

How BizCare Connects Communities

with Cisco



WiFi as a Community platform

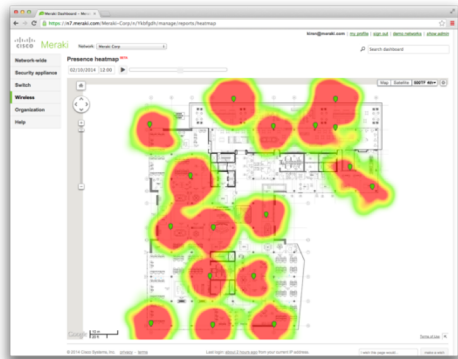


New possibilities with ubiquitous mobile devices:

- Analyze foot traffic through smartphones
- Extend Community branding to WiFi sign-on
- Publish location-aware information
- Decrease communication costs and increase awareness
- Deliver new service and increase loyalty

Connected Community Experiences

Detect



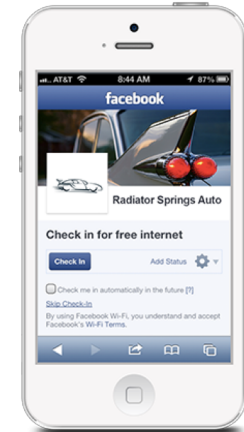
Anonymous data
about every visitor

Connect



Guest WiFi optimized
for branding

Engage



APIs for real-time
location based apps

**100% cloud-managed user analytics and engagement
with Cisco Meraki wireless networks**

Why cloud?



Manageability



Scalability

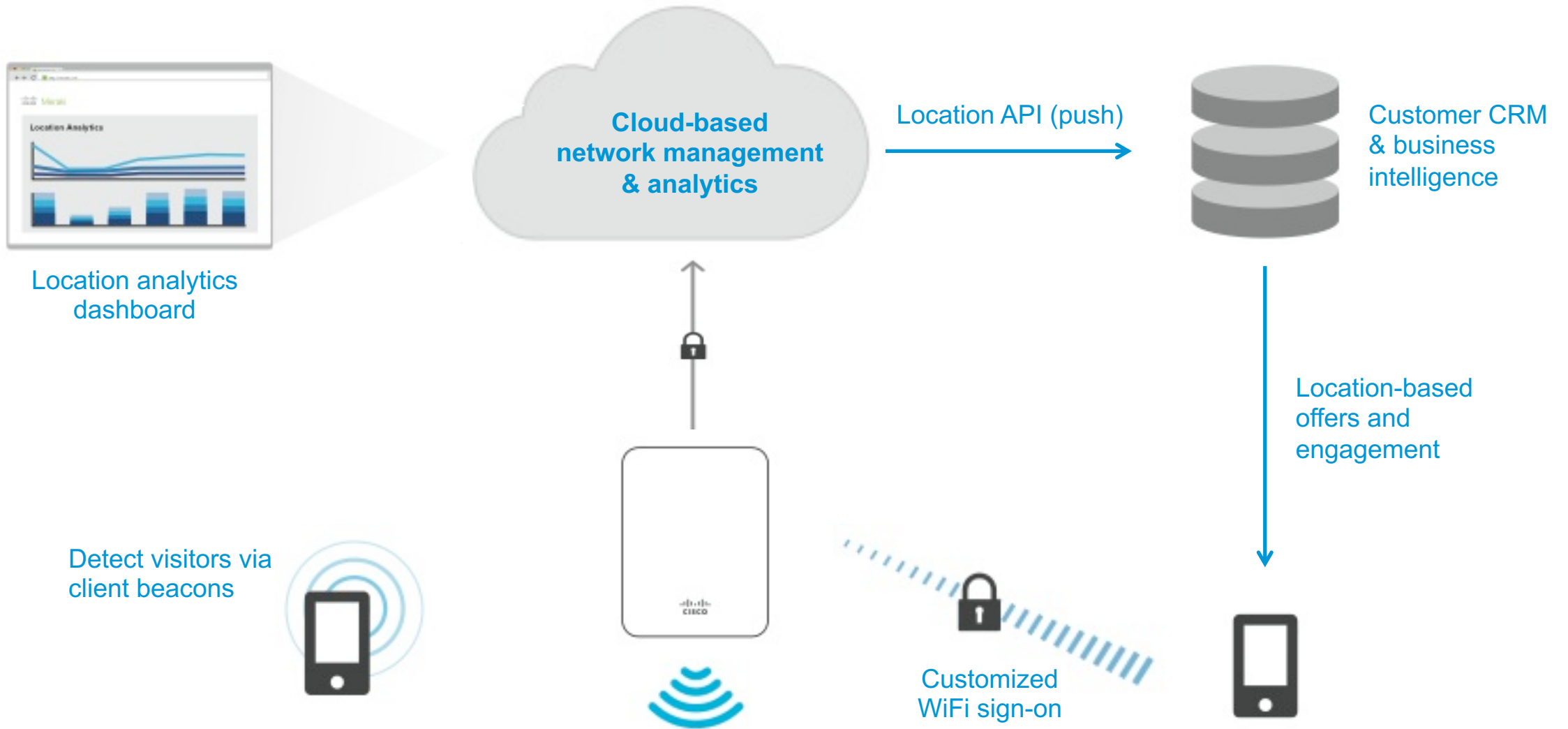


Cost Savings

The cloud increases IT efficiency

- Turnkey installation and management
- Integrated, always up to date features
- Scales from small sites to large campuses
- Reduces operational costs

