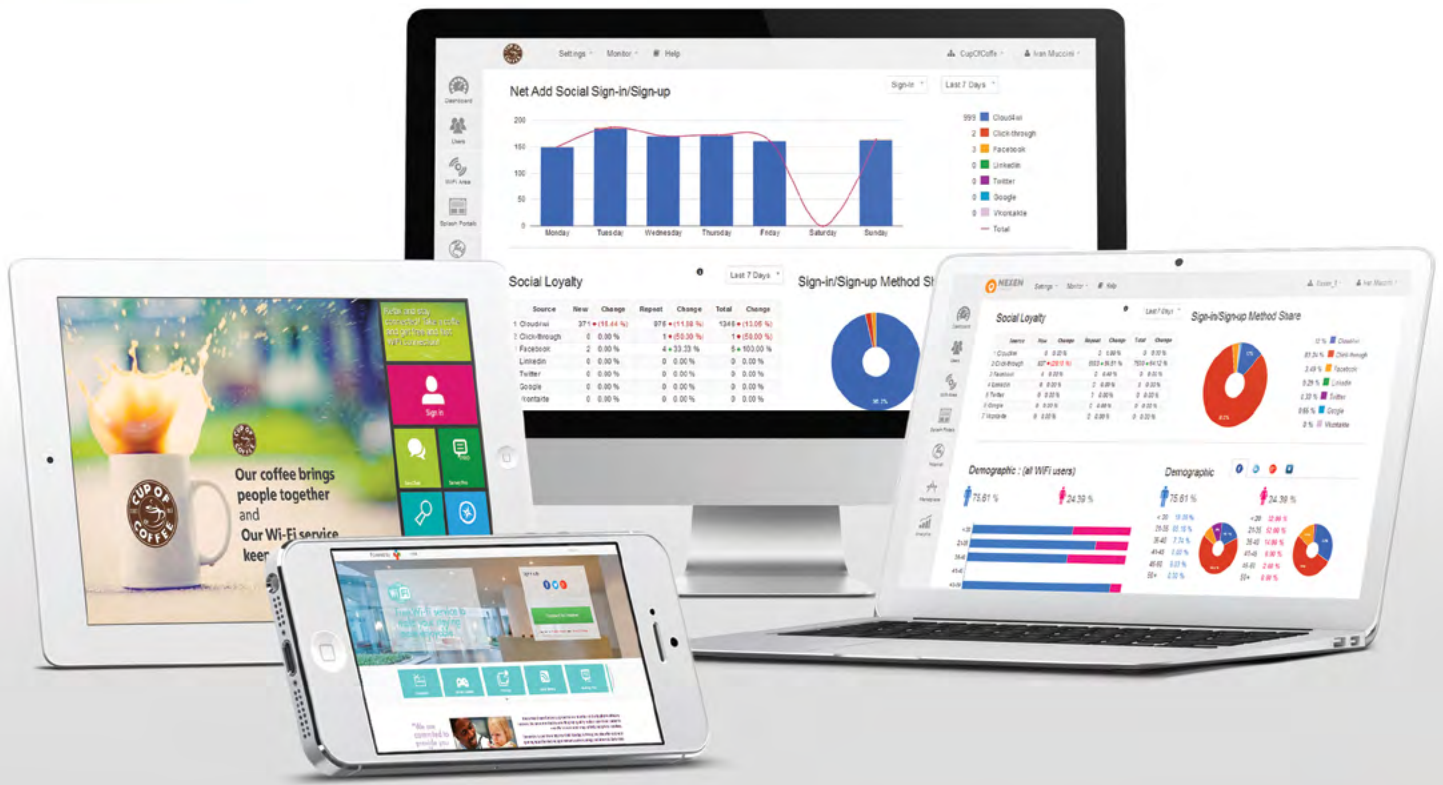




Cloud4Wi

Monetize Your Wi-Fi



Generating new revenues from Wi-Fi

People today expect Wi-Fi anytime, anywhere and, most of all, free of charge. Venues of all kinds – retail, hospitality, transportation, healthcare, education, government – have a unique opportunity to engage their customers and generate additional revenues from the Wi-Fi they are providing.

Managed service providers (MSPs) can easily take part in the massive global Wi-Fi market opportunity by enriching their existing Wi-Fi offerings and tailoring them to the unique requirements of individual venues.

With Cloud4Wi, MSPs can offer customized, value-added Wi-Fi services while providing maximum flexibility for venues and a significant reduction in the total cost of ownership.

The Cloud platform for value-added Wi-Fi

Cloud4Wi is a cloud platform for monetizing Wi-Fi.

With Cloud4Wi, MSPs can quickly and easily create next-generation, custom-branded Wi-Fi offerings and build value-added Wi-Fi services, transforming free Wi-Fi into a revenue-generating asset that boosts their own profits and creates new revenue opportunities for the venues they serve.

Cloud4Wi provides access to the world's first Wi-Fi marketplace. It includes a diverse set of innovative applications to target any industry and support any client's Wi-Fi strategy with social media, analytics, marketing, advertising, localization and branded offerings to create new and expanding revenue streams.

Cloud4Wi provides MSPs and venues with powerful tools to increase competitiveness. Cloud4Wi's cloud-based technology ensures maximum flexibility and scalability. Wi-Fi initiatives can be up and running quickly, and a pay-as-you-grow pricing structure reduces the total cost of ownership.



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What makes it different

Cloud4Wi is the first cloud platform to introduce a Wi-Fi marketplace that targets individual industries and supports multiple Wi-Fi monetization strategies.

Venues benefit from the Wi-Fi marketplace in a variety of ways. They can promote special offers to customers via a branded splash portal, provide easy-to-use applications to help customers enjoy their visits, utilize powerful marketing tools to retain and develop their customer base, capture customer data via sophisticated analytics tools and increase brand awareness with social media applications.

Cloud4Wi also offers third-party developers a software development kit (SDK) designed for quick and easy creation of apps for the Wi-Fi marketplace, expanding the ecosystem of Wi-Fi monetizing solutions and delivering greater network value to organizations with Wi-Fi offerings.

How it reduces costs

Cloud4Wi provides a cost-effective cloud platform that provides a significant reduction of upfront investment and operational costs.

- ✓ Delivered in the cloud – requires neither local hardware or software installation, nor any specific technical skills.
- ✓ Compatible with different Wi-Fi equipment providers – ensures optimal flexibility whether you are launching a new initiative or enhancing a legacy Wi-Fi network.
- ✓ Pay-as-you-go pricing model – annual licensing is linked to the number of access points or hotspots being managed and the number of concurrent users.

Benefits for managed service providers



Control how users access Wi-Fi and what they can do



Grow your business by creating new opportunities and incentives for venues



Address the unique requirements of different industries and customer types



Package services that are tailored to customer specifications



Create a branded offering portfolio through white label



Choose the access point and/or normalize legacy networks

Benefits for venues



Increase customer loyalty



Promote your brand



Increase your presence on social media



Generate qualified leads for marketing campaigns



Deliver location-based content and a customized user experience



Survey customers to increase engagement and capture information



Learn more about customer demographics, preferences and online behavior



Promote products and services, and engage customers with special offers



Earn extra revenue with third-party advertising



Deliver a compelling online customer experience