

# CLOUD SYSTEM

INTELLIGENT WIFI SYSTEM FOR  
ABSOLUTE GUEST SATISFACTION



# TOP FEATURES



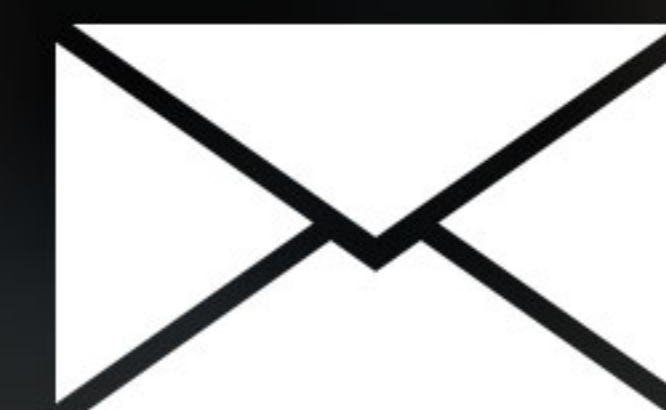
## INTERNET CONTROL

The control of bandwidth, time, data transfer, and a number of devices that a guest can connect to WiFi network with an optional automated login



## WiFi LOCATIONS

WiFi access points may have different login methods in the hotel rooms, restaurant or spa, with optional data collecting, video commercials or high-speed billing



## EMAIL CAMPAIGNS

Send promo email marketing campaigns automatically when a guest connects or leaves the premise, to improve guest satisfaction and increase revenue



## PMS INTEGRATION

The integration with the Hotel PMS system enables your guest to connect to WiFi with a room number and a name, and to add charges to the room



## VIDEO COMMERCIALS

The system can deliver video commercials before a guest connects to WiFi, targeted by age and gender. Each campaign includes the click-through rates stats, with a PDF report available



## SOCIAL WiFi

Your guest login via social network account is a quick and simple way to collect emails and your guests and visitors names, and therefore to use those data for purposes of marketing campaigns



## SURVEYS

Surveys are a powerful tool to gather rates, opinions and comments of your guests, which can consequently be used for marketing purposes and the improvement of the quality of your services



## STATISTICS

Ranging from basic data to advanced analytics, the system offers you both reports and a complete insight into how WiFi network functions and the behaviour of your guests on the Internet

# IDEAL WiFi SOLUTION

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A fast and reliable WiFi network is expected today at all institutions, hotels, restaurants, bars, airports, transports...Excellent WiFi contributes to greater guest satisfaction and loyalty.

Our system provides you with both advanced WiFi network control and a reliable connection with all the guests.

It enables you to deliver video commercials and automatically sends special offers at defined time intervals, which leads to an increase in revenues from restaurants, spa centres and other services.

The system collects data and surveys, which provide objective feedback on guest satisfaction.

Thus you can boost your ratings on sites such as TripAdvisor and Booking.com.



# CLOUD SYSTEM

Cloud WiFi system is a cloud system of great possibilities which connects various devices into an intelligent WiFi network. The system works on fast Microsoft Azure servers with high availability.

It provides centralized device management, hotel WiFi network control, access methods settings, guest accounts updates, extraordinary analytics and reports, easy network expansion.

The system supports WiFi devices of the leading network brands: Cisco, Ruckus, Ubiquiti, Tp-Link, Mikrotik, Cradlepoint, D-Link, Asus, Meraki, Icomera, Open-Mesh, etc.