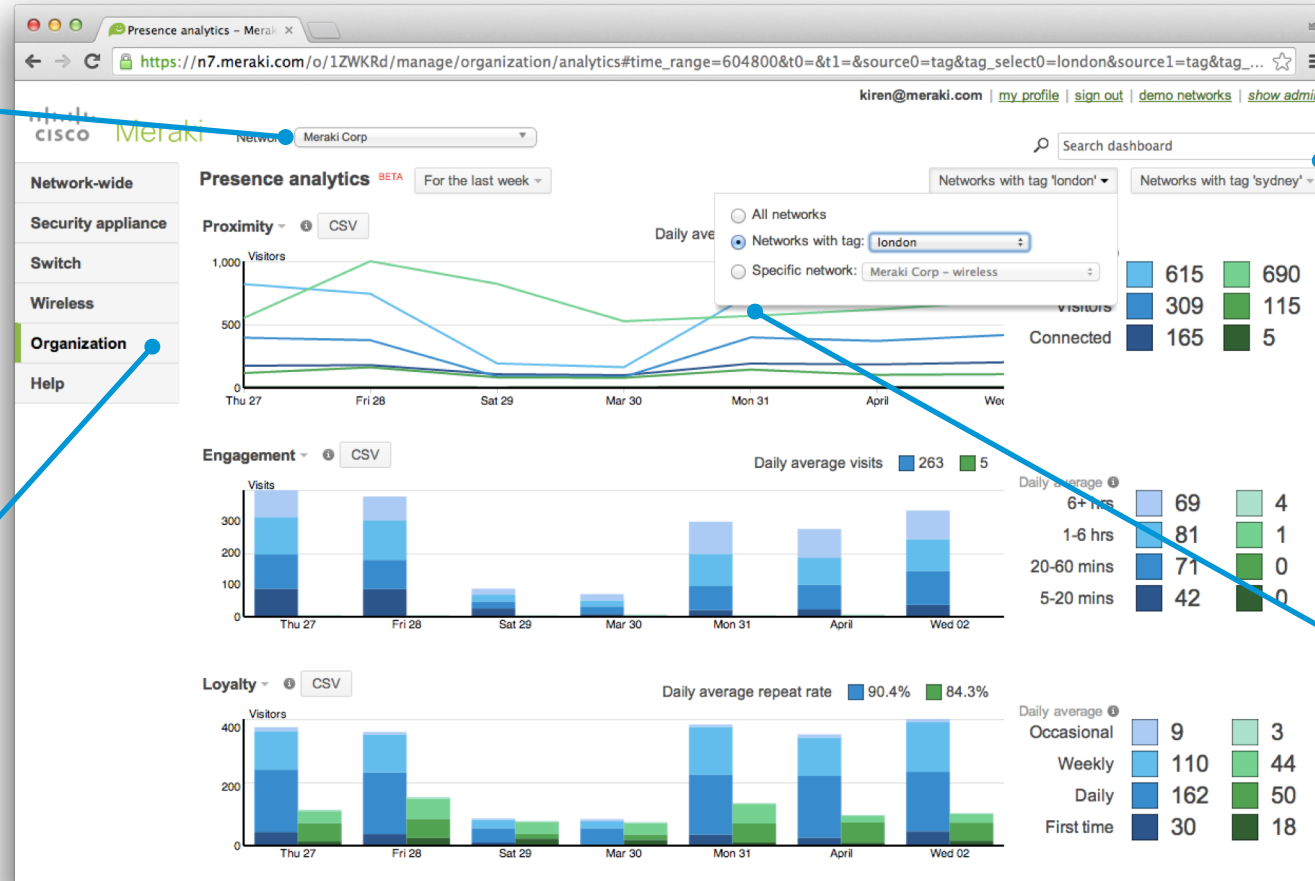
Cloud-based architecture



Optimized for distributed environments

View all sites from single dashboard

Provision new locations without on-site IT



Compare visitor metrics between sites

Compare regions, brands, etc. with tag-based analytics

Strong privacy controls

Anonymous visitor analytics

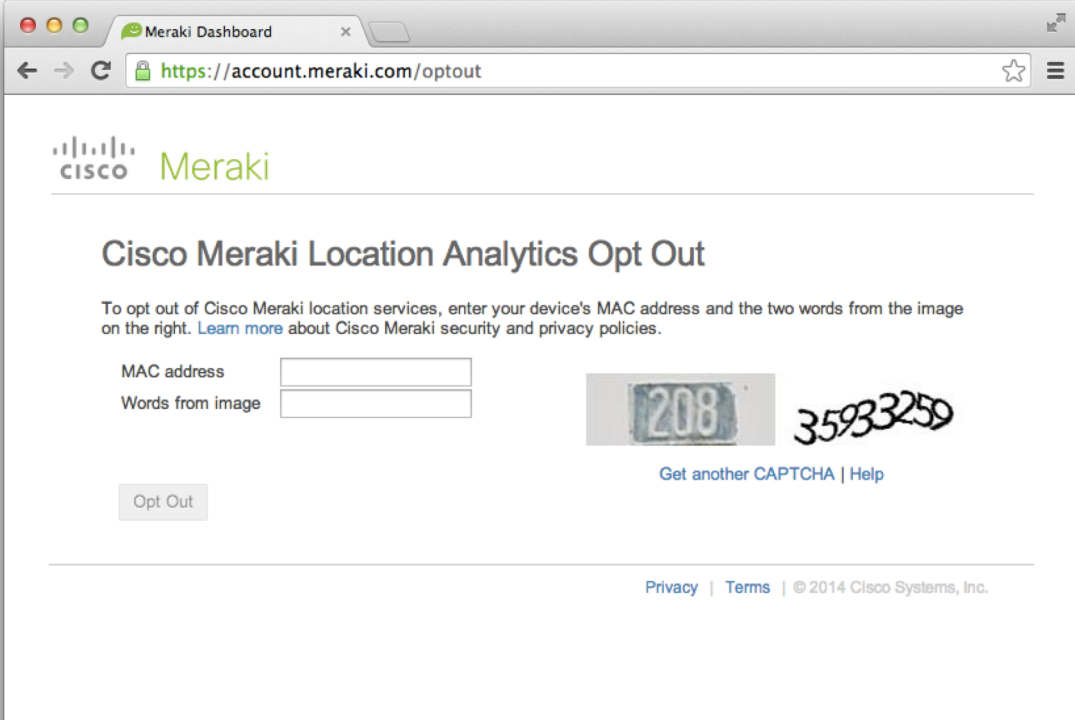
- MAC addresses of unconnected users are cryptographically hashed for anonymity

Data privacy

- Cisco does not sell, share, or correlate location data
- Cloud infrastructure is strongly secured, PCI compliant, and subjected to 3rd party security audits

Global opt-out

- End-users may opt out of CMX across all Cisco Meraki customer networks at <http://account.meraki.com/optout>



The screenshot shows a web browser window with the title "Meraki Dashboard" and the URL "https://account.meraki.com/optout". The page features the Cisco Meraki logo at the top. The main heading is "Cisco Meraki Location Analytics Opt Out". Below this, a text block explains that users can opt out by entering their device's MAC address and two words from a CAPTCHA image. The CAPTCHA image shows the number "208" and the words "35933259". There are input fields for "MAC address" and "Words from image", and an "Opt Out" button. A link "Get another CAPTCHA | Help" is also present. At the bottom, there are links for "Privacy" and "Terms", and a copyright notice "© 2014 Cisco Systems, Inc."

