Cisco Hyperlocation Solution

Improve Customer Experiences Using Location Data

As thousands of passengers move through an airport, they receive notifications on their phones guiding them to their gates. Retail customers receive directions to a specific department. Brick-and-mortar retailers see shopper foot-traffic patterns that help with merchandising decisions. Warehouses locate misplaced manufacturing equipment in minutes.

These are just some of the possibilities with today's location technology. With the right tools, you can attract and retain customers with more personalized experiences and differentiate your services from competitors.

Cisco® Hyperlocation is an ultraprecise location solution that attaches to the back of your Cisco Aironet® 3700 and 3600 Series wireless access points. It combines Wi-Fi and Bluetooth Low Energy (BLE) technologies to pinpoint beacons, inventory, and personal mobile devices. While some other networks use multiple access points to get location coordinates within 5 to 10 meters of accuracy, Cisco Hyperlocation can track locations to within one to three meters, depending on deployment.

You can integrate Cisco Hyperlocation with other Cisco wireless solutions for additional uses. Combining it with Cisco Connected Mobile Experiences (CMX), for instance, can result in more precise location analytics that help you deliver more targeted content to users. When you use CMX with Cisco CleanAir® frequency scanning, it's simple to locate failed, lost, and even rogue beacons.

How Can You Benefit?

A variety of industries can benefit from a precise location-tracking system. Here are some examples:

- **Hospitals:** Track location of clinicians, amount of time spent with patients, and location of medical devices. Provide visitors with apps that help them navigate from the parking lot to clinicians' offices inside hospitals.

- **Warehouses and retail stores:** Greet customers on mobile devices as they enter. Advertise effectively by discovering where guests spend time and money. Send targeted coupons as customers enter specific departments.

- **Education:** Determine where students congregate and where wireless access points are needed for coverage. Identify student and faculty locations during security incident response procedures.

Benefits

- **Follow mobile customers' traffic patterns and buying behaviors** so you can improve their experiences.

- **Achieve operational excellence** by wirelessly locating customers, visitors, and assets with improved accuracy.

- **Get more out of your Cisco access point investment** with a location module that attaches to your existing Wi-Fi radios.

- **Combine Wi-Fi and Bluetooth Low Energy (BLE)** beacon technology to calculate precise locations.

- **Use with Cisco CMX** to add location data to your mobile analytics.

Use Cisco Hyperlocation for today's location applications and capabilities. But rest assured that the solution has the forward compatibility to integrate with tomorrow's technologies that haven't even been developed yet.

Next Steps

For more information about Cisco Hyperlocation and Cisco CMX, view our CMX Webcast and visit http://www.cisco.com/go/cmx.