

## Smart Wi-Fi

### DRIVING SALES & INCREASING BRAND LOYALTY

Turn unknown visitors into known customers by providing free Wi-Fi in store. Track their in-store journey and communicate with them after they've left the building.



HughesON™

## IN-STORE WI-FI IS A MUST

In today's omnichannel retail environment retailers and shopping centres must offer new experiences to consumers accustomed to the simplicity of e-commerce. In-store Wi-Fi has not only become an important asset in this respect, but also one that customers increasingly want and expect.

This provides retailers with a fantastic opportunity. Customising your in-store splash page so that it seamlessly adapts to the needs of your customers will promote buying decisions while reinforcing your brand.

In fact, connecting to Wi-Fi is very often the first step on the journey to a purchasing decision. It provides store owners with a very effective medium for communication to promote special offers to first-time users and to establish instant rapport with the customer. The existence of Wi-Fi in stores and shopping malls also attracts customers back onto the premises and prolongs their average stay time. This in turn increases the opportunity to make additional sales, as well as creating the "buzz" of a busy store.



## Smart Wi-Fi

Smart Wi-Fi from Hughes Network Systems Europe not only makes in-store Wi-Fi convenient and fun to use for store visitors, but also makes it a carefree service for owners of distributed retail chains.

Visitors to any store or shopping mall can connect to Smart Wi-Fi quickly and easily, for example by using their favourite social media, or by entering some personal details such as their age, gender, email address and postcode. They only have to do this once. Their opted-in, GDPR-compliant data is then stored in the SmartStore Control Tower.



### An instant platform for personalised promotions

Once customers have connected to Smart Wi-Fi, they are delivered personalised content based on their profile information, such as targeted coupons, loyalty programs and satisfaction surveys.



### Unlimited connections at any time

Smart Wi-Fi is a cloud-based solution that works on all mobile devices. As such, the number of simultaneous connections is unlimited, dependent only on the capacity of the in-store Wi-Fi hardware.



### A wealth of information

With Smart Wi-Fi, you will have the means at your disposal to get to know your customers better. You can combine the demographic data captured by Smart Wi-Fi and stored in the Control Tower with data such as arrival time in the store and length of visit to get a comprehensive view of your customer segments and their shopping habits.



### Communicate with customers at any time

Smart Wi-Fi also enables you to communicate with your customers by email after their in-store visit, providing infinite opportunities to promote offers and raise your brand visibility. All of the data you collect can also be directly integrated into your CRM platform and marketing automation via APIs.



### Get to know your customers even better

Over time, Smart Wi-Fi helps you to get to know your customers even better and communicate with appropriately targeted messages. Smart Wi-Fi provides footfall statistics for your point of sales, such as visitor numbers, average time spent in store, and repeat visits. So, for example, if a customer has not visited for a while, maybe it's time to provide a suitable incentive.

## Key Benefits

- Get to know your customers better
- Engage with them
- Promote targeted offers, coupons, loyalty programs etc.
- Analyse and understand shopping behaviour
- Centralised management and control of distributed sites
- Cloud-based – no need for special hardware
- Quick and easy to get up and running

## HOW IT WORKS

### Connectivity and hardware

Smart Wi-Fi is managed through the cloud and is available to all of your distributed sites across Europe. This comprehensive solution includes software, set-up, management, and ongoing assistance.

Smart Wi-Fi supports Wi-Fi access points from multiple vendors including leading technology from Meraki, Fortinet, Ruckus, Mist, Aruba, Aerohive, Extreme, Cambium Networks, Zebra and Motorola.

All you need is reliable and secure network connectivity. As a specialist provider of managed networks, Hughes can help you with this too if required.

### Software

The Smart Wi-Fi solution is based on software as a service (SaaS), which acts as a captive portal for all user logins to the Wi-Fi. This redirects the login via the Smart Wi-Fi Control Tower, where all the analytical data is captured from the user credentials. As a SaaS solution, the installation and rollout of the service is all done remotely, which means there is no disruption to your day-to-day operations.

Two packages are available, Basic or Premium, depending on the level of analytics required.

FEATURE	BASIC PACKAGE	PREMIUM PACKAGE
Responsive design and customisable captive portals	•	•
Self-registration (form), social networks	•	•
Recognition and automatic login of users	•	•
Regulatory compliance (Anti-Terrorism Act + GDPR)	•	•
Cloud centralised administration	•	•
Customisable captive portals with predefined templates	•	•
Standard analytics	•	•
OpenID Connect connector		•
Personalised social network connector		•
Advanced customisable captive portals		•
Advanced analytics		•
Data collection		•
Access to the public API		•

### Data that provides insights

Data that can be retrieved through Smart Wi-Fi includes:

- Daily sessions
- Average sessions per hour (hourly distribution of user connections in a day)
- Return rate (percentages of unique and repeat users)
- Age, nationality and gender distribution of visitors
- Number of connections per chosen period
- Number of coupons sent
- Number of emails collected per chosen period.
- Average length of visit
- Percentages of different types of devices used.
- Facebook pages most liked by users
- Visualisation of user profiles and data collected by users
- Number of days since last visit
- Distribution of average time spent by users at the point of sale

### Project management

Hughes will take care of all aspects of setup, configuration and project management from inception to completion – so you only have to deal with a single point of contact. Once the service is up and running, the Hughes help desk will take care of resolving any issues arising with the Smart Wi-Fi service.

## OUR MANAGED SERVICE FOR NETWORK CONNECTIVITY

Managed from our 24x7x365 Network Operations Centre in Frankfurt and supported by our customer support helpdesks in the UK and Germany, we continuously monitor and manage customer networks to identify potential issues that may arise and deal swiftly and effectively with any outages that might occur.



## WANT TO KNOW MORE? GET IN TOUCH



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### About Hughes Network Systems

Hughes Network Systems, LLC (HUGHES) is the global leader in broadband satellite technology and services for home and office. Its flagship high-speed satellite Internet service is HughesNet®, the world's largest satellite network with over 1.3 million residential and business customers across the Americas. For large enterprises and governments, the company's HughesON™ managed network services provide complete connectivity solutions employing an optimized mix of satellite and terrestrial technologies. The JUPITER™ System is the world's most widely deployed High-Throughput Satellite (HTS) platform, operating on more than 20 satellites by leading service providers, delivering a wide range of broadband enterprise, mobility, and cellular backhaul applications. To date, Hughes has shipped more than 7 million terminals of all types to customers in over 100 countries, representing approximately 50 percent market share, and its technology is powering broadband services to aircraft around the world. In Europe alone, where we have been helping our customers to achieve optimal value from their network infrastructure for more than 30 years, we manage 55000 sites, across 28 countries supporting more than 5 billion transactions every year. Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations. For additional information about Hughes, please visit [www.hughes.com](http://www.hughes.com) and follow @HughesConnects on Twitter.

### About EchoStar

EchoStar Corporation (NASDAQ: SATS) is a premier global provider of satellite communication solutions. Headquartered in Englewood, Colo., and conducting business around the globe, EchoStar is a pioneer in secure communications technologies through its Hughes Network Systems and EchoStar Satellite Services business segments. For more information, visit [echostar.com](http://echostar.com). Follow @EchoStar on Twitter.

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