Meraki Dashboard

https://account.meraki.com/optout

Cisco Meraki

Cisco Meraki Location Analytics Opt Out

To opt out of Cisco Meraki location services, enter your device's MAC address and the two words from the image on the right. [Learn more](#) about Cisco Meraki security and privacy policies.

MAC address

Words from image

[Get another CAPTCHA](#) | [Help](#)

[Privacy](#) | [Terms](#) | © 2014 Cisco Systems, Inc.

Applications across verticals

Retail & Restaurant



Compare visitor
conversion rates
between stores

Hospitality



Deliver real-time
coupons for nearby
amenities

Education



Determine peak vs
slow times at libraries,
student centers

Healthcare



Deliver public
announcements via
WiFi sign-on

Case studies



Major US Auto Dealer

Facebook engagement grew 150% with WiFi checkins, enabling ongoing social media marketing campaigns



Miami Luxury Hotel

Integrated WiFi sign-on with salesforce.com CRM, **targeting promotions with location-based activity**



UK Retailer with 3,000 stores

Integrated location analytics API with data warehouse, **identifying new drivers of store performance**

Solution overview: Detect, connect, engage

Detect: People counting and analytics with WiFi

People counting



Measure visitor trends over time

Determine conversion ratio of visitors to paying customers

Evaluate marketing effectiveness

Optimize staffing by detecting peak and slow times

Traditional people counters use
thermal, infrared, or video

People counting with WiFi



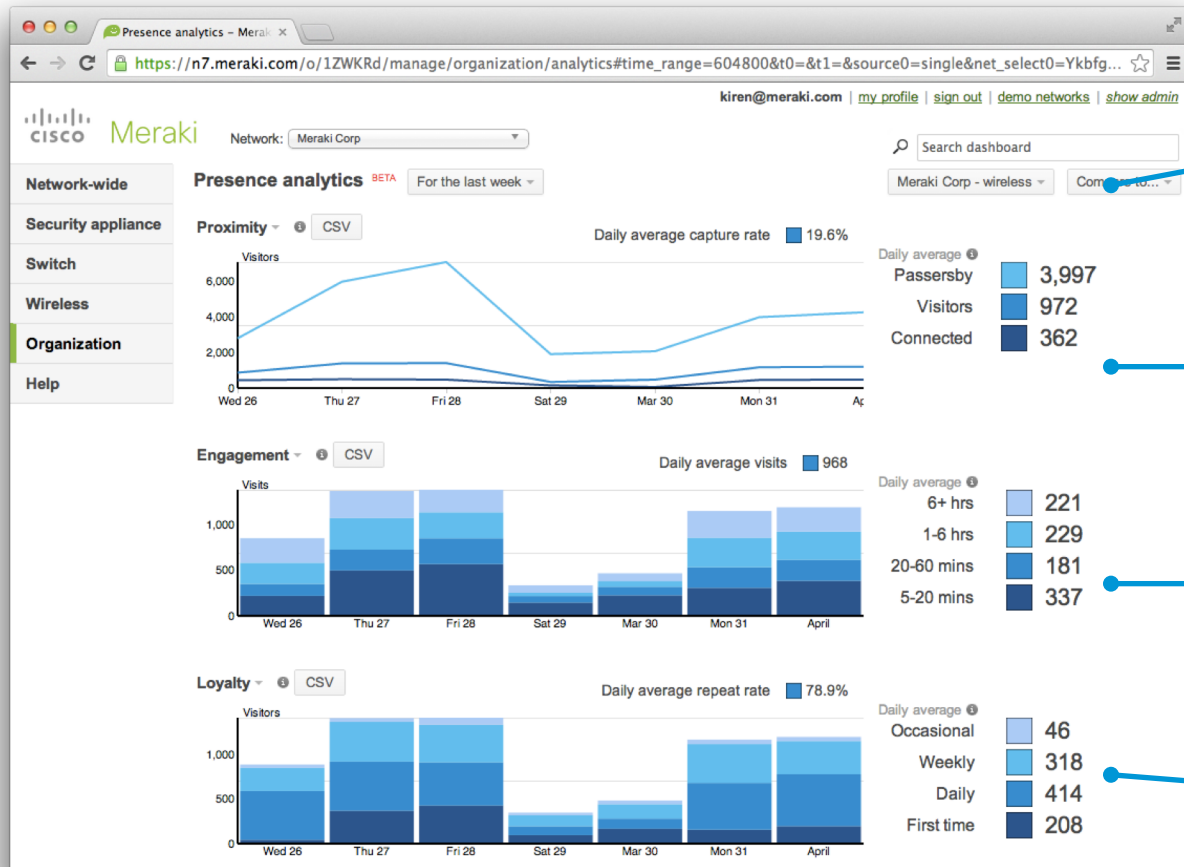
Wireless APs count mobile devices

- Count people by their beaconing mobile devices (no WiFi connection required)
- Measure dwell time via repeated beacons
- Detect repeat visitors by comparing MACs
- Determine location via signal strength

Advantage over traditional people counters

- Utilize existing WiFi infrastructure
- More precise dwell-time
- Detects repeat visitors

