

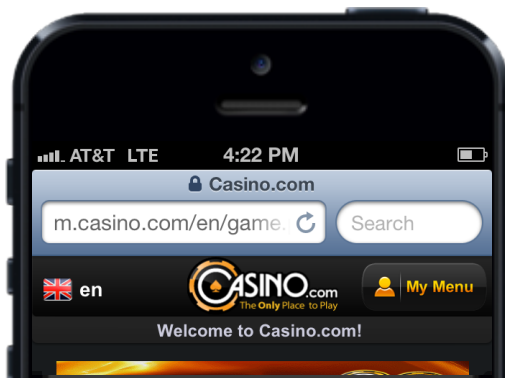


# Mobile Engagement 2.0

Personalized Wayfinding, Notifications & Analytics  
for Public-Facing Enterprises



# Mobile Engagement 1.0



App Store



Google play



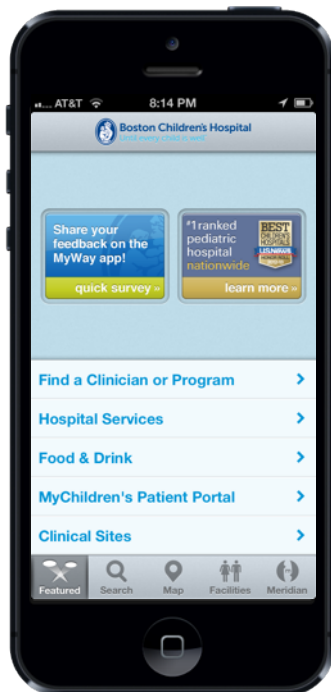
The first phase of mobile engagement didn't provide enterprises enough context around the customer and their location. And when location was important, enterprises didn't have control of the data presented.

# Enterprises Take Control in Mobile Engagement 2.0

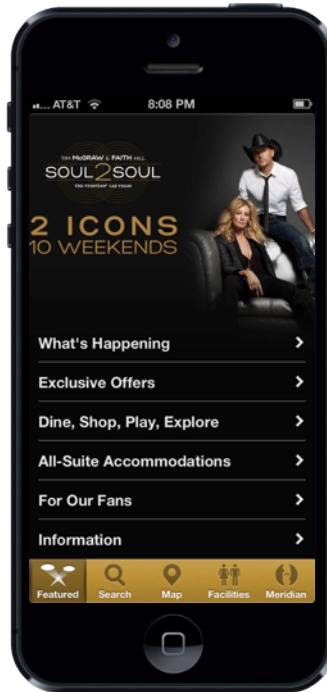
Retail



Hospitals



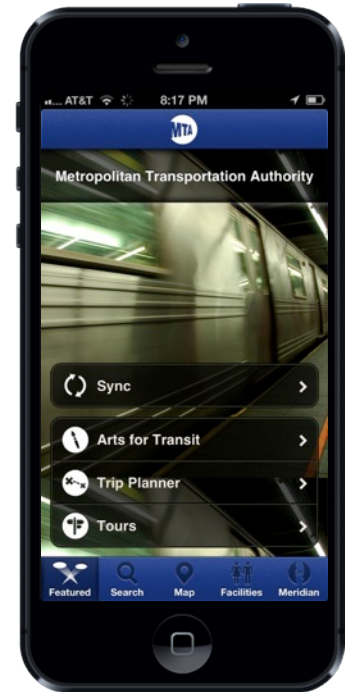
Hotels



Campus



Transportation



80% of the world owns a mobile phone. And we're using them in the venues we visit

27% of companies worldwide intend to implement location-based mobile marketing in 2013

# Wi-Fi Concierge Inside Venues

Way-Finding

Push Notifications

Analytics



Indoor turn-by-turn directions

Time & location relevant messaging

Dwell-time and traffic insights



# Monetizing Wi-Fi Concierge



## Share of Wallet

with notifications about specials (“Happy Hour next to you”)



