

# Cambium Networks and Encapto

## One-Stop Wi-Fi Management Platform for Managed Service Providers

Encapto WiFi is a one-stop configuration, management, reporting and control system for your multi-customer WiFi networks.

Encapto Cloud Deck's intuitive management interface enables secure web access from anywhere, so managing even the most complex WiFi network becomes a breeze. Encapto is built by Managed Service Providers for Managed Service Providers. Ten years experience in building sophisticated WiFi networks goes into every Encapto feature. Encapto offers the flexibility of on premise or global cloud hosted services. Either way, your WiFi system is always secure, available, and scalable.

Cambium Networks offers indoor and outdoor Wi-Fi 5 (802.11ac) and Wi-Fi 6 (802.11ax) wireless access points that ensure high-speed connection. With Encapto's carrier-class AAA standards and captive portal integration for Cambium Networks Access Points you can configure an array of granular access control policies on a per user basis to individual or groups of access points delivering hotspot functionality into networks of all sizes - a small cafe through to stadiums or multi-site retailers!

Encapto's multi tenanted, white labelled modular platform allows you as the MSP to manage multiple Cambium WiFi networks whilst slicing up customer access needs to deliver a highly differentiated onboarding experience for your customer's end users.

### KEY FEATURES OF OUR SOLUTION

**Advanced Hotspot Management** - Encapto's unique tagging means managing and changing hotspot dynamics at scale is quick and easy

**Granular Access Control** - Set per user time, download and speed limits for each authentication method

**WYSIWYG Portal Builder** - Quick and easy creation of highly customisable branded captive portals

**Campaign** - Deliver targeted, scheduled advertising and surveys to connecting users

**Multi-Tenant Permissions** - Create user-friendly management access with permissions based, customizable dashboards for your customers WiFi sites

**GDPR Self-Service** - User portal to view and manage any Personally Identifiable Information collected

**Reporting and Analytics** - provide your customers with comprehensive WiFi usage and visitation analytics

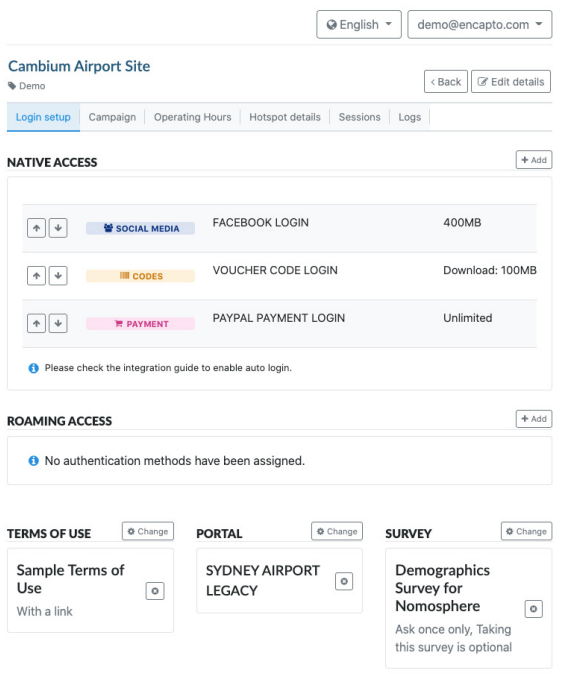
**Pay-as-you-Grow** - Flexible licencing options-per Access Point or MSP friendly concurrent user licencing



## HOW IT WORKS

The solution is based on Cambium Networks cnMaestro/X managed wireless access points and Encapto's Clouddeck WiFi engagement platform. MSPs are able to instantly provide a highly scalable, multi-tenanted and white-labelled platform for their individual customers for differentiated and highly engaging onboarding experiences for their end users. Whether its advertising to customers within a zone in a shopping centre, onboarding guests at a hotel using the Property Management System or encouraging customers to login via social media so as to harvest their public profiles, Encapto offers the widest range of authentication and data capture opportunities to help your customers gain a return on their Wi-Fi investment.

