

Getting connected with your customers

Turn your Hotspot into a Powerful Lead Generation Tool



More and more, we find ourselves dependent on our mobile devices; whether it's to communicate with our loved ones, look up recipes, stream music, watch videos or even shop. So it stands to reason, consumers prefer visiting companies that offer WiFi guest Internet access, and it has become a rock-solid business decision!

Not only does a quality WiFi solution improve the customer experience, it can also keep them on location longer which increases the likelihood they purchase more products.

So, what are the benefits for offering a public Hotspot? Among other things, directing your customers to your web page to promote special deals and in-store events or even collecting user data for future direct marketing communications.



Benefits for the reseller

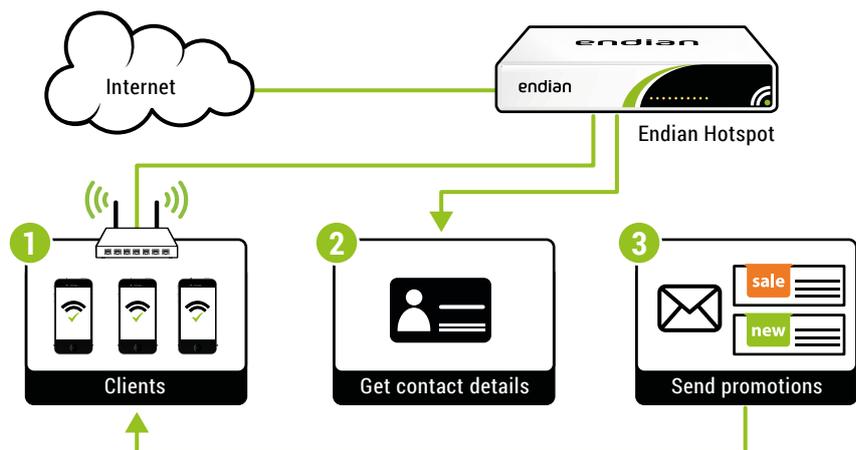
- ★ Straightforward pricing and product options
- ★ Easy set-up & configuration
- ★ Highly reliable hardware & services
- ★ Top tier technical support
- ★ Training programs available for all skill levels

Benefits for the Hotspot Manager

- ★ Improved client experience to increase repeat & referral rates
- ★ Collect user data for future marketing campaigns
- ★ Automated user access
- ★ Multiple user ticket types (time, bandwidth, consumption)
- ★ Secure and audible browser history

Recommended for

- 👍 Small shops
- 👍 Retail chains
- 👍 Shopping malls





Endian Hotspot for Retail

Implement the self-registration on your Hotspot for a seamless customer experience

With SmartConnect, accessing the Hotspot is easy and takes just a matter of seconds. Customers are able to generate their own login credentials without need of asking for staff assistance.

Promote the Store's Initiatives and Special Pricing

You can present the user with a wide array of rich media marketing within the Captive Portal. Whether you want to promote a product, a discount or a rewards program, Endian provides you with the ability to grab the attention of your customers upon logging in!

Provide Differentiated Navigation Tickets

You can decide how long and how quick your customers can navigate. Choose to provide time or traffic-based tickets depending on your preference and needs.

Target your Customers with Tailored Marketing Campaign

The Hotspot access database collects a database of user data which can be used to send your marketing campaigns. You can even make the customer aware of this on the customizable disclaimer page.

Centrally Manage the Hotspot

Remote and central management provides multi-store businesses the ability to make changes to distributed Hotspot modules. This is an incredible asset for businesses to make quick and contiguous changes company wide with minimal time and effort for administrators.

Endian Hotspot Hardware Comparison

	Hotspot 150	Hotspot 500	Hotspot 1500
Available Subscriptions (user)	up to 150	up to 500	up to 1,500
Throughput	250 Mbit/s	500 Mbit/s	3 Gbit/s
Concurrent Sessions	300,000	500,000	2,500,000
Case	Desktop	Rack 1U	Rack 1U
Dimensions	44mm x 232mm x 153mm	44mm x 430mm x 260mm	44mm x 430mm x 400mm
Weight	1.1 kg	5 kg	8 kg
Memory	1 GB	4 GB	8 GB
Storage	1x 320 GB HDD	2x 320 GB HDD Raid	2x 500 GB HDD Raid
Networking	4x Gigabit Ethernet	6x Gigabit Ethernet	8x Gigabit Ethernet
LAN Bypass	-	2 Pairs	4 Pairs
Power Supply	40W External	65W Internal	250W Internal
Cooling	Fans	Fans	Fans
LCD Display	-	Yes	Yes
Hardware Warranty	included in maintenance	included in maintenance	included in maintenance
Certifications	FCC/CE/RoHS	FCC/CE/RoHS	FCC/CE/RoHS