

# Cisco Connected Mobile Experiences

## Engage more customers, deliver better business results

Cisco® Connected Mobile Experiences (CMX) is a family of indoor location solutions that use your Cisco wireless infrastructure to gather business-relevant context, deliver personalized content to mobile devices, and uncover customer insights to help you 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.
- **Enhance customer experiences** by simplifying mobile guest connectivity.
- **Improve the efficiency of business operations** by establishing business rules and monitoring your assets, sensors, and operations devices.

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

- Understand and capitalize on customer behavior
- 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.”**

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## Blandine Charveriat Louis

Chief Marketing Officer  
Altea Cogedim

## 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 <https://cisco.com/go/cmx>.

Cisco CMX solutions include:

- **Operational Insights:** Using CMX location and a cloud-based subscription solution, Operational Insights helps track and manage assets, sensors, and devices for improved business operations efficiency.
- **CMX Engage:** This cloud-based subscription solution leverages location, business context, and a rules engine to more effectively engage customers with relevant and personalized content.
- **Hyperlocation:** This combination of hardware and software can provide the highly accurate location required of wayfinding applications delivered through partner mobile applications.

## How different industries use CMX

Here are some ways diverse industries are using CMX and partner applications to capitalize on the 11.5 billion mobile-ready devices and connections expected by 2019:<sup>1</sup>

- 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.
- 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.
- Manufacturers track large assets, monitor factory sensors, and define business rules governing operations.

<sup>1</sup> [Cisco Visual Networking Index™ Mobile Forecast, February 2015](#).