

Aruba Instant On

Technology Partner Solutions



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ARUBA INSTANT ON & NORDVPN

Attacks on IT systems present a major threat to consumers, and small and midsize businesses. Attackers continuously change their techniques to avoid detection, creating an evolving spectrum of vulnerabilities. While you can't prepare for every eventuality, and no one single security technology will provide complete protection, adding a VPN is a simple way of protecting on-line activities (encryption), enhancing privacy (anonymous browsing), and restricting access to undesirable content (url management).

If you are a current Instant On customer, you can choose a NordVPN plan that is right for you and receive additional discounts here: https://go.nordvpn.net/aff_c?offer_id=554&aff_id=40588&url_id=10560

NORDVPN

Setting up a VPN can be challenging which is why Aruba teamed with NordVPN, a trusted on-line VPN provider that powers more than 12 million users worldwide, to bring VPN services to Aruba Instant On customers. Founded in 2012, NordVPN is laser-focused on making VPN services simple, secure, and economical for consumers and business owners alike.

UNIQUE VALUE PROPOSITION

The joint solution offers many unique added-value capabilities:

- Works with any sized Aruba Instant On deployment, anywhere in the world, from a single access point in a home to a medium sized business;
- Discounted pricing when ordered via the Instant On app;
- 256-bit AES encryption, no tracking of visited sites, and high throughput for streaming;
- Optional ad blocking;
- Can be added at any time – does not have to be commissioned at the time of deployment;
- Multiple subscription plans from one month to multi-year.

Description	NordVPN
Ease of use	<ul style="list-style-type: none"> • Three step set-up for PC and mobile devices: <ul style="list-style-type: none"> – Select drive (requires 19MB of free space) – Select the location of the NordVPN shortcut – Launch • Automatic updates <ul style="list-style-type: none"> – Secure up to six devices with one account regardless of operating system
Security	<ul style="list-style-type: none"> • 256-bit AES encryption <ul style="list-style-type: none"> – IKEv2/IPsec default for iOS/macOS – OpenVPN default for Windows/macOS/Android apps • Optionally-enabled known blacklist blocking, DDoS botnet blocking, ad blocking • Double encryption option thru two secure VPN servers • Dedicated server available with unique unshared IP address • No logging of connections, usage, connection timestamps, IP addresses, or traffic data • Kill Switch option immediately blocks device from accessing the Web if VPN server connection is dropped and until the VPN tunnel is restored or Kill Switch manually disabled
Locations	<ul style="list-style-type: none"> • 5200+ servers in 59 countries • Auto selects the best server based on location and load
No tracking	<ul style="list-style-type: none"> • No limit on peer-to-peer file sharing, no bandwidth threshold or activity tracking
Speed	<ul style="list-style-type: none"> • Top ranked >110Mbps, ideal for streaming
Subscriptions	<ul style="list-style-type: none"> • 1-month, 1-year, 2-year, and 3-year plans

ARUBA INSTANT ON & AISLELABS

Wi-Fi hotspots are on the rise globally and are projected to grow four-fold from 2018 to 2023. Traditionally, guest Wi-Fi services have been an IT cost center. Aislelabs and Aruba have partnered to monetize Aruba Instant On guest Wi-Fi leveraging customer-related data to drive highly targeted, AI-powered marketing campaigns via e-mail, SMS, social, digital ads, and surveys.

AISLELABS CONNECT

Aislelabs Connect transforms Aruba Instant On guest Wi-Fi into a customer data acquisition and digital marketing platform to enhance revenue, loyalty, and engagement. The service offers a suite of free and premium services that can be configured and start generating results in just minutes.

UNIQUE VALUE PROPOSITION

The joint solution offers many unique added-value capabilities:

- Measures the return on investment of each campaign by linking on-line and off-line sales to specific marketing programs;
- Support for custom integration with CRMs (Salesforce, Oracle, and others) and third-party business applications;
- Global 24-7 support with regional offices in North America, UK, Middle East, and India;
- Dedicated Customer Success team with expertise in deploying the joint solution across different vertical applications.

