



# Cisco Mobility Experience Services

## Make the Most of Mobility

Mobility is the way of the world. Whether you are serving shoppers, patients, visitors, guests, or others, the mix of mobile experiences you offer is paramount to their satisfaction and your business success. Offering the right services requires a certain amount of data gathering and analysis of their preferences.

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

## Benefits

Cisco Mobility Experience Services embrace 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
- Keep up with your Wi-Fi guests' physical and online behavior using location-based information and analytics culled from multiple data sources
- Integrate your business systems with mobile applications
- Easily troubleshoot your Wi-Fi networks within a single venue or across many

## Take Advantage of the Cloud

Our services help you take full advantage of our primary 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 getting their 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.

A sampling of possible 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 streamline their workflows
- Retailers and financial services shops that want to offer personalized mobile experiences that can be measured for business impact
- Any organization that wants to measure Wi-Fi network usage across multiple locations through a single-pane portal

Table 1 summarizes the service components of the Cisco Mobility Experience Services portfolio.

**Table 1.** Mobility Experience Services Portfolio

Service Components
<ul style="list-style-type: none"> <li>• <b>Cisco Mobility Experience Strategy and Analysis Services:</b> We'll help you identify your mobility needs and develop a path for growth. Develop your business and technical use cases and assess your current workflows. Identify key metrics that will track your business and operational outcomes.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Cisco Mobility Experience Design and Deployment Services:</b> 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. We can deploy these components for you in the cloud or deploy them on your premises.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Cisco Managed Mobility Experience Services:</b> We'll manage cloud mobility solution components, such as hosted CMX, and deliver mobility insights based on location and contextual experiences to your custom portals and dashboards.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Cisco Mobility Insight Services:</b> We provide a managed cloud service that delivers an aggregated 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.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Cisco Mobility Experience Optimization Services:</b> Once your Cisco mobility solution is in place, Cisco Services can manage day-to-day operations and ongoing solution optimization to help you get all that you can from your mobility initiative.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Mobility Experience Services for Wi-Fi Engage:</b> We provide basic Wi-Fi captive portals with custom-branded landing pages and user reports. "Experience zones" deliver differentiated portal experiences to users based on their location.</li> </ul>

## Next Steps

Let Cisco Services help you plan, deploy, and optimize mobility experiences that make your more efficient and keep your customers loyal. For more information, contact us at

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