

ARUBA INSTANT ON & ZOOX SMART DATA

Convert Big Data to Smart Data

Small and medium sized businesses look to guest Wi-Fi to provide visitors with new and engaging experiences. Contextual information generated by those networks, both during and post log-in, contains valuable meta-data including identity, on-site behavior, and location. When these data are extracted and used in a legally-compliant manner, they can be used to create tailored marketing, loyalty, and sales campaigns.

ZOOX SMART DATA

Used in conjunction with Aruba Instant On, Zoux Smart Data's cloud-based Wi-Fi analytics and engagement platform helps businesses of all sizes provide more engaging visitor experiences. Features include captive portal, custom e-mail and SMS campaigns, personalized survey, advanced analytics and more. 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:

- Integration with leading customer relationship management (CRM) and property management systems (PSM);
- Integration with point-of-sale (POS) and loyalty solutions or applications via API;
- Dedicated customer success team to assist with the platform configuration; and
- 24x7 customer support.

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 (5 languages) • Basic analytics and marketing 	<p>Free tier features plus:</p> <ul style="list-style-type: none"> • Authentication <ul style="list-style-type: none"> - SMS log-in - E-mail validation - Role-based access control • Advanced customizable captive portal • Advanced marketing <ul style="list-style-type: none"> - Custom e-mail and SMS campaigns - Unlimited personalized surveys and automated actions based on user responses - Net promoter score • Advanced Analytics <ul style="list-style-type: none"> - Media campaigns analytics, graphs and viewers list (CSV) download - User data base analytics download

Get started with Zoux Smart Data here: <https://content.zouxsmart.com/zoux-configuration-ai0>