Encapto and Cambium hardware is configured together to provide unique Hotspots to both individual and groups of APs managed by cnMaestro/X. This allows you to apply individual Hotspot settings - branded portals, authentication methods, adverts, surveys and other Encapto user engagement features - on a per SSID basis to one, or many APs. Hotspot functionality is created and managed in Encapto and configured into Cambium by specifying a custom Splash URL (Captive Portal) for selected WLANs (SSIDs).



Hotspot Configuration Options

Additionally, role-based access and nested user permissions allows MSPs to designate Encapto features to their customers or end users depending on their work function or how much co-management an MSP wishes to extend. For example, a customer's marketing personnel could access the WYSIWYG portal builder of campaign module whilst the customer's business managers are able to access the reporting module.

## APPLICATIONS

The solution provided by Cambium Networks and Encapto can be applied across many verticals including retail, multi-dwelling units, large public venues, HoReCa, airports, smart cities and more. Our MSP partners use Encapto to differentiate their managed WiFi offerings by tailoring their services to individual customers using our in-built tools:

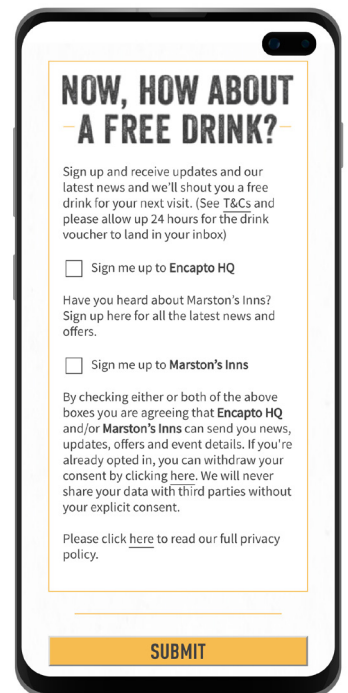
**Mutli-Lingual** - Create portals and dynamic content in any language

**Advertising** - Rich media campaigns delivered to a captive audience

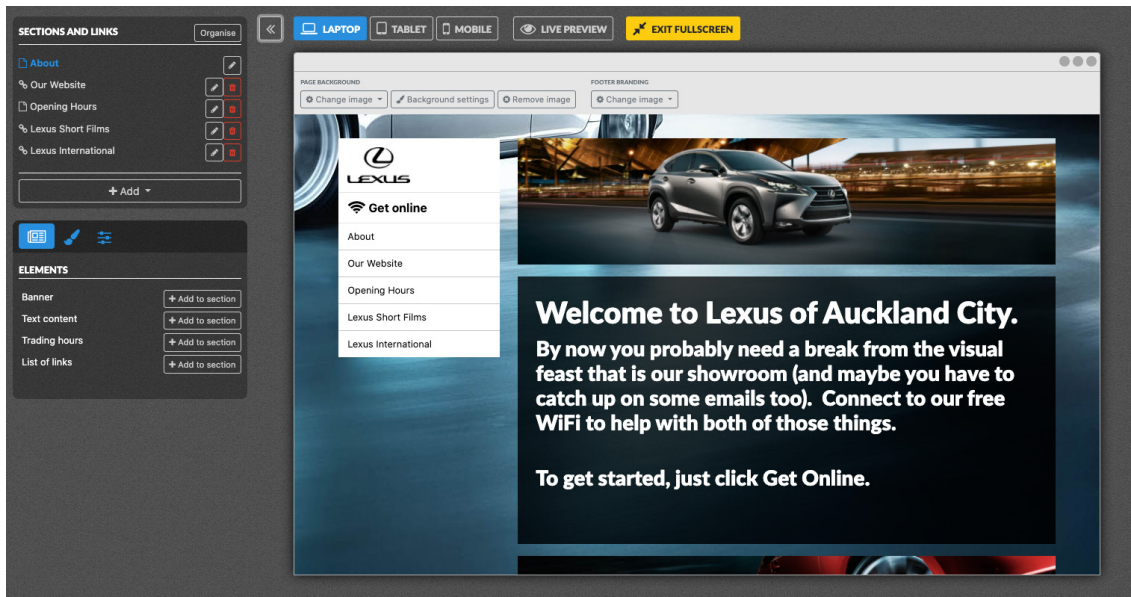
**Data Capture** - Add surveys for deep visitor engagement and understanding