Free Tier Features	Premium Tier Features
<ul style="list-style-type: none"> • Authentication <ul style="list-style-type: none"> - Facebook® - Instagram® - Twitter® - LinkedIn® - E-mail login • Basic customizable captive portal <ul style="list-style-type: none"> - Multilingual support (170 languages) • User details <ul style="list-style-type: none"> - Aggregated reports - Limited access to user profiles (view 10 recent user profiles) 	<p>Free Tier features plus:</p> <ul style="list-style-type: none"> • Advanced marketing <ul style="list-style-type: none"> - Full featured e-mail marketing - Unlimited e-mails with no extra cost - Built-in social (Facebook/Instagram) advertising - Feature rich automated email campaign options, based on visit history, frequency of visits and/or demographic information - Numerous "set and forget" pre-built campaigns to fully automate your digital marketing efforts - Built-in smart coupons to engage loyal and at-risk customers - Smart Reviews features to increase positive user ratings of your venue on sites such as TripAdvisor®/Yelp®/Zomato®/Google Local®/Facebook Local® - Integration with digital-ad platforms to externalize all collected data - Enable location based digital campaigns using the customer profiles and visit history natively through the Aislelabs solution - Full-featured SMS campaigns with location based triggers (additional SMS costs apply) • Visitor details: <ul style="list-style-type: none"> - Unlimited collection and storage of detailed customer profiles and customer history - Customizable, location-based surveys to obtain real-time visitor feedback per venue - Unlimited CSV exports and API access • Customized reporting and advanced analytics • Premium onboarding and account management support • SLA applies



ARUBA INSTANT ON & PURPLE

More deeply engaging with customers is one of the most effective ways to grow new business and drive revenue. That journey starts with a free, easy-to-use guest Wi-Fi solution that can deliver highly targeted marketing campaigns. Purple and Aruba have partnered working to transform Aruba Instant On guest Wi-Fi into a marketing platform to win, serve, and retain customers.

PURPLE

The Purple platform delivers personalized guest experience for visitors with a customizable captive portal, advanced marketing service, and comprehensive analytics services. Purple offers a suite of free and premium services for use with Aruba Instant On that can be configured and start generating results in just minutes.

UNIQUE VALUE PROPOSITION

The joint solution offers many unique added-value capabilities:

- Highly customizable custom journeys;
- Global 24-7 support in both Spanish and English;
- Dedicated pre-and-post-sale Customer Care team.

Free Tier Features	Premium Tier Features
<ul style="list-style-type: none"> • Authentication <ul style="list-style-type: none"> - WeChat® - Facebook® - Instagram® - Twitter® - Form® - Vkontakte® - E-mail login • Basic customizable captive portal <ul style="list-style-type: none"> - Multilingual support - User access journeys • User details <ul style="list-style-type: none"> - Basic dashboard 	<p>Free Tier features plus:</p> <ul style="list-style-type: none"> • Advanced customizable captive portal <ul style="list-style-type: none"> - Ability to add custom terms and conditions to the login journey - Ability to use your own designs for your HTML splash pages • Advanced marketing <ul style="list-style-type: none"> - Access your own marketing customer relationship management (CRM) system - Create and schedule marketing campaigns to your customers via SMS or e-mail • Analytics <ul style="list-style-type: none"> - Enhanced analytics - Custom, user-created dashboards • Reports <ul style="list-style-type: none"> - 'My Reports' feature creates and saves reports that you find most useful - 'Scheduled Reports' sends reports automatically via e-mail



ARUBA INSTANT ON & SKYFII

In today's competitive markets, small and medium sized businesses that can gain a deep understanding of their customers, and the factors that impact buying decisions, will stand above their competitors. The market leaders will leverage highly targeted, personalized selling messages to increase basket size, build loyalty, and create more engaging experiences. Aruba Instant On access points, used in conjunction with Skyfii's cloud-based analytics and marketing platform, will deliver the edge you need to obtain deeper insights, better in-venue experiences, and higher sales.

SKYFII

The Skyfii platform transforms Aruba Instant On guest Wi-Fi into a powerful marketing engine, driving sales by improving guest experiences. Features include captive portal and e-mail marketing, SMS log-in, customer surveys, and video overlays. Both free and premium services are available that can configured and start generating results in just minutes.

