ARUBA INSTANT ON & PURPLE
Give Guests the Ultimate Wi-Fi Experience

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 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.

Get started with Purple here: www.purple.ai/aruba.

Free Tier Features	Premium Tier Features

• Authentication
  – WeChat©
  – Facebook©
  – Instagram©
  – Twitter©
  – Form©
  – Vkontakte©
  – E-mail login
• Basic customizable captive portal
  – Multilingual support
  – User access journeys
• User details
  – Basic dashboard
	Free tier features plus:
	• Advanced customizable captive portal
	  – Ability to add custom terms and conditions to the login journey
	  – Ability to use your own designs for your HTML splash pages
	• Advanced marketing
	  – Access your own marketing customer relationship management (CRM) system
	  – Create and schedule marketing campaigns to your customers via SMS or e-mail
	• Analytics
	  – Enhanced analytics
	  – Custom, user-created dashboards
	• Reports
	  – 'My Reports' feature creates and saves reports that you find most useful
	  – 'Scheduled Reports' sends reports automatically via e-mail

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