

Cisco Connected Mobile Experiences High-Accuracy Location Solutions



Benefits

- Highly accurate, near-real-time indoor location supports optimal customer experience and insights.
- Both BLE and Wi-Fi solutions so you get the right technology for your use case.
- Cisco Beacon Point uses easy to deploy and manage virtual BLE beacons for superior wayfinding and proximity marketing.
- Cisco Hyperlocation uses Wi-Fi to deliver optimal wayfinding, analytics, and space utilization.

The Right Location Technology for Your Needs

Whether in a store, a hotel, an airport, a hospital, or a university, indoor location is the key to delivering highly relevant and engaging customer experiences. And a tool for gaining meaningful insights into how customers actually behave in your venue. The more accurate and granular that location, the more focused the experiences and insights.

But no single technology can be all things to all use cases. Bluetooth low energy (BLE) and Wi-Fi – the two most used indoor location tools that are built into smart devices – work differently and, as such, are the best choice for different use cases.

With our new, highly accurate location solutions, we have you covered. You can choose the use case that matters most to you – wayfinding, proximity marketing, analytics, or space utilization – and we'll give you a robust, highly accurate solution that's optimized for your needs.

Wi-Fi and Hyperlocation

The Wi-Fi option of the high-accuracy location solutions is built upon our award-winning Cisco® Hyperlocation solution. By adding a special module and antenna to a compatible Cisco Aironet® access point, Hyperlocation is able to determine the location of a mobile client more accurately than through received signal strength indication (RSSI) triangulation alone. When coupled with a client-side application downloaded to the mobile device, the solution is able to use the mobile device's built-in capabilities to further improve location and refresh rate to deliver highly accurate, near-real-time location. And because more than 70 percent of mobile users enter a venue with their Wi-Fi turned on, this option is great for wayfinding, analytics, and space utilization.

Virtual Beacons

Some vendors claim that physical BLE beacons can deliver highly accurate location data. They can, but with substantial shortcomings. Physical beacons can detach and fall, be stolen, or have their batteries die. It's estimated that the cost of just placing and maintaining a physical beacon is [\\$300](#) per year. But with the network-based Cisco Beacon Point, a virtual BLE beacon, you get a scalable solution that delivers high accuracy with tremendous operational simplicity. You can place a beacon as easily as dropping a pin on a map. And managing those beacons is easy using our remote Cisco Connected Mobile Experiences (CMX) Cloud Beacon Center. When coupled with a client-side application that uses our software development kit (SDK), the Beacon Point solution is great for wayfinding, push notifications, and proximity marketing.

Next Steps

Start building great customer experiences and capturing invaluable analytics insights with Cisco Connected Mobile Experiences high-accuracy location solutions. Pick your use case. We have the technology. Check it out at www.cisco.com/go/cmxc.