Powerful analysis and visualizations



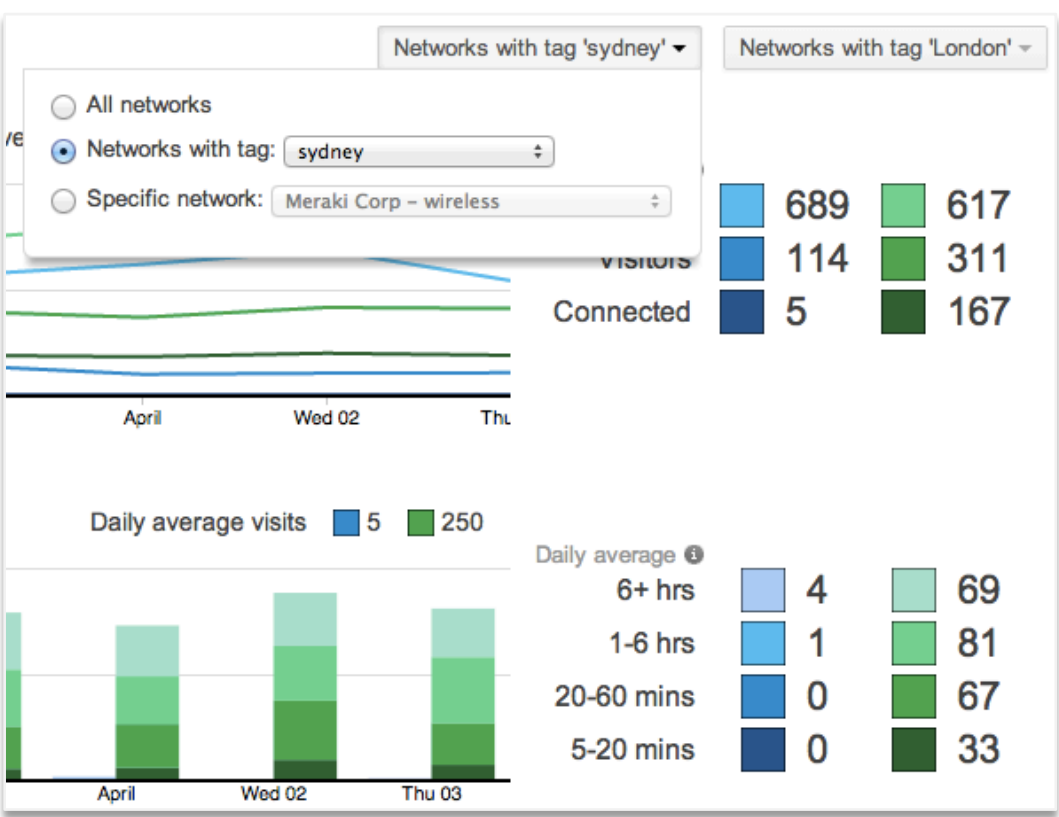
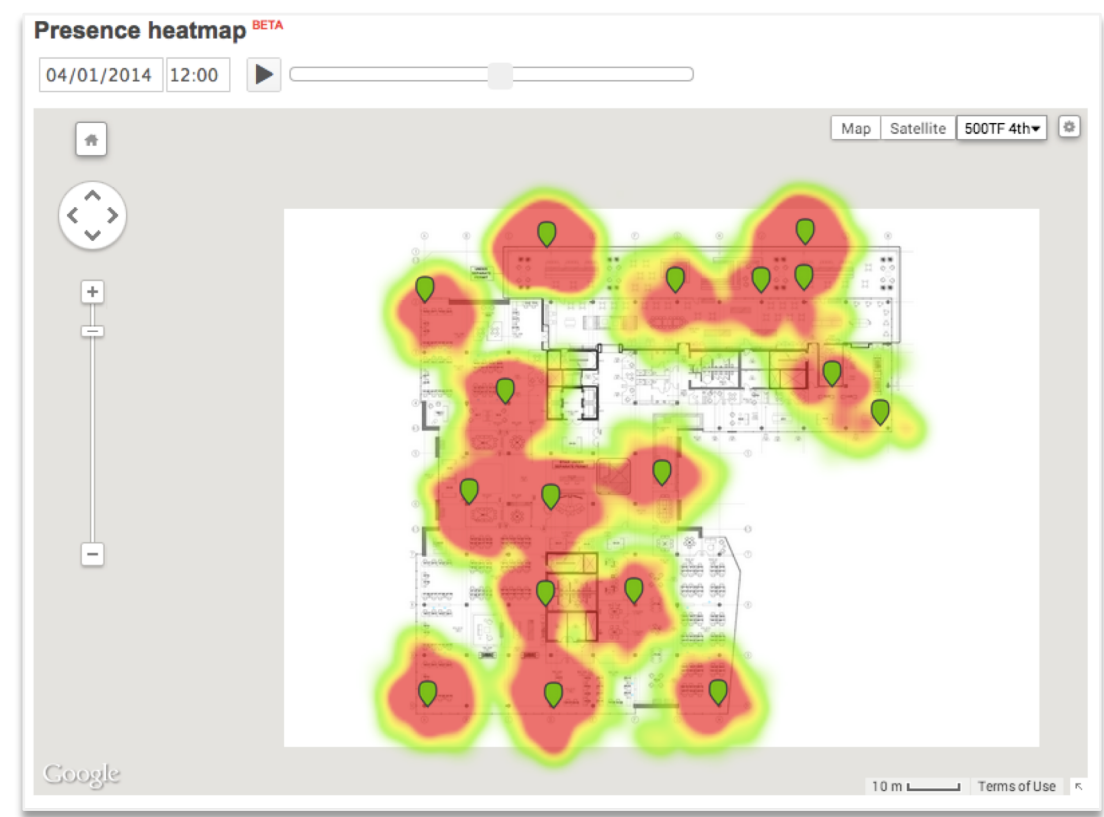
Compare locations or groups of sites

Nearby and on-site foot traffic determines "capture rate"

High-precision dwell time

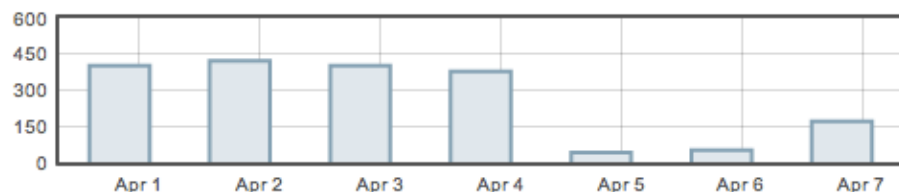
First-time, occasional, and regular visitors

