Cisco Connected Mobile Experiences

Engage More Customers, Deliver Better Business Results

Cisco® Connected Mobile Experiences (CMX) is a location-based solution that uses your Cisco wireless infrastructure to deliver personalized content to mobile devices and gather customer insights to make smarter business decisions.

Use CMX to meet many of your organization's top priorities:

- **Learn about customer behaviors** with analytics such as dwell times, high traffic zones, and heat maps.
- **Acquire new customers and retain existing ones** by providing more engaging experiences at your venue.
- **Increase revenue** by providing visitors with content and promotional offers that match their preferences and location.
- **Improve customer experiences** by simplifying mobile guest connectivity.

Cisco CMX can be deployed as either an on-premises or a cloud-based solution. Both options make use of your on-site Cisco wireless infrastructure but differ in how they are managed.

- **With the on-premise offering,** CMX is hosted locally within your organization. This deployment model is recommended if you prefer a CapEx buying experience and need greater management control.
- **With CMX Cloud,** the solution is hosted in the cloud. This deployment model is ideal if you prefer an OpEx buying experience or are looking for a simplified deployment and faster consumption.

How Different Industries Use CMX

Here are some ways diverse industries are using CMX to capitalize on the 11.5 billion mobile-ready devices and connections expected by 2019[1]:

- Hospitals help patients and visitors navigate to the right clinic on time and show them nearby services they can use.
- Educational institutions personalize the learning experience and issue location-based safety alerts directly to student smartphones.
- Airports help travelers find departure gates quickly and provide itinerary updates.

[1] Cisco Visual Networking Index™ Mobile Forecast, February 2015.

Detect mobile devices and engage users with targeted, personalized information so you can:

- Understand customer behavior and capitalize on it
- Build new ad revenue through third-party mobile advertising opportunities
- Engage and assist customers in relevant ways
- Enhance customer experiences and increase their loyalty
- Grow your sales and improve business operations

"Purchase decisions are better informed and people never miss out on promotions or bargain buys. So they leave with a truly memorable retail experience."

Blandine Charveriat Louis
Chief Marketing Officer
Altarea Cogedim

- Retailers help shoppers find products, compare prices, and learn about relevant in-store promotions.
- Hotels provide Wi-Fi to guests and share information on nearby amenities and services. They might even create a "virtual concierge" app for visitor phones.

Next Steps

Cisco offers professional consulting and technical services specifically to help you plan, build, and manage these and many other innovative CMX services. The possibilities of CMX for business innovation and transformation are limited only by your imagination. Learn how we can help you take the first step by visiting http://cisco.com/go/cmx.