*MikroTik*

  
CISCO™

 UBIQUITI®  
NETWORKS



RUCKUS™

TP-LINK®  
The Reliable Choice

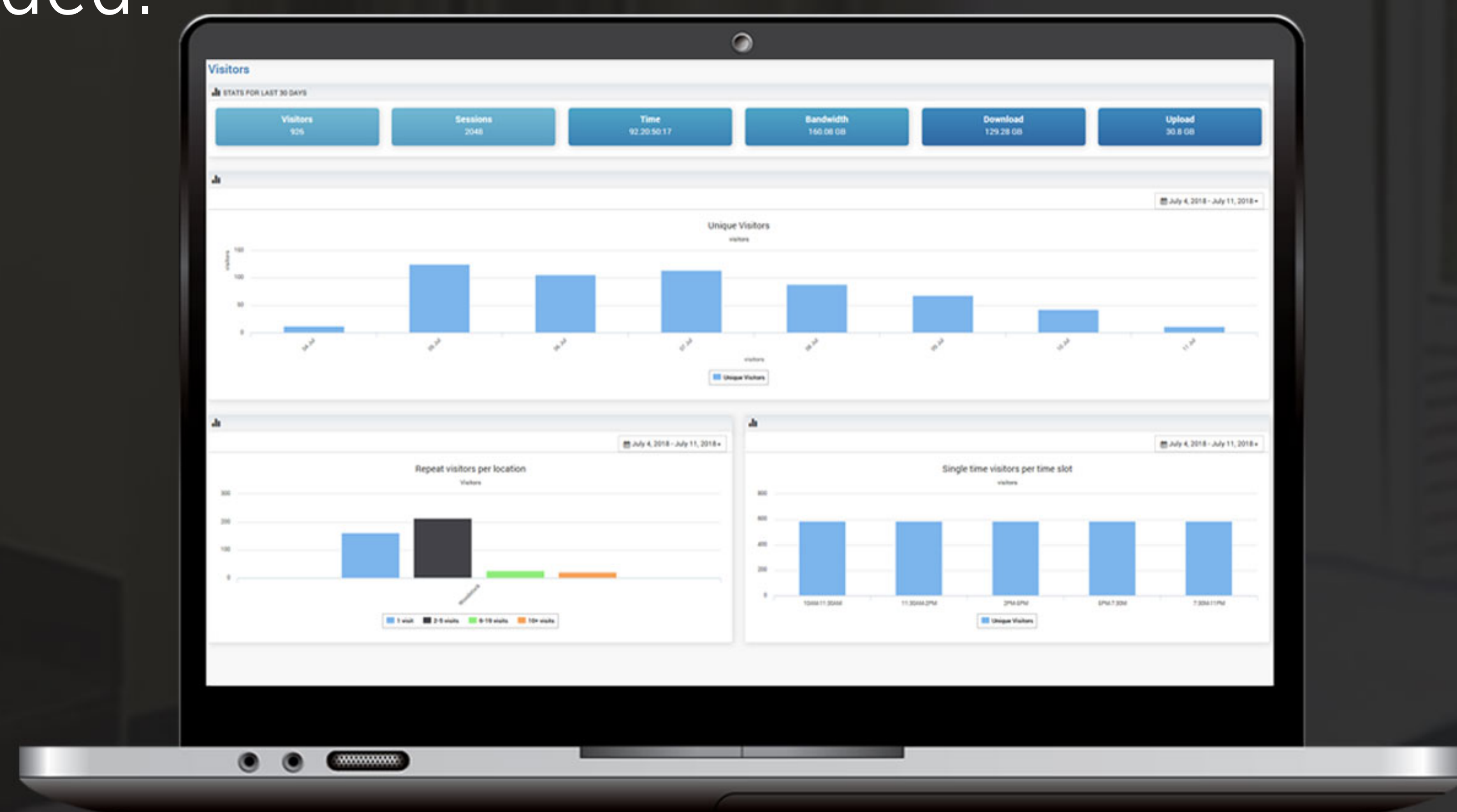
D-Link

# HOW SYSTEM WORKS?

When your guest connecting to WiFi, a welcome page automatically translated into a guest language pops up on a device. You can easily customize the welcome page by setting the logo, background, colors and the ways in which your guests can access the Internet.

There is a possibility to include various features: free Internet, faster paid Internet, email and customer data collection, the access granted on entering room number and name, the access via social network accounts or having seen video commercials.

Having logged in, the customer can be greeted with a heartfelt, welcome email containing the basic information about the hotel, with special offers included.



# INTERNET CONTROL

Cloud WiFi system precisely controls the Internet access speed, data transfer and a number of devices which a guest can connect to WiFi.

