

# ARUBA INSTANT ON & WAVESPOT

## Grow Sales with Location Based Marketing & Insights

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 be 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.

Get started with Wavespot here: <http://aruba.wavespot.us>.

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