Rich comparison and visualization tools



Analyzes website, application, and device usage

Clients per day



Top client device manufacturers by usage

#	Manufacturer	# Clients	% Clients	Usage ▼	% Usage
1	Intel	188	29.1%	355.28 GB	74.1%
2	Apple	335	51.9%	111.20 GB	23.2%
3	Samsung	37	5.7%	5.72 GB	1.2%
4	HTC	12	1.9%	2.28 GB	0.5%
5	LG Electronics	28	4.3%	1.96 GB	0.4%
6	Samsung ELECTRO MECHANICS	9	1.4%	1.39 GB	0.3%
7	Motorola Mobility	7	1.1%	588.5 MB	0.1%
8	Hon Hai/Foxconn	4	0.6%	429.0 MB	0.1%
9	Private	3	0.5%	287.6 MB	0.1%
10	Lite-On	4	0.6%	241.8 MB	<0.1%

Top operating systems by usage

#	OS	# Clients	% Clients	Usage ▼	% Usage
1	Windows 7/Vista	198	30.7%	349.70 GB	72.9%
2	Mac OS X	91	14.1%	62.30 GB	13.0%
3	Apple iOS	227	35.2%	20.56 GB	4.3%
4	Windows 7	16	2.5%	19.40 GB	4.0%
5	Mac OS X 10.8	2	0.3%	9.94 GB	2.1%
6	Android	85	13.2%	8.86 GB	1.8%
7	Other	42	6.5%	5.71 GB	1.2%
8	Windows 8	6	0.9%	3.02 GB	0.6%
9	PlayStation Portable	2	0.3%	146.9 MB	<0.1%
10	Amazon Kindle	1	0.2%	3 KB	<0.1%

Top applications by usage

#	Application	Usage	% Usage ▲
1	UDP	14.08 GB	3.0%
2	salesforce.com	15.96 GB	3.4%
3	Gmail	16.73 GB	3.5%
4	WebEx	17.23 GB	3.6%
5	Google HTTPS	20.32 GB	4.3%
6	iTunes	20.96 GB	4.4%
7	CDNs	26.70 GB	5.6%
8	Non-web TCP	40.63 GB	8.6%
9	Miscellaneous web	66.45 GB	14.0%
10	Miscellaneous secure web	75.44 GB	15.9%

Connect: Secure, branded guest WiFi



Secure, branded guest-WiFi in minutes



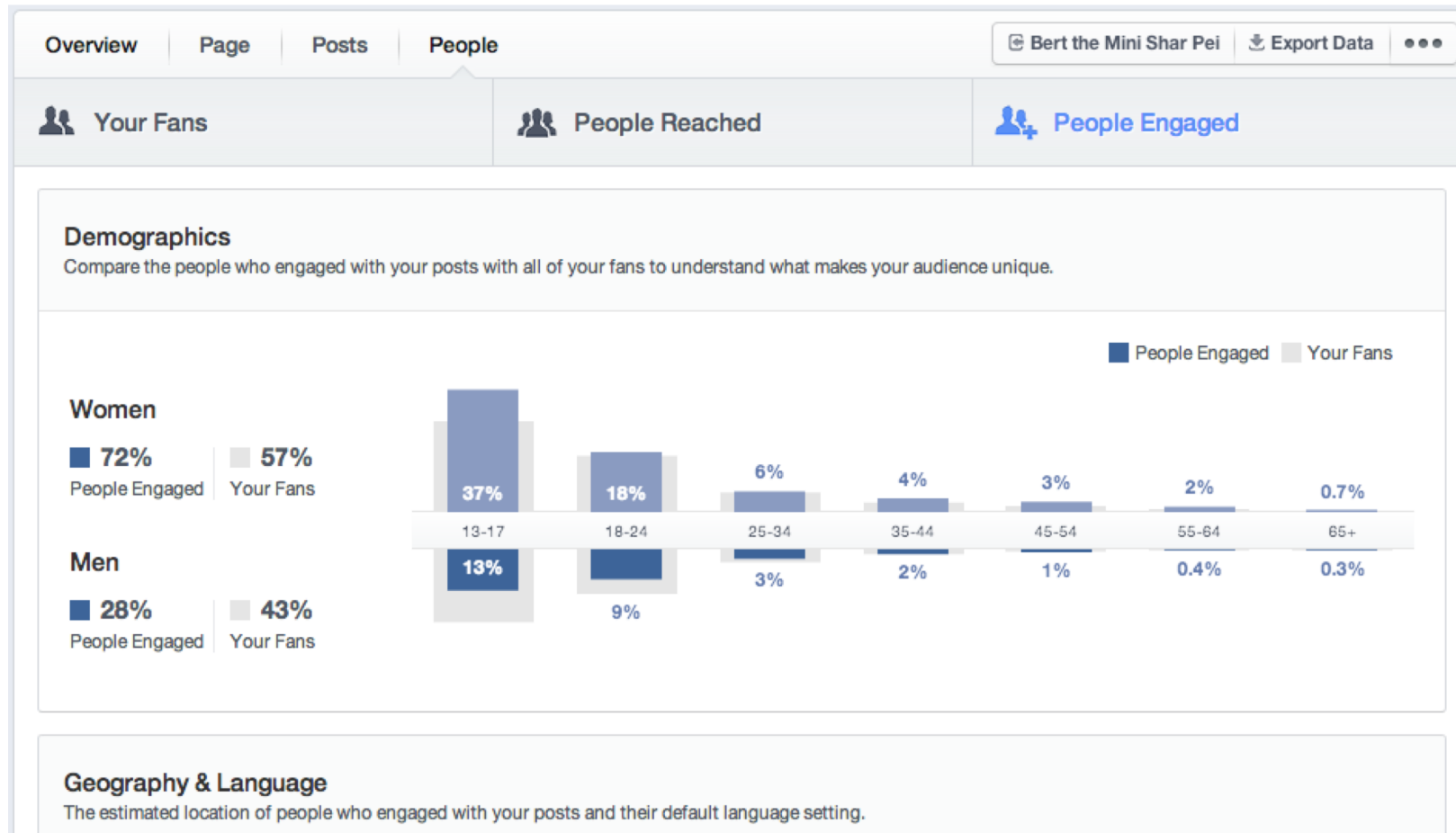
- Customizable splash pages for branding and promotions
- PCI-compliant firewall isolates guests from LAN, cardholder data
- Application traffic shaping prevents network congestion and controls bandwidth cost

Sign on with Facebook checkin



- Facebook and Cisco partnered for seamless integration
- “Check in” to company Facebook page for WiFi sign-on
- Build Facebook following, garner demographic information, share offers and announcements