Since streaming services, like YouTube becoming more popular, it is very important to limit access speeds, so your customers could get great WiFi

The guest is allowed to use multiple devices (1, 3 or more) per account, and for each device there is a customer device usage statistics.

When a guest connects to an access point, he will be logged in automatically.

Download Mbps



Upload Mbps



☐ Unlimited bandwidth

Quota

2

Units

GB

☒ Autologin device

☒ Multi device

4

Devices

☒ Unlimited time

# WiFi LOCATIONS

Internet needs to be available and of an excellent quality everywhere: in hotel room, the restaurant, shopping mall, spa centre, in the transport... All WiFi access points may be clustered into locations with a common start page and limits.

A guest in a hotel room can log in via an account (room number/name) and get a higher Internet access speed. The restaurant visitors can be granted free WiFi of lower speed with a video advertisement and optionally faster WiFi, which can be paid by card or PayPal. Users in the shopping mall can be delivered a video ad and a coupon that needs to be used immediately in a shop.

Gather customer data on one location, make charges for fast Internet access on the other location, or display video advertisements to grant the Internet access on the third WiFi location.



# WiFi SURVEY

Your WiFi network is a perfect channel to gather the opinions of your customers.

Gather valuable information about your guests, which can be used for marketing purposes and to improve the quality of your services.

Resolve complaints about your services or the staff, which you would not have been informed about otherwise. Surveys can be displayed on the initial login page, or sent in an email after a defined time interval.

All the data are instantly available being gathered into legible analytics, without any paperwork.



The smartphone screen displays a login and survey interface for 'AIRPORT WiFi'. At the top, there is a logo featuring a globe with an airplane flying around it. Below the logo, the text 'AIRPORT WiFi' is prominently displayed. Underneath, it says 'FREE INTERNET ACCESS'. The form includes a text input field for 'What is your email?', a dropdown menu for 'You are:' with 'Departing' selected, and a star rating section titled 'Please rate our services' with ten yellow stars. At the bottom, there is a blue 'Connect' button.