UNIQUE VALUE PROPOSITION

The joint solution offers many unique added-value capabilities:

- Integrations with a wide range of data sources including point-of-sale, staffing, cameras, social, Web, and weather;
- A Professional Services team to assist with marketing campaign planning and design, digital strategy, and extracting the deepest insights from customer data;
- Teams in eight countries covering all geographical regions.

Free Tier Features	Premium Tier Features
<ul style="list-style-type: none"> • Authentication <ul style="list-style-type: none"> - Facebook® - Instagram® - Twitter® - LinkedIn® - E-mail login • Basic customizable captive portal <ul style="list-style-type: none"> - User Experience Designer - Multilingual support (18 languages) - Show or hide captive portal content based on time of day or day of week • E-mail marketing using basic segments (limit 500 subscribers) • User details <ul style="list-style-type: none"> - Visitor profile using attributes from social media login - Real-time and historical analytics of Wi-Fi usage patterns • Limit of three access points per site, and three sites per account 	<p>Free Tier features plus:</p> <ul style="list-style-type: none"> • Authentication <ul style="list-style-type: none"> - SMS log-in • Advanced customizable captive portal <ul style="list-style-type: none"> - Captive portal survey design and integration - Video and advertising overlays - Test and optimize multiple variations of captive portal design to convert the highest volume of guests • Advanced marketing <ul style="list-style-type: none"> - Captive portal content targeting - Multichannel customer relationship management (CRM) including e-mail, SMS, or mobile push notification - API and CRM integration using Skyfii's simple REST API or by direct integration into most major CRM platforms - Campaign automation - Campaign attribution and redemption including integration with point-of-sale (POS) systems - Loyalty program integration • Analytics <ul style="list-style-type: none"> - Multi-data source integration



ARUBA INSTANT ON & WAVESPOT

Personalized experiences that create intimate customer engagements drive repeat business and customer loyalty. Wavespot and Aruba have partnered to deliver easy-to-use, location-based marketing (LMB) solutions to small and medium sized business. The solutions help businesses understand customer behavior so they can generate highly targeted and effective marketing programs that boost loyalty, sales, and profitability.

WAVESPOT

Wavespot provides a single platform for secure captive portal and policy management, analytics dashboards and marketing automation. Used in conjunction with Aruba Instant On access points, the platform registers guests through a robust captive portal, pushed targeted advertising, and tracks marketing analysis. The platform includes a suite of both free and premium services that can configured and start generating results in just minutes.

UNIQUE VALUE PROPOSITION

The joint solution offers many unique added-value capabilities:

- Marketing services and guest pass authentication are included in the free tier;
- Integrated with leading point-of-sale (POS), customer relationship management (CRM), and loyalty solutions;
- Sales across 130 countries and support for multiple languages;
- Dedicated Account team to assist with captive portal marketing programs and provides support services.

Free Tier Features	Premium Tier Features
<ul style="list-style-type: none"> • Authentication <ul style="list-style-type: none"> - WeChat[®] - E-mail login • Basic customizable captive portal <ul style="list-style-type: none"> - Guest pass authentication: generated token based guest access - Multilingual support • Single administrator • Basic marketing <ul style="list-style-type: none"> - Limited email marketing (500 subscribers) - Limited Wi-Fi marketing (1 marketing message/month) • User details <ul style="list-style-type: none"> - Last login time - 1 day historical data 	<p>Free Tier features plus:</p> <ul style="list-style-type: none"> • Authentication <ul style="list-style-type: none"> - Twitter[®] - LinkedIn[®] - Facebook[®] - SMS login • Advanced customizable captive portal <ul style="list-style-type: none"> - Drag & drop captive portal builder & workflow, custom splash pages - Voucher and subscription plan authentication • Analytics <ul style="list-style-type: none"> - Suite of impression, session and user analytics - Competitor analysis to show how competitors are performing • Robust marketing automation <ul style="list-style-type: none"> - Wi-Fi, e-mail, and SMS marketing • Account management and 24/7 support • POS integrations for closed loop marketing and payment insights • Real-time and historical reports

