

# ARUBA INSTANT ON & ZOOX SMART DATA

## Convert Big Data to Smart Data

Small and medium sized businesses look to guest Wi-Fi to provide visitors with new and engaging experiences. Contextual information generated by those networks, both during and post log-in, contains valuable meta-data including identity, on-site behavior, and location. When these data are extracted and used in a legally-compliant manner, they can be used to create tailored marketing, loyalty, and sales campaigns.

### ZOOX SMART DATA

Used in conjunction with Aruba Instant On, Zoux Smart Data's cloud-based Wi-Fi analytics and engagement platform helps businesses of all sizes provide more engaging visitor experiences. Features include captive portal, custom e-mail and SMS campaigns, personalized survey, advanced analytics and more. Both free and premium services are available that can be configured and start generating results in just minutes.

### UNIQUE VALUE PROPOSITION

The joint solution offers many unique added-value capabilities:

- Integration with leading customer relationship management (CRM) and property management systems (PSM);
- Integration with point-of-sale (POS) and loyalty solutions or applications via API;
- Dedicated customer success team to assist with the platform configuration; and
- 24x7 customer support.

FREE TIER FEATURES	PREMIUM TIER FEATURES
<ul style="list-style-type: none"> <li>• Authentication                             <ul style="list-style-type: none"> <li>- Facebook®</li> <li>- Instagram®</li> <li>- Twitter®</li> <li>- LinkedIn®</li> <li>- E-mail login</li> </ul> </li> <li>• Basic customizable captive portal                             <ul style="list-style-type: none"> <li>- Multilingual support (5 languages)</li> </ul> </li> <li>• Basic analytics and marketing</li> </ul>	<p>Free tier features plus:</p> <ul style="list-style-type: none"> <li>• Authentication                             <ul style="list-style-type: none"> <li>- SMS log-in</li> <li>- E-mail validation</li> <li>- Role-based access control</li> </ul> </li> <li>• Advanced customizable captive portal</li> <li>• Advanced marketing                             <ul style="list-style-type: none"> <li>- Custom e-mail and SMS campaigns</li> <li>- Unlimited personalized surveys and automated actions based on user responses</li> <li>- Net promoter score</li> </ul> </li> <li>• Advanced Analytics                             <ul style="list-style-type: none"> <li>- Media campaigns analytics, graphs and viewers list (CSV) download</li> <li>- User data base analytics download</li> </ul> </li> </ul>

Get started with Zoux Smart Data here: <https://campanhas.zoosmart.com/aruba-instant-on-zoux>