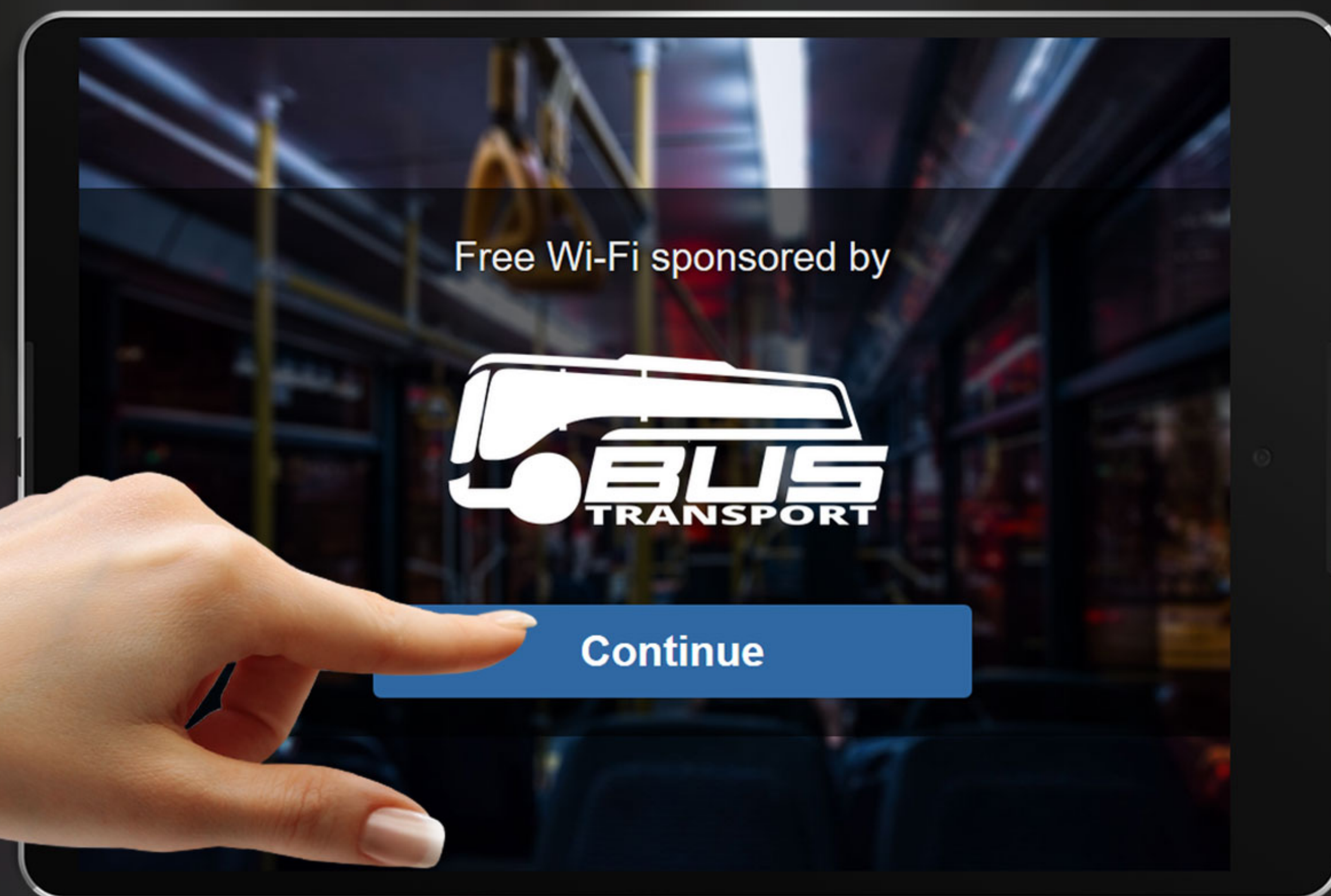


# WiFi MARKETING

WiFi is an ideal marketing channel because it enables you to display video advertisements before a guest is connected to the internet.

Cloud WiFi system enables you to set one or multiple video advertisements which can be rotated each time the guest is connected. For each marketing campaign you will get analytics which includes the number of displayed video advertisements, click-through rates, how successful the campaign is, with PDF reports for hotel manager.

Having seen a video advertisement, a guest will be offered to connect to the Internet and visit the web page with a special offer. Thus you enhance guest engagement and advertising.



# EMAIL MARKETING

Email marketing campaigns enable you to send information and promotional emails to your guests.

Those campaigns can be sent when necessary, if you want to inform your guests about the novelties, or automatically according to a previously defined schedule which includes initial connection, inactivity or on a guest's day of birth.

The integrated editor, which enables you to insert images, text, links and other features, helps you prepare the emails. The campaigns can be sent to your target guests immediately, or at a specified delivery time.



# SOCIAL WiFi

Social Login is a favourite WiFi access method for most customers since it enables them to log in to the Internet in just a few clicks, without any personal data required/ without entering any data.

Social WiFi is a powerful tool by means of which you can offer free WiFi to your guests, and gather customers personal data that you can later use for marketing purposes.

When a guest logs in to the system, there might be a message made public to your friends and followers on a social network, thus enabling you to reach new potential customers.



# TRIPADVISOR

The reputation of a hotel is of paramount importance for potential guests and TripAdvisor is dominant in this field.

The integration of the system with TripAdvisor enables you to automatically send an email to your guest upon checkout.

Remind your guests of pleasant moments they spent at your hotel and suggest that they write an online review that will help you boost hotel rating and guest loyalty.

Those reviews are a valuable source of information to guests when opting for a hotel, since 93% of guests take these online reviews into consideration, whereas 53% wouldn't book a hotel without the reviews.

The usage of our Cloud system provides the key data, such as an email address, so as to enable automated sending of a TripAdvisor review request email.



# PMS INTEGRATION

One of the most important features is the integration with the Hotel PMS system. It enables a guest to log in to WiFi via room number and name, which completely automates the access and facilitates guest access to the Internet.

Guest Internet access will be limited by Internet plan (download/upload), time, quota, expiration time, number of devices that can be connected. If a guest needs higher speed, you can offer paid access posting the Internet plan charges to the guest room.

Upon successful login, a guest can be redirected to the hotel web site, special promotion, or the page containing his/her access data.



