

PRODUCT SHEET

Zone

Zone is a cloud based WiFi and BLE analytics product with Guest WiFi providing an effective and dynamic marketing approach for different kinds of enterprises regardless of its sector and size. Zone strengthens business performance in many aspects by enhancing customer satisfaction and detecting potential customers with its unique and innovative way.

Zone provides invaluable near real-time data about your visitors by using your WiFi network or Meridian-integrated mobile SDK. Obtained data can easily be used for managing your business wisely, with the user friendly interface of Zone.

As you get more data about your customers such as contact information (mobile phone, email etc.) and demographic information, you expand your customer database. Afterwards, it is much easier to segment your customers according to their behaviors which leads you target them in advance intelligently.

NETWORK ACCESS CONTROL WITH CLEARPASS

With the increasing demand on IoT and the BYOD culture, visibility and control over your network has become more important than ever. Aruba Clearpass integration of Zone will let you have extended control of the devices and users connecting to your network. You won't worry about your Guest WiFi security any more.

ASSET MANAGEMENT AND TRACKING

Zone simplifies managing different types of assets in a unified user interface. You can defined assets in a few clicks and get ready to learn about them. Knowing whereabouts and status of your assets is much easier with Zone's asset tracking feature. Integrated with Meridian's asset tracking capabilities, Zone lets you to track Aruba tags in almost real-time. With workflow feature you can define rules for high-valued assets and be notified when they leave desired floor or geofence against pre-defined schedule.

Asset tracking is also supported over WiFi data. This lets you to track your employees, students or any other specific visitors. Every single wifi-enabled device can be tracked concerning their action times and specific locations in the stated floor of a venue.

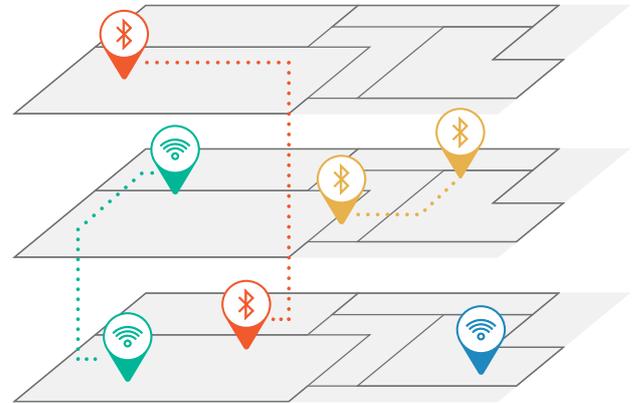


Figure 1: Asset Tracking

GUEST WIFI ACCESS (SMARTGATE)

Zone comes with public Smartgate which is an effective captive portal solution, providing a secure and scalable Guest WiFi platform integrated with the Zone Management Interface. It simplifies guest network login with various authentication methods like OTP and social login. Smartgate features some key components like Survey and Advertisements which turn a Guest WiFi into a real marketing tool. With Survey, you can know your customers' needs, get real feedback and provide pinpoint benefits. Moreover, you could prepare surveys in any way you like and present it to your customers before or after authentication.

REPORTS

Different reports pages are presented in 'Reports' section on Zone. These reports help an overall understanding of company's performances and improvements in defined date range. Also, change for each data is demonstrated on 'Reports Summary' page which enables having a overall insight. Furthermore, comparing statistics in two specified data range available which provides a deeper perception in company success. On the other hand, if customers visit more than one venue, it is also possible to see these visits labeled as cross visits

Zone provides reports focusing on Guest WiFi as well, which demonstrates the overall situation of WiFi utilization. It includes daily user count on a bar chart which enables comparison between days. Also, the users are distributed by age and gender and the data is shown in different types

of charts in a very user-friendly way. More data regarding to data usage by users is presented via charts as well such as average connection time, data usage by date, device distribution and more detailed information to get more insight about your networks.



Figure 2: Location and time-based Reports

VENUE MANAGEMENT

Zone lets you manage all your venues visually with the use of "venue management" feature. This enables you to see all the information about your venues such as data usage per venue, venue location on map, number of networks, APs and users in any particular venue, even weather conditions in the specific location. Having all information together at a time facilitates venue management in advance.