## Lower Abandonment

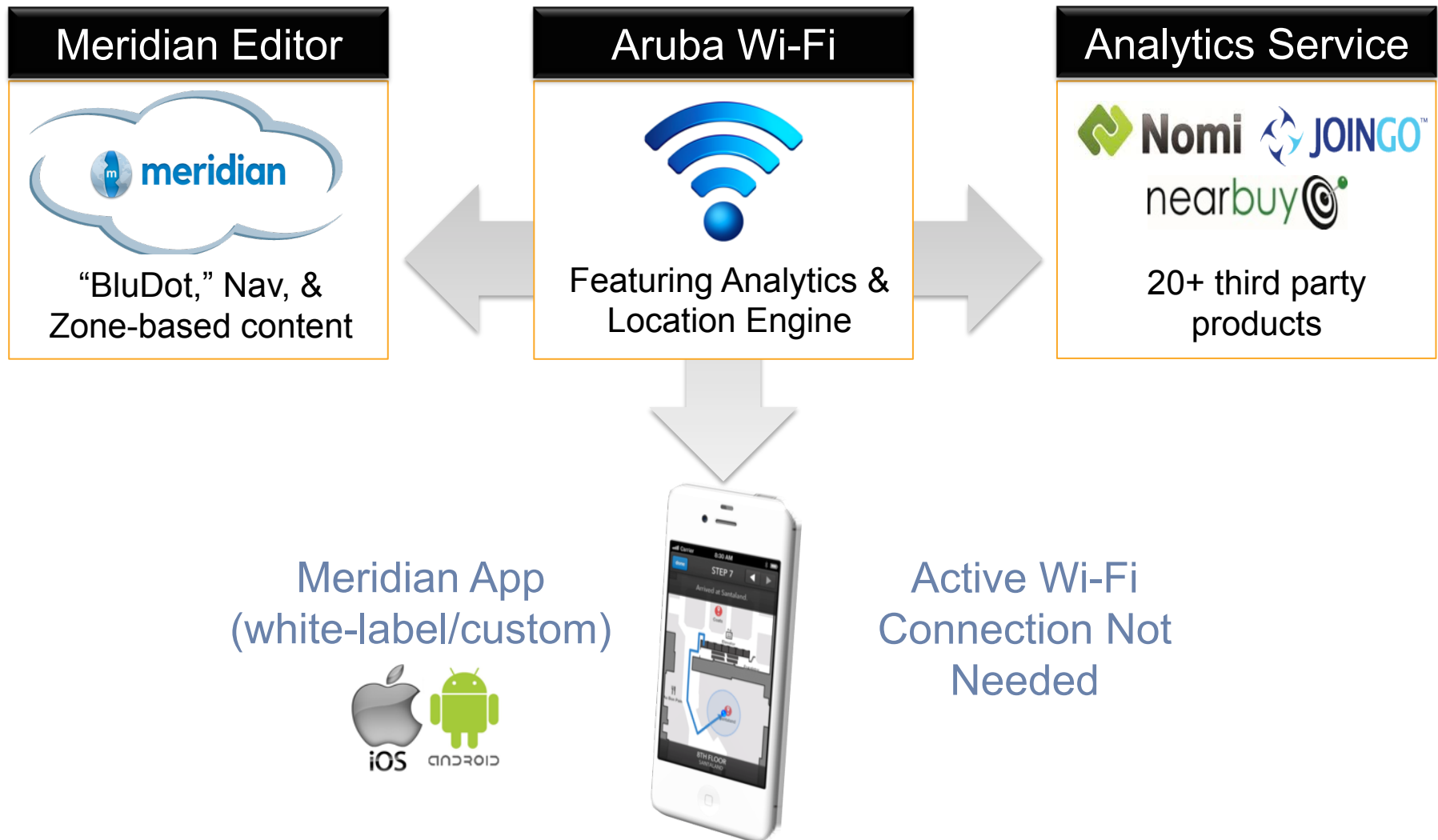
by guiding shoppers to products and special sales (“20% off today”)



## Patient Satisfaction

with directions & notifications (“prescription ready”)

