

# Cambium Networks and Aislelabs

## Location Analytics and Marketing for Brick-and-Mortar Enterprises

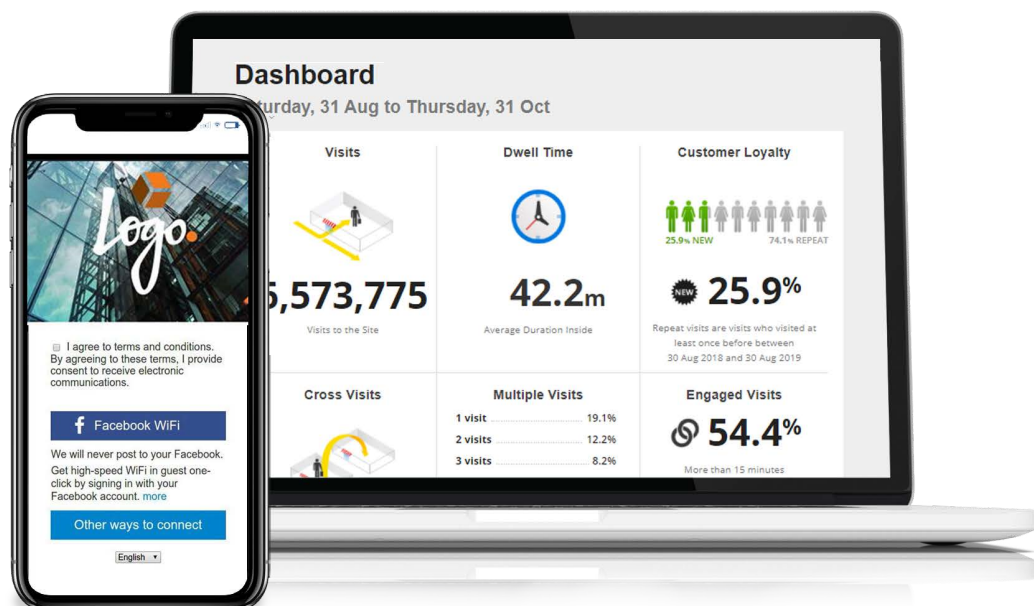
Businesses of any size always strive to understand who their customers are to connect and market to them. The Aislelabs product suite, enabled over Cambium Networks access points, addresses this fundamental pain point. It provides location intelligence using WiFi as a proxy for data collection from physical locations (stores). Businesses can now understand how many customers visit their stores, how much time they spend in the store, and most importantly how they flow and move within the space. This unlocks numerous insights for operations and marketing teams directly from the Aislelabs platform.

In addition, Aislelabs' cloud-based software enables sophisticated data acquisition from customers that connect to the WiFi, enabling businesses to build enterprise-grade customer databases. Moreover, businesses can digitally re-target their customers natively within the Aislelabs platform (or integrated through suitable marketing platforms) to gain a profound marketing return on investment by keeping those customers engaged and transforming them into repeat customers.

As a Cambium Networks partner, Aislelabs natively integrates with a range of SMB to enterprise grade Cambium Networks APs, with a range of pricing options to suit your needs. Enabling the product takes place remotely, with the click of a button without any physical disruptions or impact to WiFi operations.

### KEY FEATURES OF OUR SOLUTION

- Enterprise-grade location analytics, marketing and Customer Data Platform built for physical venues.
- Endlessly scalable customer behavioral analytics solution that allows businesses to track and engage with their customers.
- 100+ granular reports tracking customer footfall, dwell time, cross-visits, conversions, and more.
- Engage with customers with captive portals, email marketing, SMS, coupons, programmatic advertising, and more.
- Unify online and offline customer behaviour into a single customer view and drive marketing ROI.
- Leverage existing Cambium Networks hardware with turnkey deployment of the platform.
- Enterprise-grade security with native GDPR and CCPA compliance.



## HOW IT WORKS

The Aislelabs platform leverages our partnership with Cambium Networks to enable WiFi marketing and location analytics for brick-and-mortar stores. As a Cambium Networks partner, Aislelabs natively integrates with a range of SMB to enterprise grade Cambium Networks APs, with a range of pricing options to suit your needs.

### Flow: Location Analytics

Flow is a location analytics platform that analyzes customer behavior inside physical stores. It provides more than 100 interactive reports on key performance indicators based on customer dwell time and behavior inside specific areas (zones) of a physical space, delivering insights for operations, consumer insights, marketing, and security teams. The above Flow metrics can be augmented with an extensive set of integrations including smart cameras, ticketing, POS, people counting, and any other existing footfall analytics solutions.

### Connect: Marketing Automation

Connect is a marketing automation platform designed for the physical world. Connect leverages our Cambium Networks partnership to provide a customer data acquisition, marketing delivery, and customer engagement tool. All data becomes actionable directly through the platform, enabling sophisticated marketing strategies.