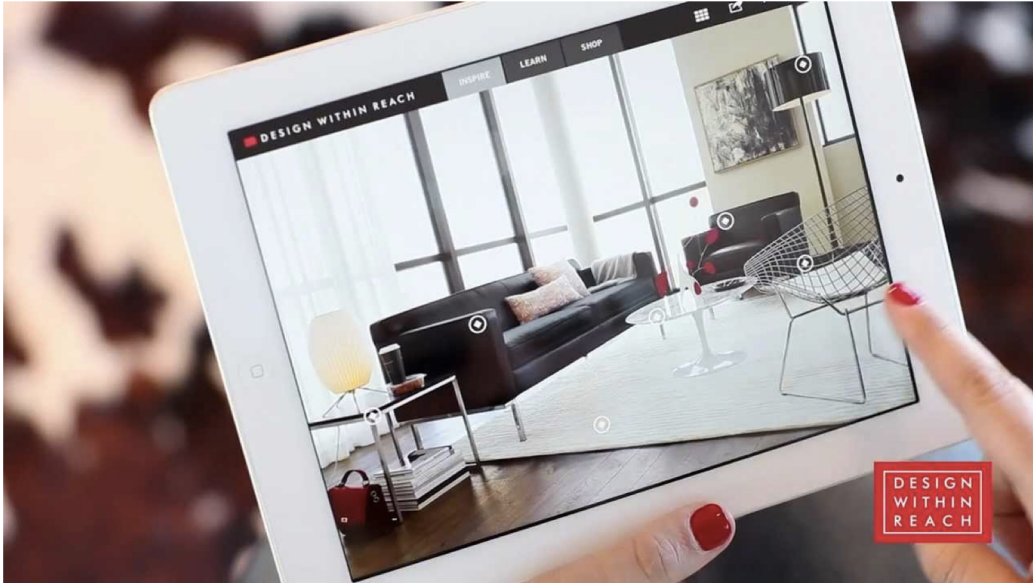
Facebook Insights with WiFi check-ins



Demographic information from WiFi sign-ons available at Facebook.com

Engage: Connected, location-aware apps

Omni-channel marketing platform



- Deliver targeted, real-time offers when customers are near a store
- Customize WiFi sign-on experience for known customers
- Alert store staff to arrival of VIP customers
- Correlate physical store visits and online shopping activity in CRM

Retailer Design Within Reach enhances showrooms with branded guest WiFi and DWR mobile app

Easy-to-use REST APIs



APs capture
beaconing
device MACs

```
{  
  "secret": "password",  
  "probing" : {  
    "ap_mac": "00:18:0a:36:b6:2e",  
    "client_mac": "8c:58:77:2c:f4:48 20:36",  
    "rssi": "27"  
  },  
  "probing" : {  
    "ap_mac": "00:18:0a:36:b6:2e"  
  }  
}
```

Cloud pushes client info
via REST API



Associate MAC with
user profile in CRM



Push targeted offers
to client over WiFi
or cellular

- Associate devices to user profiles, loyalty programs, etc.
- Detect known visitors even if device does not connect
- Push offers and content based on identity and location info

BizCare technology partners



Rich Analytics Platforms

Additional analytics features and extensibility (e.g. CRM integration, captive portal integration, push offers)



Mobile App Engagement

Mobile app development services for location-based engagement and offers



Captive Portal Services

Feature-rich cloud-hosted captive portals (LinkedIn sign-on, SAML integration, PMS integration etc.)

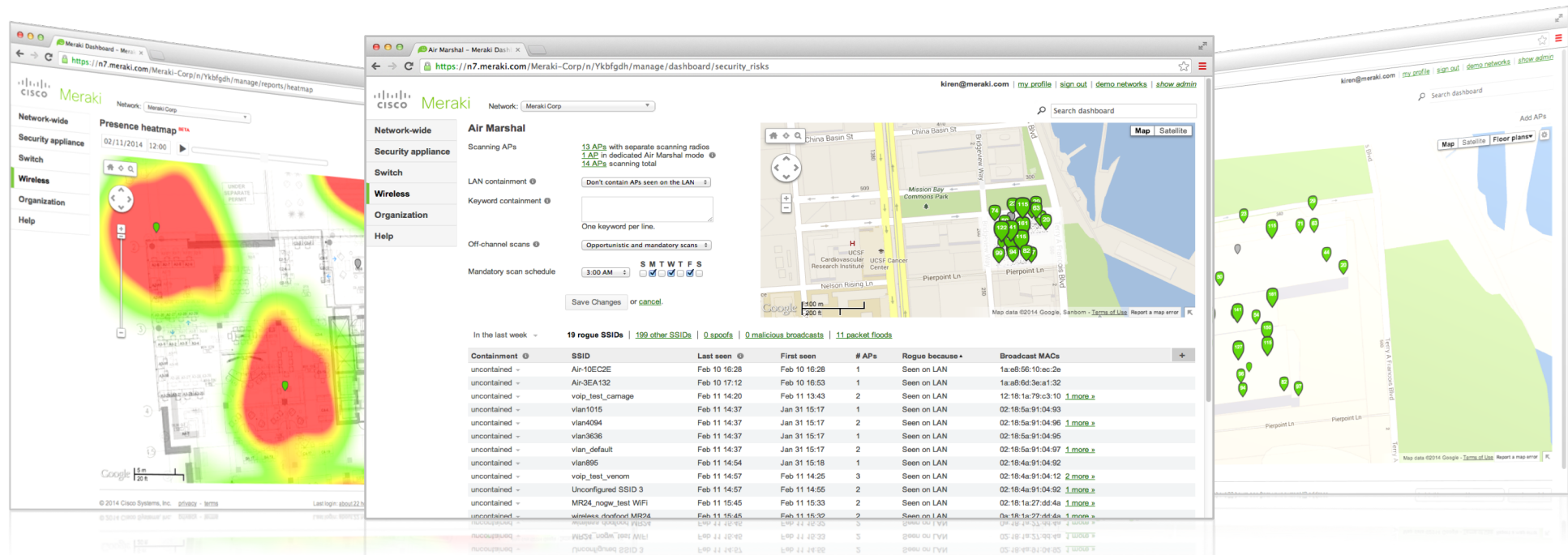


CONNECTED COMMUNITY:

