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Gain the following insights from your Wi-Fi network:

Location Tracking

- What paths do rewards shoppers follow through department stores?

- How long do VIP players stay in gaming areas of casinos?

- Where are family members spending time at an amusement park?

- Where are rewards passengers in an airport?

Wi-Fi Network

- How many Wi-Fi clients are connected to the network right now?

- What percentage of the bandwidth has been consumed during the last four hours?

- Which are my top access points across several Wi-Fi metrics?

Cisco Mobility Insight Services

Stay on Top of Wi-Fi Operations and Customer Activity

Real-time information about your mobile network and customers would sure come in handy, wouldn't it? Especially if you are a large public venue on the lookout for new ways to engage with customers, partners, and advertisers.

Marketers and social media professionals are interested in what your customers are visiting, buying, and accessing. Your operations folks, on the other hand, want to know how your Wi-Fi network is performing and how much bandwidth is being used. Either group might want to see the data they care about within a single venue or across many for their descriptive, diagnostic, and predictive insights and analytics.

You can deliver it all with Cisco® Mobility Insight Services. It's both a managed and hosted cloud service, so you don't have to put up any capital. You get data combined from multiple sources - network devices, applications, social media, and others - into meaningful views that you define. You simply choose a widget for a data point you want to see and drag it onto your customized dashboard. The specific view can be tailored for your industry and your business. Your users access all the information through a single-pane portal.

Use Cases

Here's a sample of the types of businesses using Mobility Insight Services to get continual real-time views - and historical reports - into their Wi-Fi networks and customer activities:

- Convention centers
- Stadiums
- Hotels
- Casinos
- Amusement parks
- Concert halls
- Airports

Let's say you're a casino owner. You can see where your high rollers move throughout your property and how long they stay at specific gaming tables and restaurants. Then you can trace the paths they follow and greet a special customer or offer special VIP amenities.

Social Media

- Who's tweeting about my event?

- Which websites are popular with guests?

- Who would make strong online sales partners and advertisers?

Marketing and Advertising

- How many new fans compared to repeat fans connect to the Wi-Fi network per game? Per team? Per league?

- What is the revenue increase per customer segment, driven by ad sponsors?

- What mobile shopper demographic purchased promotional products from ads?
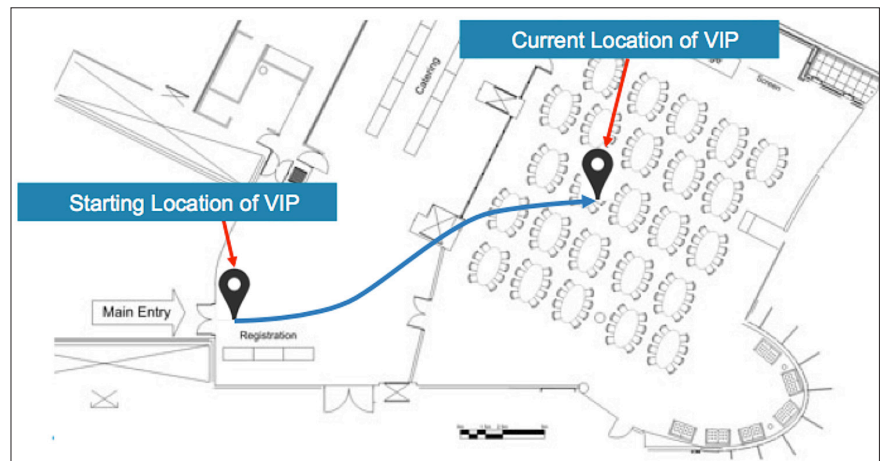
Cisco assists you with determining the key performance indicators that will deliver the data that's most meaningful to your business. We activate the solution in the cloud, configure it, and customize it for you.

All you do is use it to help achieve your desired business and IT outcomes.

There are two components to Mobility Insight Services:

- **Mobility Insight Services for Wi-Fi** helps you accelerate your wireless network operations and troubleshooting with actionable key performance indicators and reports
- **Mobility Insight Services for Line of Business** provides you with key insights and metrics into users' profiles, demographics, and behaviors

Next Steps

For more information, please contact your Cisco sales rep or visit http://www.cisco.com/web/services/enterprise-it-services/index.html.