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 use location to attract, engage and retain customers with more personalized experiences and differentiate your services from competitors'.

Cisco® Hyperlocation is an ultraprecise location solution that combines Wi-Fi and Bluetooth Low Energy (BLE) technologies to pinpoint beacons and personal mobile devices. While standard location deployments use multiple access points to get location accuracy within 5 to 10 meters, Cisco Hyperlocation can track locations to within one to three meters (median), depending on deployment. The solution is built into the Aironet 4800 or available as an antenna and module that attach to the back of your Cisco Aironet® 3700 and 3600 Series wireless access points.

Benefits

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

- Achieve operational excellence by wirelessly locating customers and visitors 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.

- Add more precise location data to your mobile analytics.

Next steps

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

You can integrate Cisco Hyperlocation with Cisco wireless and third-party solutions. For instance, you can use the solution's location accuracy in a third-party mobile application to deliver wayfinding or capture more precise analytics that help 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 and amount of time spent with patients. Use third-party mobile applications to help visitors 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. Identify student and faculty locations during security incident response procedures.

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.