A BizCare technology-solution



100% cloud managed edge and branch networking



Meraki MR
Wireless LAN



Meraki MS
Ethernet Switches



Meraki MX
Security Appliances



Meraki SM
Mobile Device
Management

Aligned with industry trends



Smaller, leaner
IT organizations



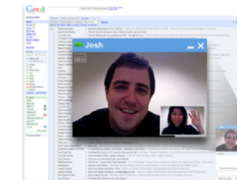
Installs without training
or new staff



Guest access
and corporate
owned devices



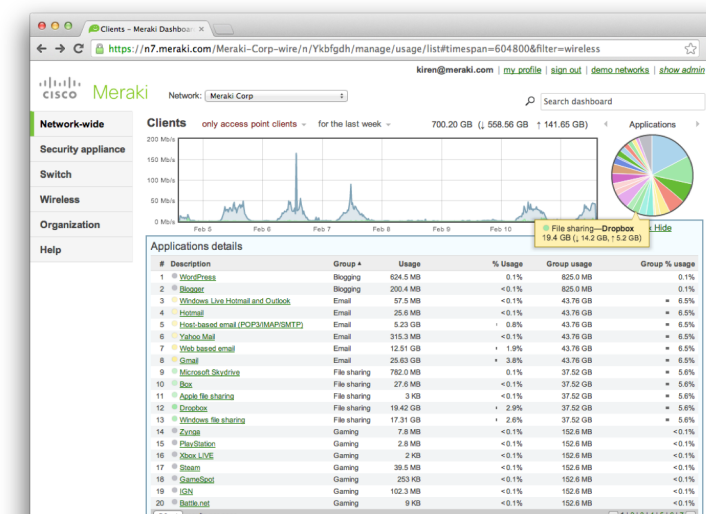
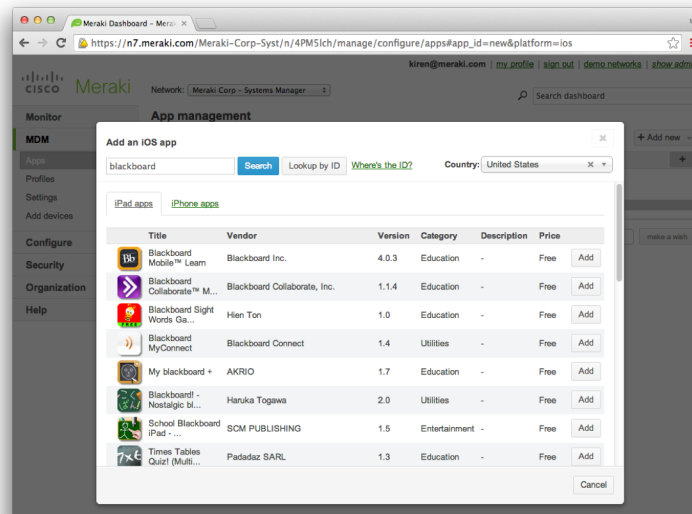
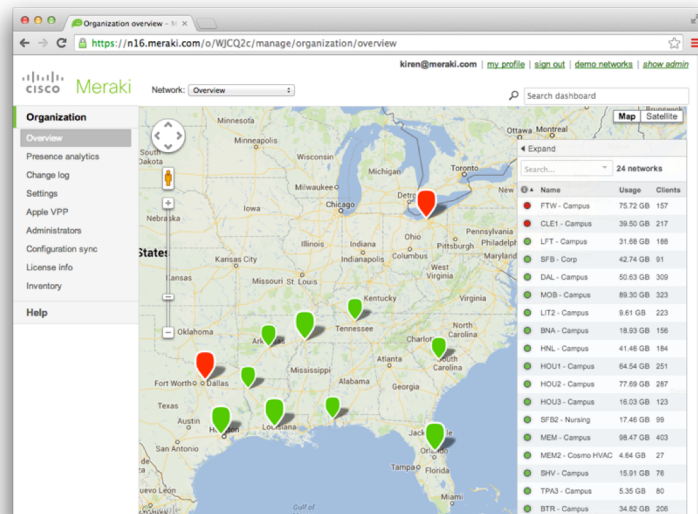
Built-in firewall, PCI compliance,
mobile device management



