

# Cambium Networks and Skyfii

## Location Intelligence for Improved Visitor Experiences & Venue Operations

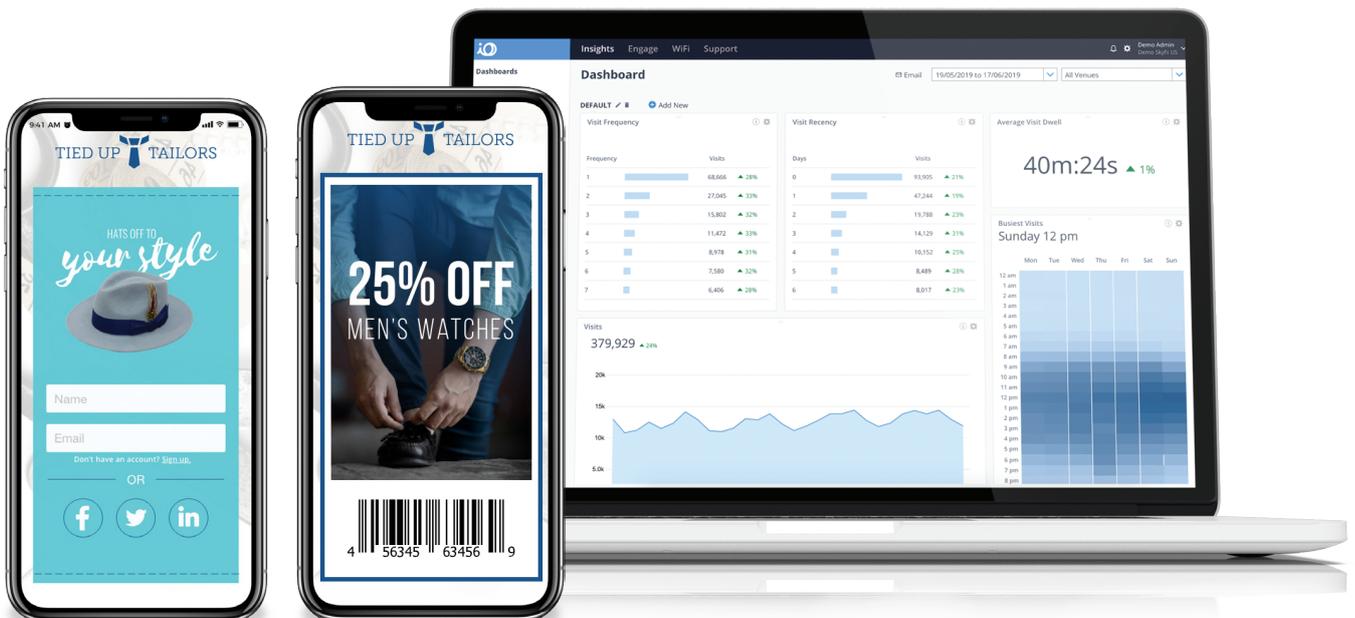
In-order to maximize the potential of their spaces, physical venues need intelligent insights on how people are utilizing them.

Cambium Networks and Skyfii are working together to help venues gain these insights. Our solution transforms WiFi location data into intelligent insights on visitor behavior, movement, and space utilization. This provides venue marketers and operators with the data they need to deliver improved visitor experiences, maximize operational efficiency, and increase the profitability of their spaces.

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. Skyfii's suite of intelligence and marketing tools integrates seamlessly with this hardware to help venues across verticals realize the full potential of their WiFi networks.

### KEY FEATURES OF OUR SOLUTION

- Integrated suite of location analytics, marketing, and captive portal design tools built for physical venues
- Easy-to-use reports provide insights on visitor flow, journey paths, visitation patterns, marketing performance, and more
- Engage visitors with personalized messages and campaigns in-venue, or after they leave
- Connect data from sales, marketing, staffing, web, and more for a complete understanding of visitor experiences and operations
- Simple cloud-based deployments with existing hardware
- GDPR and CCPA compliant
- Guaranteed uptime and performance



**HOW IT WORKS**

Cambium Networks APs detect the location and presence of Wi-Fi-enabled devices. The Skyfii IO Platform ingests and processes this data, providing detailed location analytics reports and marketing capabilities. Skyfii’s captive portal tools can also be deployed over Cambium Networks APs to further enrich these insights with visitor profile information.

**Guest WiFi: Collect Visitor Insights**

Skyfii’s Guest WiFi solution enables venues to customize the guest WiFi experience, and capture rich visitor profile and demographic information. Direct integration with cnMaestro allows venues to design and deploy captive portals at the access point, floor, zone, and portfolio level.