### Customer Hub: Customer Data Platform

Customer Hub unifies online and offline channels into a consolidated customer profile database providing an accurate snapshot of marketing effectiveness and 360 degree customer behaviour. Combine location intelligence from physical stores with online intelligence across web and digital touchpoints. Access controls that are rule based and automated protect your data and that of your customers.

### COVID-19 Solutions

Aislelabs enables a comprehensive suite of solutions to help businesses reopen safely during the COVID-19 pandemic. Smart Occupancy provides real-time occupancy, heatmaps, zone-based thresholds, sanitization and automated alerts which ensure that businesses meet governmental and health agency guidelines. The Contact Tracing module allows businesses to offer a privacy-friendly, low friction method to collect contact information and identify possible cases of exposure as well as a means of providing exposure notifications at scale.

### Industry Verticals



Airports



Retail & Brands



Shopping Centres



Food & Beverage



Hospitality



Venues



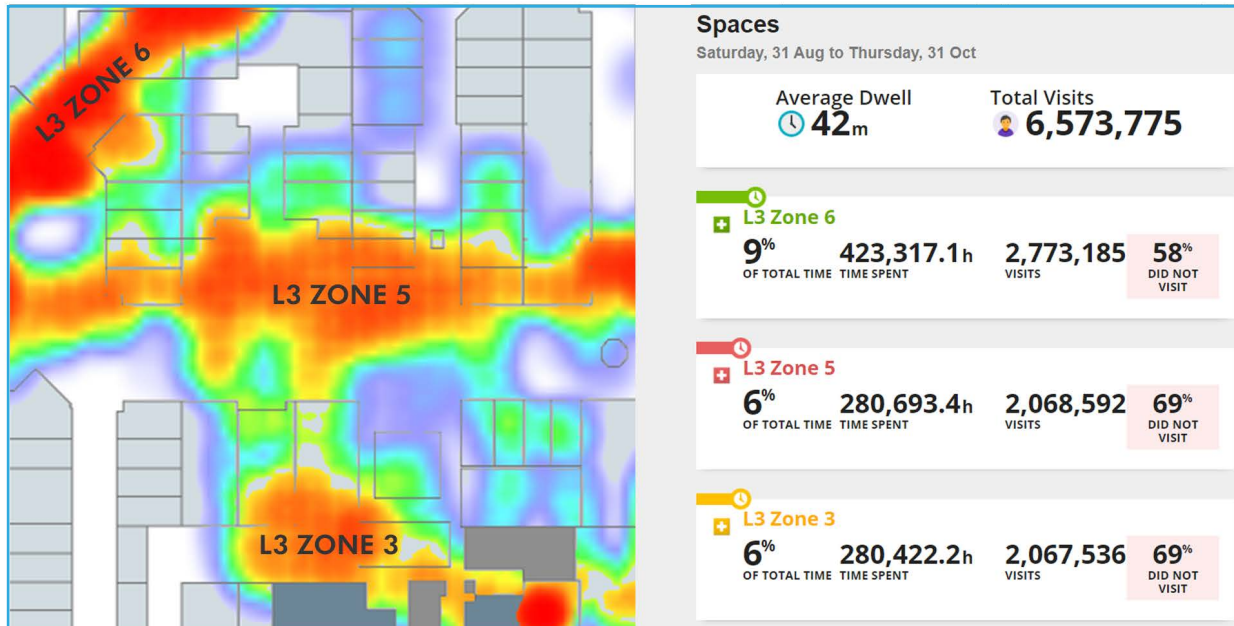
Education

## APPLICATIONS

The Aislelabs platform enabled over Cambium Networks hardware has applications over a broad range of industries, ranging from: airports and transportation, shopping centers, food and beverage, retail and brands, hospitality, venues and universities and education.

1. Gain operational insight.
  2. Analyze your footfall across venues, seasonalities, geographic locations.
  3. Understand the impact of your marketing promotions through footfall traffic.
  4. Enable wayfinding within your locations.
  5. Analyze cross visits and loyalty of customers.
  6. Use footfall data to aid your decision making about tenancy and anchor store locations.
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1. Effortlessly build a CRM adding large percentages of your footfall to your customer database.
  2. Get to know your customers through psychographic and demographic intelligence.
  3. Engage your customers with omni-channel digital campaigns.
  4. Understand the impact of your marketing efforts and the value they bring to your bottom line.
  5. Conduct granular segmentation of your customer base to understand your customers based on demographics and behaviour.
  6. Unify data across all your physical properties.

## Cambium Networks & Aislelabs



Create endlessly customizable zones and track visitor flow through heatmaps and granular space-level metrics such as visits, dwell and conversions



Aislelabs Insights unifies all people counting solutions into a single dashboard.



Aislelabs Customer Hub unifies all online and offline customer behavior.

### SUMMARY

Cambium Networks offers reliable, high-speed infrastructure. When combined with the Aislelabs platform, venues can leverage Wi-Fi as powerful channel for location intelligence and marketing. Contact your local Distributor/Reseller to learn how Cambium Networks and Aislelabs can deliver a tightly-integrated Wi-Fi solution to help venues across verticals maximize the potential of their spaces.

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

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