

How to Buy

Mobility Experience Services



Benefits

Cisco Mobility Experience Services provide a range of planning, analytics, optimization, and cloud services that help you:

- Identify the business outcomes you want and define metrics to measure your success
- Create personalized mobility experiences that will delight your customers and guests
- Understand your Wi-Fi guests' physical and online behavior using location-based information and analytics from multiple data sources
- Integrate your business systems with mobile applications
- Easily troubleshoot your Wi-Fi networks within a single venue or across many service components

Cisco Services Deliver

Here is a sampling of use cases for Cisco Mobility Experience Services:

- Stadiums, amusement parks, and casinos that want to track customer location and behavior, in part to offer customized services
- Healthcare organizations that want to add wayfinding, automated check-in, asset location, and other apps to simplify their workflows
- Retailers and financial services shops that want to offer personalized mobile experiences that can be measured for business effects
- Any organization that wants to measure Wi-Fi network usage across multiple locations through a single-pane portal

Make the Most of Mobility

Mobility is the way of the world. Whether you serve shoppers, patients, visitors, guests, or employees, the mix of mobile experiences you offer is important to their satisfaction and your business success.

Offering the right services requires understanding their preferences through real-time data and analysis so you can obtain actionable insights.

Cisco® Mobility Experience Services can help. We work with you to identify your mobility business goals and assist with your strategic mobile app integration. We help you through deployment and optimization with hosted and managed mobility solutions. You'll gain real-time analytics about guests so you can offer them a personalized amenity or promotion right on the spot.

Take Advantage of the Cloud

Our services help you take full advantage of mobility solutions such as Cisco Connected Mobile Experiences (CMX) and the Cisco Enterprise Mobility Services Platform (EMSP) to achieve the business and operational outcomes you want. We even put these solutions in the cloud so that you don't have to spend time installing, configuring, and managing them. You can just start enjoying the benefits right away.

We thoroughly understand Wi-Fi and IT systems and how to integrate enterprise systems with mobility apps to align with your line-of-business objectives. We know how to integrate data from your infrastructure and other sources to create location-based, contextual experiences. In this way, we'll

partner with you to help make sure you realize your desired business outcomes.

Achieve the Outcomes You Want

- **Cisco Mobility Experience Strategy and Analysis Services:** We'll help you identify your mobility needs and where you want to grow your business. We'll work to build business and technical use cases, assess current workflows, and identify primary metrics to track business and operational outcomes.
- **Cisco Mobility Experience Design and Deployment Services:** We'll design, develop, test, and deploy your mobility solution using a mix of Cisco CMX, Cisco EMSP, enterprise systems, third-party solutions, and other mobile apps. More options include basic Wi-Fi captive portals with custom-branded landing pages and user reports. Or we can deliver "experience zones" that create location-based portal experiences. These components can be deployed in the cloud or on your premises.
- **Cisco Mobility Insight Services:** We provide a managed cloud service that delivers a view of metrics gathered from multiple data sources, including mobile devices, throughout your network onto a single-pane dashboard. The dashboard view provides meaningful insight into key performance indicators (KPIs) that are imperative to both line-of-business and IT outcomes.
- **Cisco Mobility Experience Optimization Services:** After your Cisco mobility solution is in place, Cisco Services can manage day-to-day operations and ongoing solution optimization to help you get the most from your mobility initiative.

Healthcare

Accelerate the Flow of Patients, Caregivers, Equipment, and Data

People and information in medical facilities are continually in motion. Patients check in and out. Caregivers bustle among examining rooms, clinics, and treatment facilities. Staffers escort patients to diagnostic areas. Medical records, images, and equipment constantly flow between offices. It pays to reduce wasted motion.

With Cisco Mobility Experience Services, you'll team with Cisco to build contextual, location-oriented applications and experiences that help patients find where they're going and make sure that their records arrive with them; quickly locate equipment; and simplify workflows to promote a smoothly functioning facility. By focusing on the systems, we free you up to focus on the patient care and outcomes at the core of your business.

Let Cisco help you design and deploy contextual apps and experiences to:

- Improve patient care
- Save staff time
- Present information where and when it's needed
- Simplify workflows for greater efficiency
- Integrate business systems with mobile applications

Why Cisco Services

- **Expertise:** Our deep knowledge across a breadth of technologies helps simplify your business.
- **Speed:** Cisco Services help you digitize more quickly to harness the full potential of your digital transformation.
- **Talent:** Our global support and solution teams serve 180 countries and respond in 17 languages.

Next Steps

Let Cisco Services advise, implement, and optimize mobility experiences that make you more efficient and keep your customers loyal. For more information, visit <http://www.cisco.com/web/services/enterprise-it-services/index.html>.

How to buy

To view buying options and speak with a Cisco sales representative, visit www.cisco.com/c/en/us/buy/.