**IO Insight: Venue Analytics & Reporting**

IO Insight is the reporting component of the IO Platform. It uses WiFi location data to provide detailed reports on visitor counts, journey paths, dwell time, zone conversions, and more. It also integrates with a wide range of other data sources, helping venues build a more complete view of visitor experiences and operations.

**IO Engage: Automated, Location-based Marketing**

IO Engage uses WiFi location data to trigger real-time communications to visitors while in-venue or after they leave. Campaigns can be personalized based on visitor profile, behavior, and location, and delivered through WiFi portals, SMS, email, mobile apps, and more.

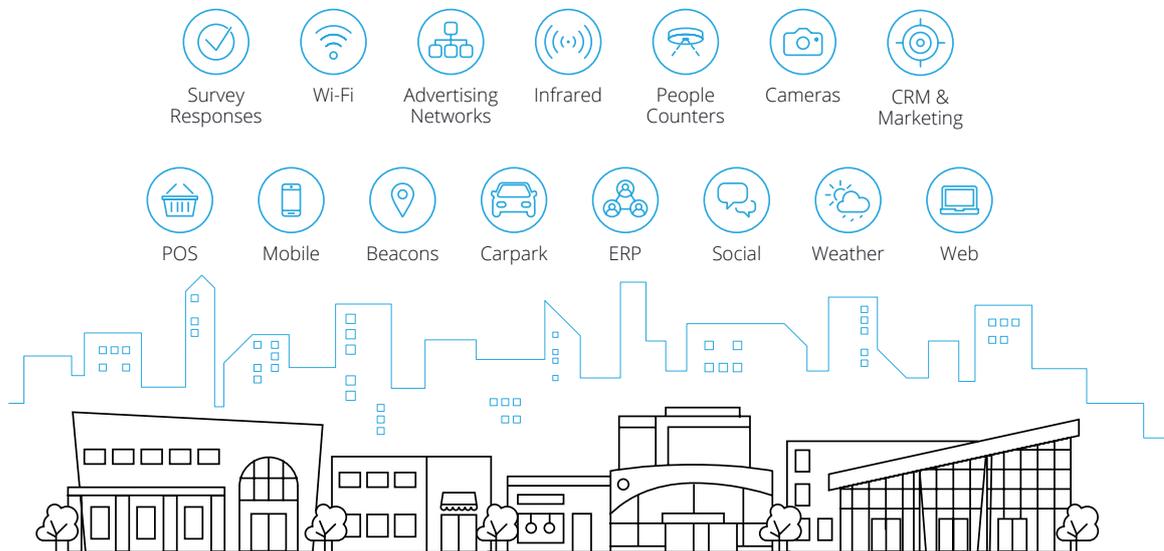
**APPLICATIONS**

The solution provided by Cambium Networks and Skyfii has been proven in high-demand venues across verticals. It provides hospitality, shopping centers, airports, stadiums, universities, retailers, smart cities, and other venues with the insights they need to:

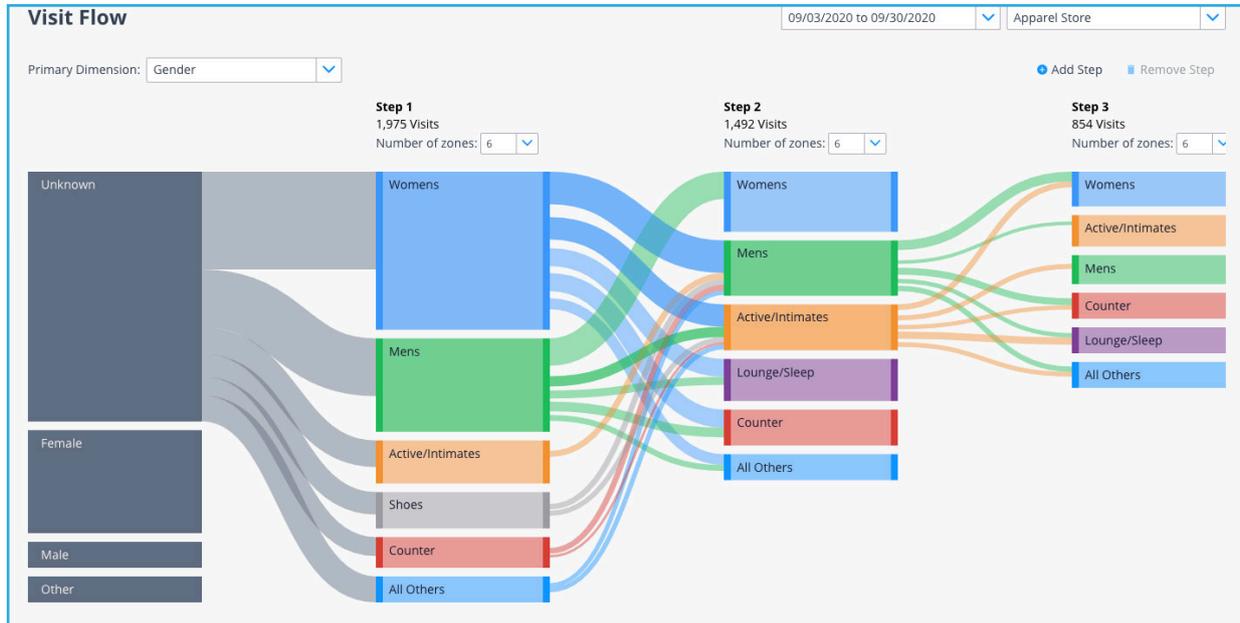
- Improve tenant mix and leasing decisions
- Maximize marketing ROI by understanding which campaigns and channels are driving in-venue visits and purchases
- Optimize staffing to meet demand and reduce costs
- Make more informed property development decisions
- Collect visitor sentiment data to improve visitor experiences
- Improve marketing effectiveness and increase visitation with highly-targeted campaigns
- Optimize visitor flow, wait times, and reduce congestion
- Rapidly grow subscriber acquisition to marketing databases and loyalty programs through Guest WiFi

