

# Cisco Connected Mobile Experiences (CMX) – CMX Analytics



## Using Location Intelligence to Make Informed Business Decisions

Businesses are increasingly challenged to find new ways to get in front of and engage customers. And with over 10 billion mobile devices connected by 2018, it's time to start thinking out of the box. What if you could make use of your existing networking infrastructure to help provide business intelligence for operational optimization? With Cisco, you can.

Cisco's Connected Mobile Experiences (CMX) solution uses the high-density wireless network with a Cisco® Mobility Services Engine to allow organizations to collect aggregate location data on Wi-Fi users. CMX Analytics is a data visualization engine that helps organizations use the network as a data source for business analysis to tease out behavioral patterns and trends, which in turn can help the business make informed decisions on how to improve the visitor experience and boost customer service.

Imagine this: John is a store manager for a large department store. He just returned from his quarterly business review, where he was told that his store is not performing as well as others across the country.

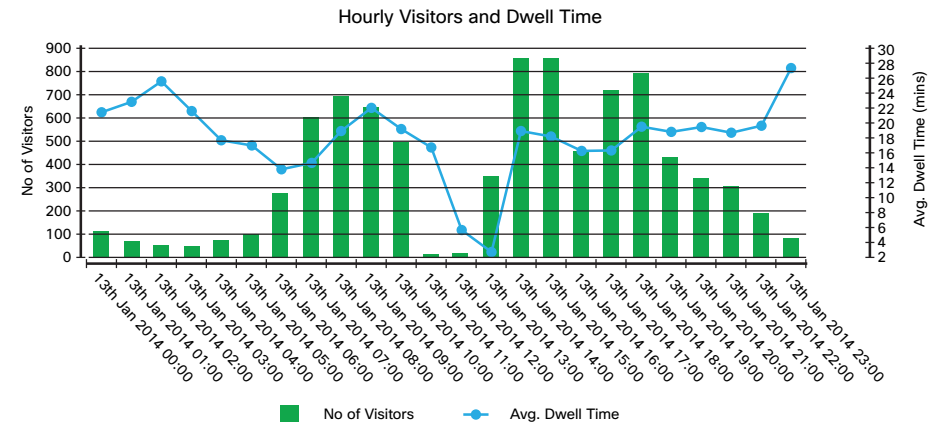
Using the CMX Analytics dashboard, he can see that only 30 percent of the visitors to his store go to the second floor. He can see that for the other stores in the chain that percentage averages 45 percent. With this analytics insight, John decides to add mobile notifications for customers on the first floor about promotions and seasonal displays on the second floor. He also removes some of the stands that had blocked access to the escalators to create a more open layout and to make it easier for customers to get to the second floor.

CMX Analytics allows John to track the impact of his operational adjustments. He soon notices that the average percentage of visitors to the second floor has increased to 35 percent, thus supporting second-floor conversions.

This is just one of the use cases that CMX Analytics brings to life.

## In-Venue Insight

Insight into customer patterns and behavior while at your premises is crucial to business planning. However, organizations often lack visibility into the movement patterns of customers after they are inside their premises. Imagine if you could use aggregated analytics gathered from end-user Wi-Fi signals to increase business efficiency and gain marketing insight by intimately understanding the complete end-user journey inside the venue. You can use your Wi-Fi deployment to understand where people in your venue go, how long they spend in various places, and patterns of repeat versus first-time visitors.

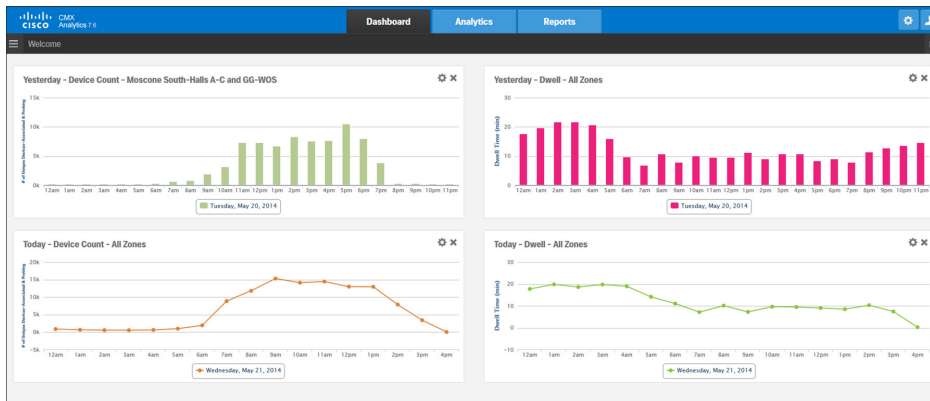




## Using Wi-Fi Location to Understand Customers

CMX Analytics uses Wi-Fi signals from customer mobile devices to detect customer presence and determine customer location and movements. The Cisco Mobility Services Engine with the CMX license detects Wi-Fi signals based on signal strength from multiple access points. Data is collected for each device multiple times while it is on the premises, and this information is aggregated and processed to provide presence and location analytics delivered through a browser-based dashboard.

This solution analyzes the complex location data and delivers meaningful insights to the venue owner, including detailed reports on end-user behavior, dynamic on-screen analytics capabilities, and the ability to parse the data over specific timeframes or by specific zones.



## Solution Benefits

With CMX Analytics, you'll be able to:

- Analyze business performance and improve marketing by measuring in-venue actions, such as how much foot traffic there is in a particular department
- Increase revenue per square foot by optimizing layout using detailed end-user footfall, conversion rates, and other information, down to specific zones, and quantifying the effects of the changes
- Increase customer satisfaction by providing sufficient staffing during peak times
- Increase revenue by using location data for optimal mobile marketing campaigns

## Why Cisco?

Cisco Connected Mobile Experiences takes industry-leading wireless infrastructure beyond connectivity and transforms it into an intelligent platform that you can use to grow your business and gain customer insights. As the clear Wi-Fi market leader with over seven years of experience dedicated to Wi-Fi location excellence, Cisco is a partner you can trust. And Cisco Services can help you design a mobile infrastructure that addresses your unique business goals for a high return on your investment.

## Cisco Capital Financing

Acquire the Cisco technologies you need. Our flexible financing solutions can help lower your total cost of ownership and protect against technology obsolescence.

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