SECURE WIFI & ANALYTICS

BETTER ANALYTICS DELIVER A BETTER BOTTOM LINE

GATHER BUSINESS INTELLIGENCE

Gather valuable presence and usage data for business intelligence to help you understand your customers' shopping patterns and target marketing campaigns. Key metrics include Presence, Loyalty, Social Media Engagement, and WiFi Usage.

ENGAGE CUSTOMERS

Provide mobile applications for consumers to personalize their experience. Connect them to loyalty and rewards programs and give them the ability to research online to increase the likelihood of purchase. Enable loyal consumers to connect with you on social media to promote your business.

IMPROVE PRODUCTIVITY

Windstream WiFi enables your business to easily deploy and manage highly secure private and public wireless networks at all locations. Roll out corporate mobile applications that drive employee productivity, providing access to training, product and inventory information, and customer service tools on tablets, smartphones, and other devices.

SUPPORT INDUSTRY COMPLIANCE

Service includes top-rated, built-in wireless intrusion prevention system (WIPS) to support industry security and compliance requirements including PCI, HIPAA, LBA, and SOX.

windstream.

PLUG AND PLAY IMPLEMENTATION

Easy to install and maintain without IT staff or special training. Cloud-based management enables centralized control of WiFi services across all locations. Customizable user interface and reporting.

CENTRALIZE MANAGEMENT WITH A CLOUD–BASED PORTAL

- Manage configurations
- Centralized alarms
- Centralized reporting

Manage WiFi for hundreds or even thousands of stores from a single web-based portal.

IMPROVE YOUR BOTTOM LINE

Deliver a seamless and personalized omnichannel consumer experience to create a competitive advantage and drive more sales.

FEATURES

- Consumer WiFi analytics
- Social media analytics
- Top rated Wireless Intrusion Prevention System (WIPS)
- Content filtering and firewall
- PCI, HIPAA, GBLA, SOX compliant
- High speed WiFi access
- Fault-tolerant architecture

BENEFITS

- Analytics for business intelligence
- Custom-branded guest WiFi portal
- Custom reporting
- Easy to deploy
- Cloud-based management
- High speed WiFi access
- Single solution for private & public WiFi

GATHER WIFI DATA FOR SHOPPING ANALYTICS

View data across all locations including:

- Presence Analytics: Foot traffic, dwell time
- Loyalty Analytics: Repeat visitors, frequency
- Social Media: Conversion, demographics
- WiFi Usage Analytics: Device types, duration

CONNECT CUSTOMERS TO YOUR BUSINESS AND SOCIAL MEDIA

Enable customers to connect to WiFi via their favorite social media network, and provide a custom home page

PROTECT YOUR CARDHOLDER DATA ENVIRONMENT AND AUTOMATE PCI COMPLIANCE WITH BUILT-IN WIRELESS INTRUSION PROTECTION

Establish protection from:

- Wireless hackers
- Rogue Access Points
- Non-compliant in-scope wireless
- Unsecured external wireless

Contact us for more information

windstream®