The system integrates the most important PMS systems: Oracle Opera, Suite8, IDS, Protel, InnQuest, Medallion and 30 more.



Let's connect



# AUTOMATION

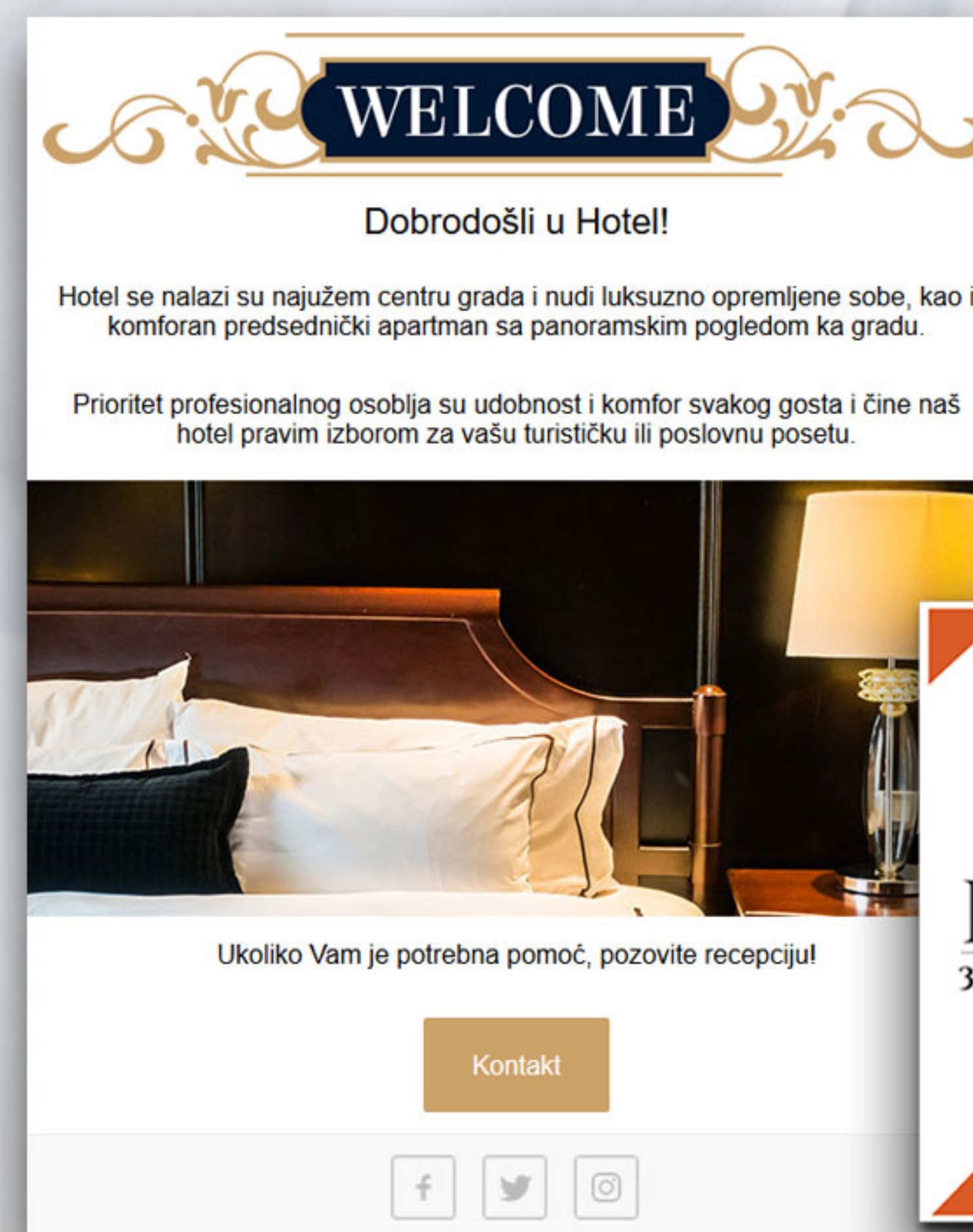
When a guest connects to WiFi network for the first time and enters personal data, he will receive a welcome email.