SPECIALIZED MARKETING CAMPAIGNS

Zone has a remarkable customer-based campaign solution for any enterprise in diversified businesses. This notable feature of Zone is specifically developed for companies to reach to their customers in advance and increase their experience quality with the particular company. The other purpose of campaign feature is to detect potential customers and enable firms to reach them in different channels. Gathering potential customer data has a dramatic impact for gaining new customers because without Zone it wouldn't be even possible to have any information about potential visitors who are just passing through your venue.

The architecture behind Zone produces customer data when a customer takes action in a venue and this data can be used in many different approaches. Customers can be targeted in varied manners and these specific customer groups can be delivered different notifications according to company's marketing strategy.

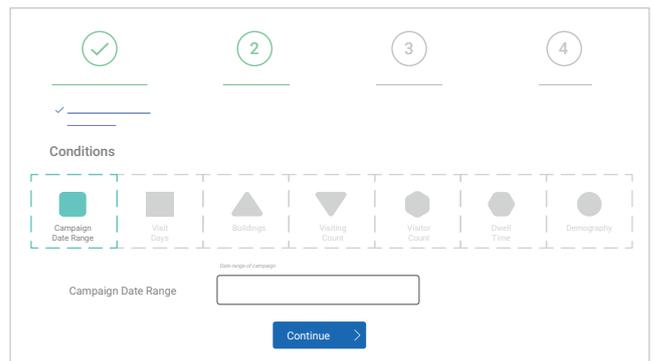


Figure 3: Campaign Management

Many filtering possibilities are presented on Zone such as "visit days", "venue", "visit count", "dwell time", "demography" and more. These different filtering options support companies in their customer segmentation processes. Besides all, these filters can be implemented in desired date ranges. After detecting customer segments, notifications are sent either via email or SMS in order to do marketing.



CLOUD ARCHITECTURE



GUEST WIFI



MULTI VENDOR SUPPORT

LOCATION-BASED ANALYTICS

Customer data is very crucial to understand visitor habits and trends in general; however this data can be much more helpful for companies if it is grouped for different locations. In location-based analytics feature of Zone, there are several analytical tools to get more detailed data about customer actions.

Fence Management: Companies can have more than one venue in which case these venues are defined by different name on Zone. These venues are consisted of various floors and these floors are divided into several sections that are called fences. The main purpose of managing fences is to have a more precise understanding of customer movements inside a venue. This feature is also fully integrated with Meridian, your tag zones on Meridian are automatically fetched into Zone to be used with Asset Tracking feature.

Location and Heat Maps: There are two types of maps Zone can demonstrate which are location maps and heat maps. These two maps create visualization of customer density in different floors of venues. Not only the current situation can be seen, but also customer action flow in a time range is shown on the maps as well. Besides all, it is possible to compare customer density between defined date ranges. In addition to that, there are live versions of these particular two maps which are always updated according to the last moment.

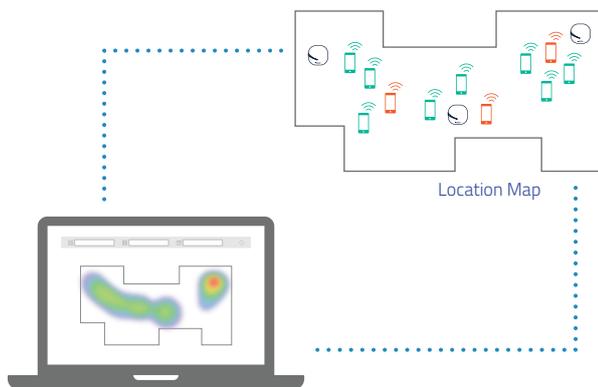


Figure 4: Location-based Features (Experimental)

VISUALIZE

Visualize is the new way of Captive Portal Design which provides a very unique opportunity for flexible design for enterprises. It includes different layout options which are fully customizable and component-based. Every component can be managed and adjusted that facilitate users to decide on the ultimate design according to their target customers.

INCREASE YOUR BUSINESS VALUE

With all these features of Zone, you can enhance your business performance, increase your customer engagement and create a better customer satisfaction. First, understanding your customer behaviors, habits and needs accordingly is very crucial to treat them correctly. Segmenting your customers leads a better management and further strengthens customer happiness. Having a deep comprehension about your customers also supports you to predict about possible future scenarios. So, Zone is a very powerful source with these unique components.