**Analytics** - In-depth reporting via GUI or API

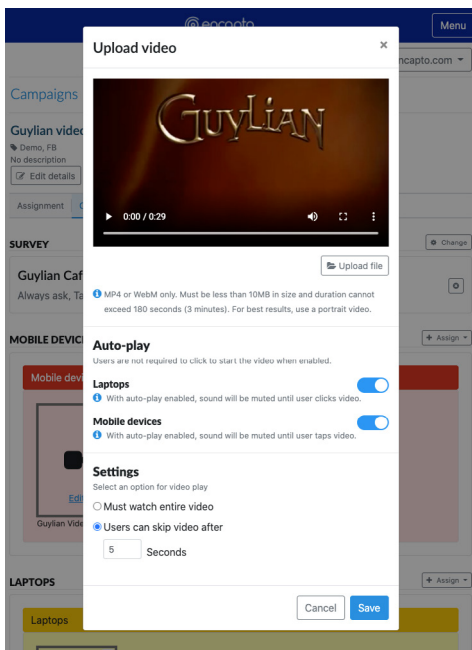
**Role Based Access** - Create 'just right' co-managed access for your end-customer WiFi networks



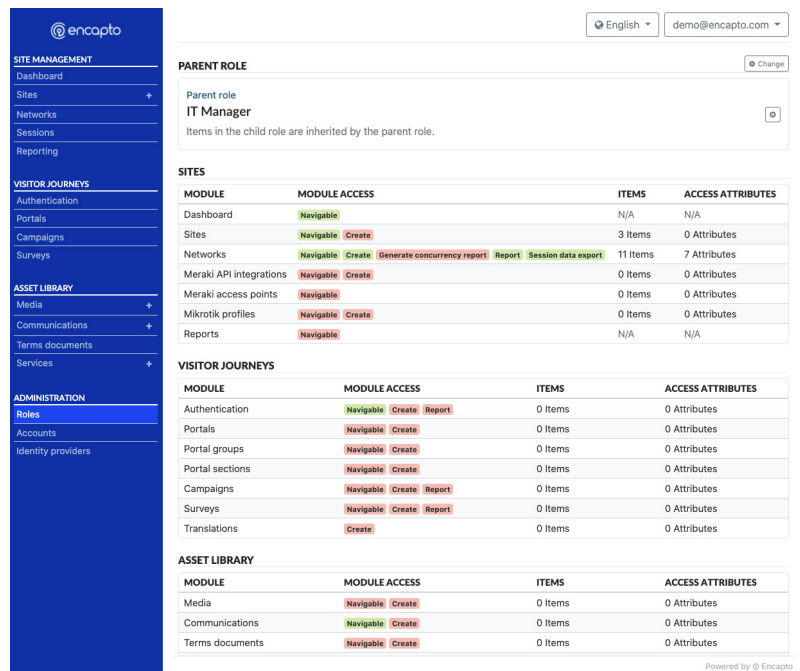
## Cambium Networks & Encapto



WYSIWYG Portal Designer



Video Campaign Editor



Roles Based Permissions Editor

### SUMMARY

Cambium Networks offers reliable high-speed infrastructure that supports Wi-Fi marketing and location services in large- and small-scale deployments. Contact your local Distributor/ Reseller to learn how Cambium Networks together with Encapto delivers an industry-leading Wi-Fi managed service provider platform for scale.

To learn more about Cambium Networks Enterprise Wi-Fi and Switching solutions, please visit:

[www.cambiumnetworks.com/wifi/](http://www.cambiumnetworks.com/wifi/)