In two days' time the system can send a short customer satisfaction survey to be completed asking your guest to rate the customer experience so that you could react to potential customer complaints.

In a couple of days you can offer a coupon for spa/fitness centre, or you can invite your guest to cast a glance at the restaurant menu.

When a guest leaves the premises, you can send an email of gratitude and a discount coupon for the next hotel booking.

All the steps have been automated, time intervals are adjustable, and they do not require any additional effort.



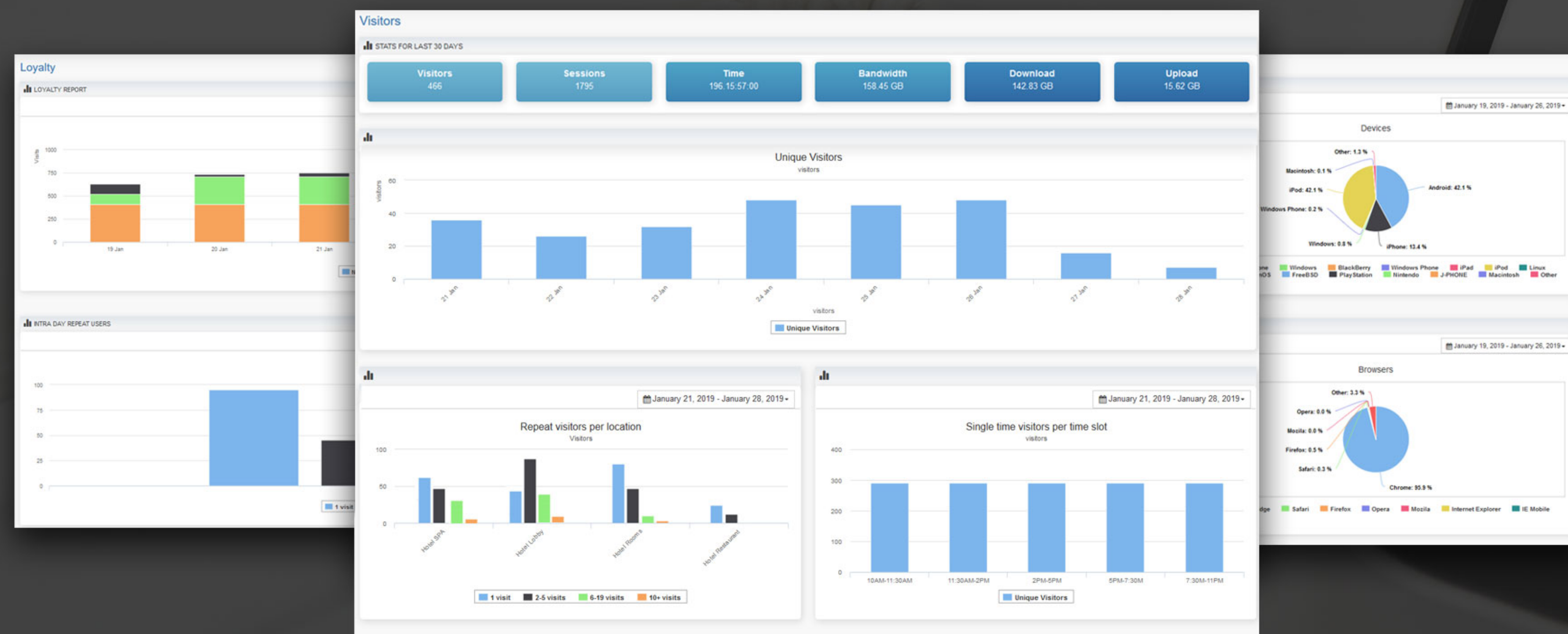
# STATISTICS

Ranking from basic data to advanced analytics, Cloud WiFi system offers a thorough insight into visitors behaviour.

Get to know your visitors, find out what their habits are and prepare effective marketing campaigns.

Track Internet usage, set the limits to Internet plans, or set specific limits to individual users.

Visitors statistics have been divided into multiple reports which include loyalty, top users, time intervals, sex, age, and other demographic data.





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