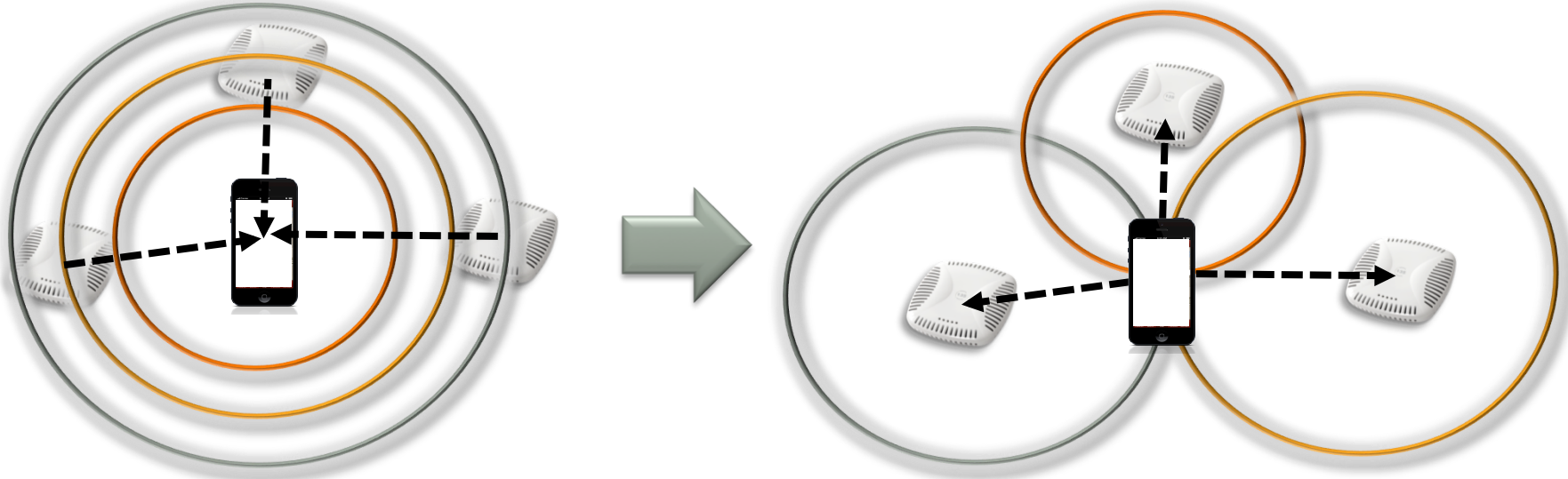
# Wi-Fi Concierge Solution Components





First-ever indoor push notification for proximity-based marketing at Bellagio and Fernbank.

# Location Calculation by Network vs. Smartphone

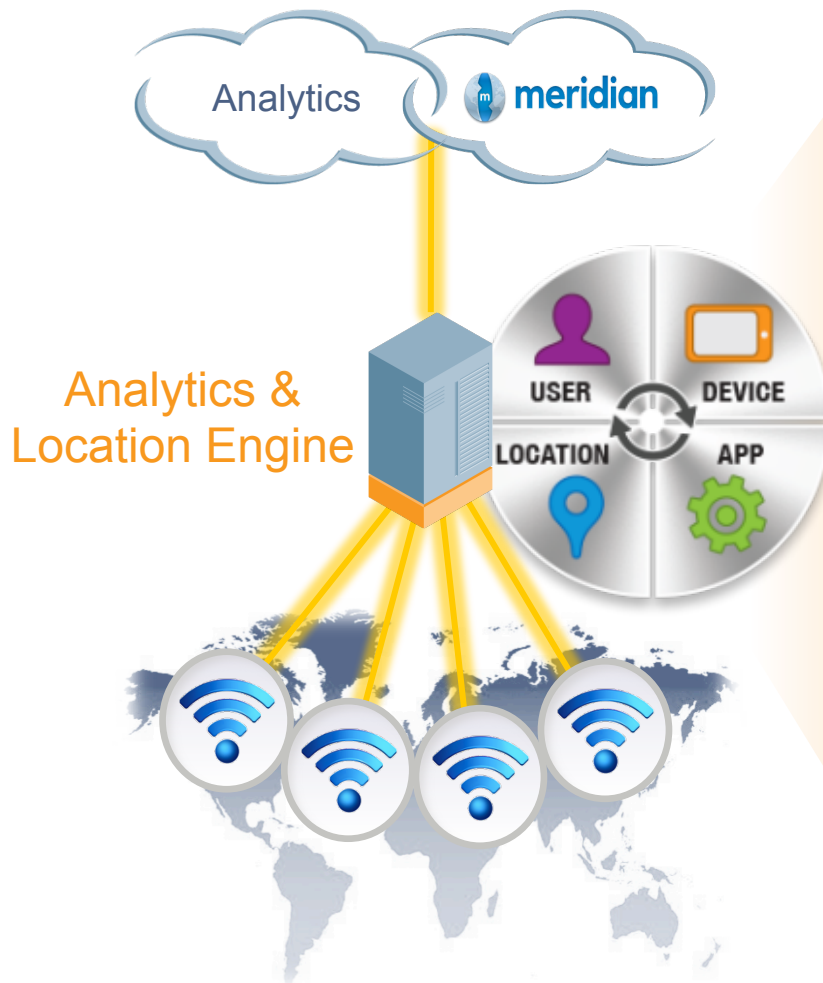


When  
Network  
Calculates  
Location

- ✓ Works for all devices - iOS and Android
- ✓ No proprietary sensors needed
- ✓ No manual site fingerprinting or recalibration
- ✓ Better phone battery life
- ✓ Analytics without smartphone app



# Aruba Wi-Fi with Analytics & Location Engine



5-7m location accuracy  
with real-time updates

Full context of user,  
device, sites visited

Privacy mode anonymizes  
user identity

Modern API for Software  
Vendors & Custom Apps

Visitor enters the building.



Aruba WiFi Access Points, LAN, and ALE have a conversation.



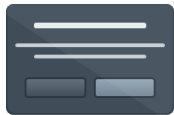
The Meridian Platform interprets the conversation, filtering relevant data and protecting the wireless network.



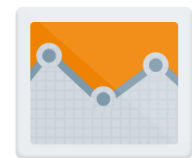
Indoor position is provided...



...to visitors. Turn-by-turn directions are provided & push notifications can be sent based on visitor's position.



...to analytics partners who help PFEs learn more about visitor engagement.





# Airports



Engage with airport visitors through their phones, increase visitor satisfaction with location-based services, create revenue through promotions.

Offer turn-by-turn navigation to gates, restaurants/bars, retailers, transportation, restrooms, ATMs.

Integrate with third-party software for such services as flight arrival and departure data.

# Deploying Wi-Fi Engagement



