



Product overview



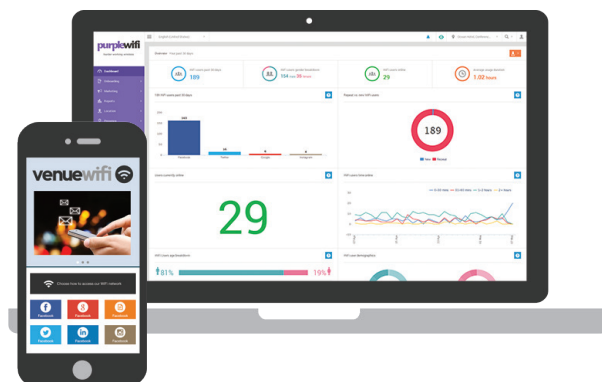
Purple WiFi works with most leading wireless hardware and is a fully scalable solution with options for small, single site businesses right up to large multi-site organisations with high volumes of WiFi users. Purple WiFi adds a 'best in market' guest WiFi platform that is legally compliant, has content filtering, social login, deep analytics and marketing tools built in, all designed to deliver a better customer experience whilst providing tools to generate a return on investment.

Key business benefits

1. Customer experience

The Purple WiFi solution provides not only a robust and easy to manage wireless network, but also a branded login process that uses social media or a short form that is simple for a customer to use.

Businesses can drive offers, incentives, and details of their loyalty programs to their customers in real time either via the login screens or via emails or SMS, helping to boost revenue as well as customer loyalty.



2. Revenue and growth

The data collected can be used to segment customers into highly targeted groups based on demographics, loyalty and their physical location and movement around the venue, store, or hotel. This information can be used to drive offers and promotions in real time to customers, encouraging spend across all of the organisation's services.

Having new methods to gather contact details, or being able to gain new social Likes and Follows, greatly increases the business' ability to market back to their customers.

The login pages can be monetized by featuring sponsored advertisements and promotions from third parties.

3. Ease of implementation

Purple WiFi is cloud-based and can therefore be deployed onto the wireless network and across multiple locations with just a few configuration changes or by flashing the device with our custom firmware. The Purple Portal has been built with the user in mind and requires very little training to fully understand all of the features and reports.

Product features and benefits

Social features

- Social login
- Likes and Follows via registration process
- A social post of your choosing when customers log on
- Social media management tool

WiFi marketing

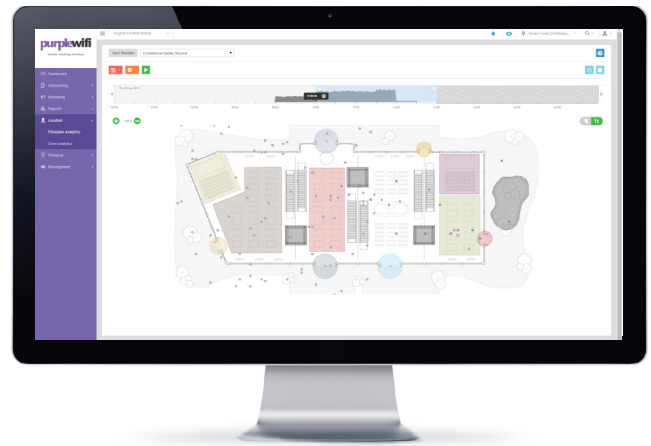
- Automated email marketing tool
- Promotional voucher creation
- Fully brandable login screen
- Custom URL redirect
- Brandable landing page

Data & analytics

- Number of visitors
- Customer gender, age & location
- Type of device used
- Time of visit
- Access to individual customer data

Security

- 2 additional personal WiFi channels
- Data holding in compliance with legal requirements
- Bandwidth limiting per user
- SSL encryption of traffic



Benefits to partners

Our product has been developed with the channel in mind; sold only via our network of resellers with licences available from our global distribution partners.

Pricing

Licences are charged on a per access points basis. There are 3 licence types: Guest WiFi, Location Based Services and Content Filtering. Prices annual or 3 yearly.

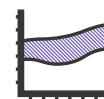
Our accredited reseller also benefit from:



Recurring revenue



Marketing & GTM support



High margin



Sales support