

ARUBA INSTANT ON & SKYFII

Leverage Wi-Fi Networks as a Powerful Channel for Growing Business

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 be 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.

Get started with Skyfii here: <https://skyfii.io/aruba-instanton>.

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



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