**SKYFII IO DATA INTEGRATIONS**

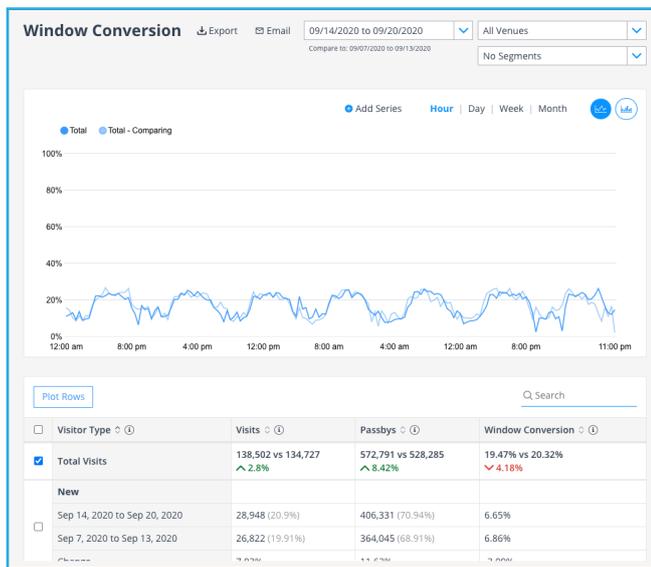
Connect visitor and behavioral data captured through WiFi with additional data sources to build a more complete view of visitor experiences, operations, and venue performance.



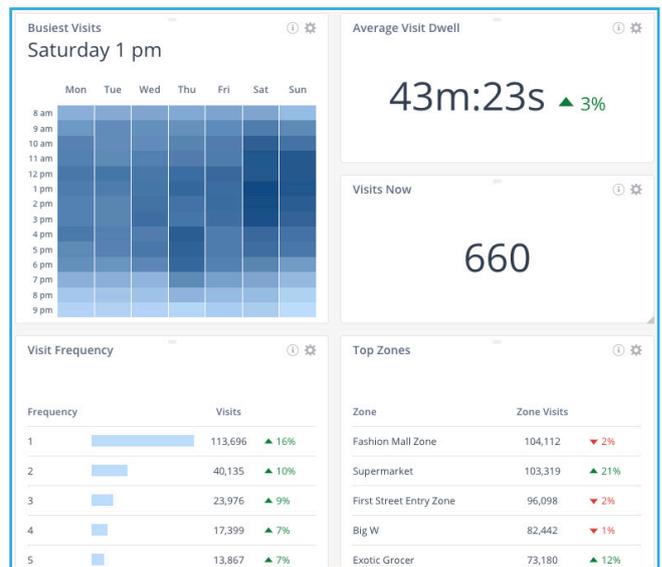
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Visit Flow: Visualize the journey paths for different types of visitors, and compare dwell time and visitor counts across zones.



Conversion Reports: Analyze conversion rates for venue entrances, amenities, tenants, retail departments, and other areas.



Customizable dashboards: Quickly understand the metrics that matter most with customizable dashboard widgets.

### SUMMARY

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

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

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