology Partnership

Wavespot software application is equipment agnostic and augments Vendors' capabilities e.g. Cisco, Cisco Meraki, Aruba, Ruckus, Ericsson BelAir, Xirrus, Zebra Solutions, Pronto Networks and many more. For a full partner list, please consult Wavespot's partnership guide.

Wavespot solution integrates with Partner Vendor WLAN architecture. For splash pages and common Wavespot functionality one would require few configuration inputs but higher level analytics and functionality requires technical integration with Partner Vendor equipments e.g. Access Point, WLAN Controller, external Radius systems etc.

7.2 Partnership Benefits

- With Wavespot integrated solution, partner Vendors can provide differentiated offerings to their service providers or enterprise customers i.e. blending free WiFi with CRM and social network marketing.

- Wavespot has proven its early success in the US market. The joint solution is ideal for those interested in marketing automation and revenue enhancement services. Partners not only increase their visibility in Wavespot customer base but offer additional functionality to their customers.

- To provide ease of integration, Wavespot has resources for IOT and joint solutions.

- For joint marketing and channel engagement, Wavespot employs marketing experts along with its technical team. Partners participate in marketing activities including events, PR, collaterals, case studies and advertisements.

8. Our Experience

9. Contact Us

America:

1700 N Broadway Ste 386 Walnut Creek, CA 94596

Tel: **+1 855 631 2323**

Asia Pacific:

62/640, Janardhana Towers, 3rd Floor, Bilekahalli, Bannerghatta Road, Bangalore – 560076, Karnataka, India

Tel: **+91-80-44469400**