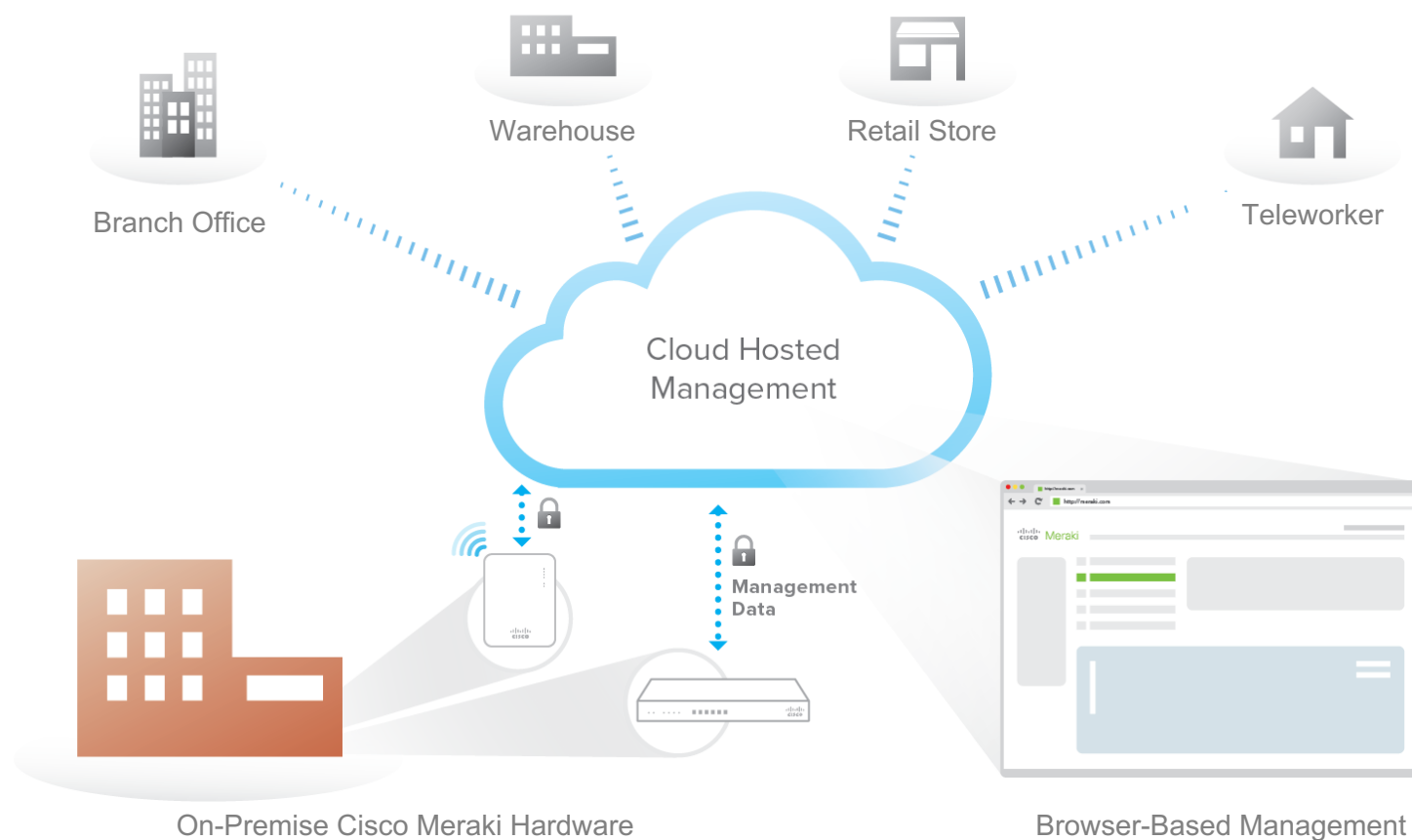
Evolving set of
rich-media
apps



Controls applications
and content



Secure centrally-managed architecture

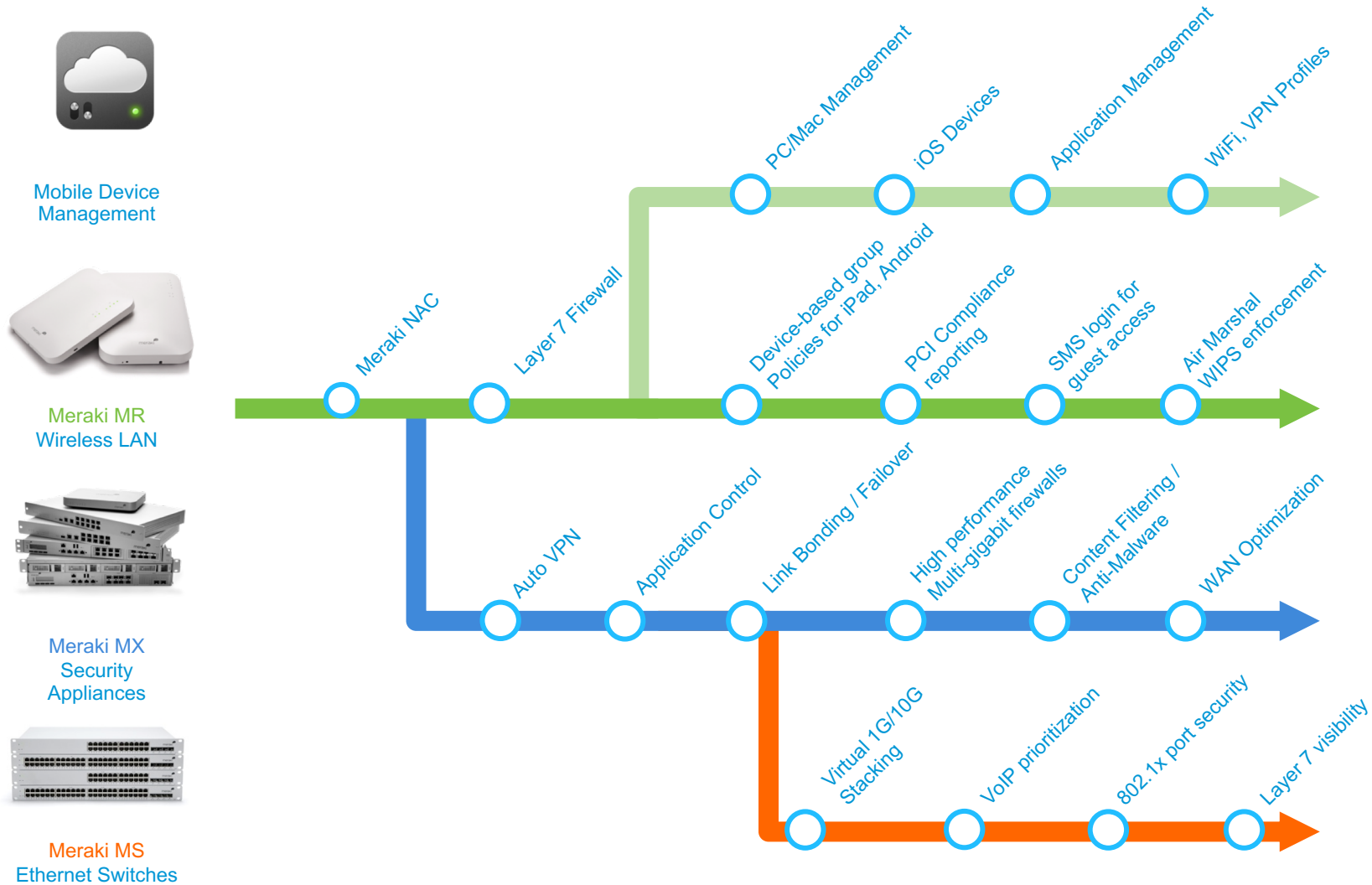


Network endpoints securely connected to the cloud

Cloud-hosted centralized management platform

Intuitive browser-based dashboard

New features delivered through regular cloud updates



Free Wireless Access Point

Attend this [webinar](#) and get a free Meraki access point.

If you think Meraki would be good for your community* - [Register for the webinar here...](#)



100% free, easy-to-install free evaluations

- Try Cisco Meraki WiFi in your community
- Configures in minutes
- Out-of-the-box analytics

*Existing Meraki customers are not eligible. Limit of one free AP per community.



Thank you.