Future-Proofed Workplaces

CPAE 2025

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Themes & Topics of discussion

- Unlocking extended value from platforms
- Line of Business use cases
- Automation & programming
- Increase your professional services

Unlock the data in customer networks

Cisco Wireless Access Points (Catalyst & Meraki)

- Location
- Occupancy
- IoT Gateway

Cisco Collaboration Devices

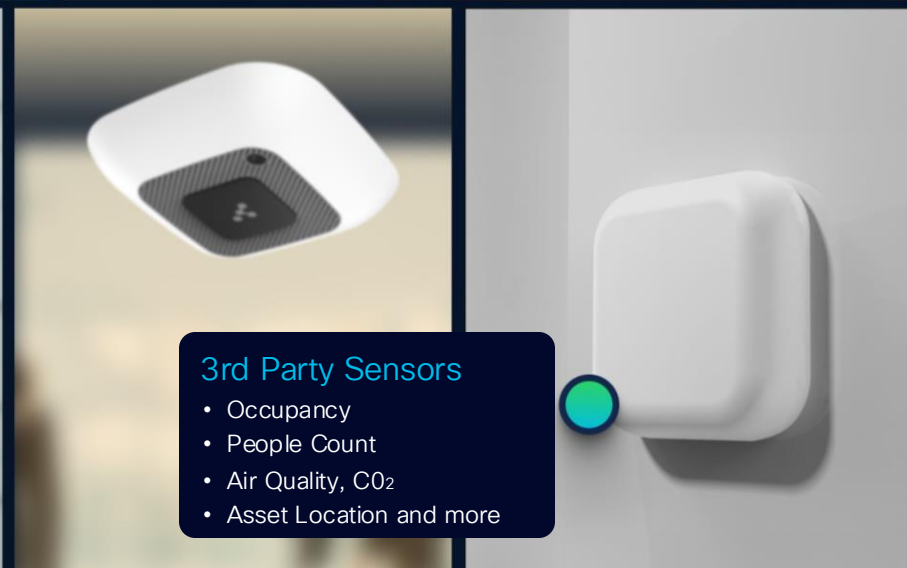
- Room & Desk Occupancy
- Air Quality
- Temperature & Humidity

Cisco Switches

- Occupancy
- Wired Gateway

MT Sensors & Cameras

- Temperature
- Humidity
- Indoor Air Quality, Co2
- People Count



3rd Party Sensors

- Occupancy
- People Count
- Air Quality, CO_2
- Asset Location and more

CISCO SPACES

The OS for Smart Spaces

Outcomes

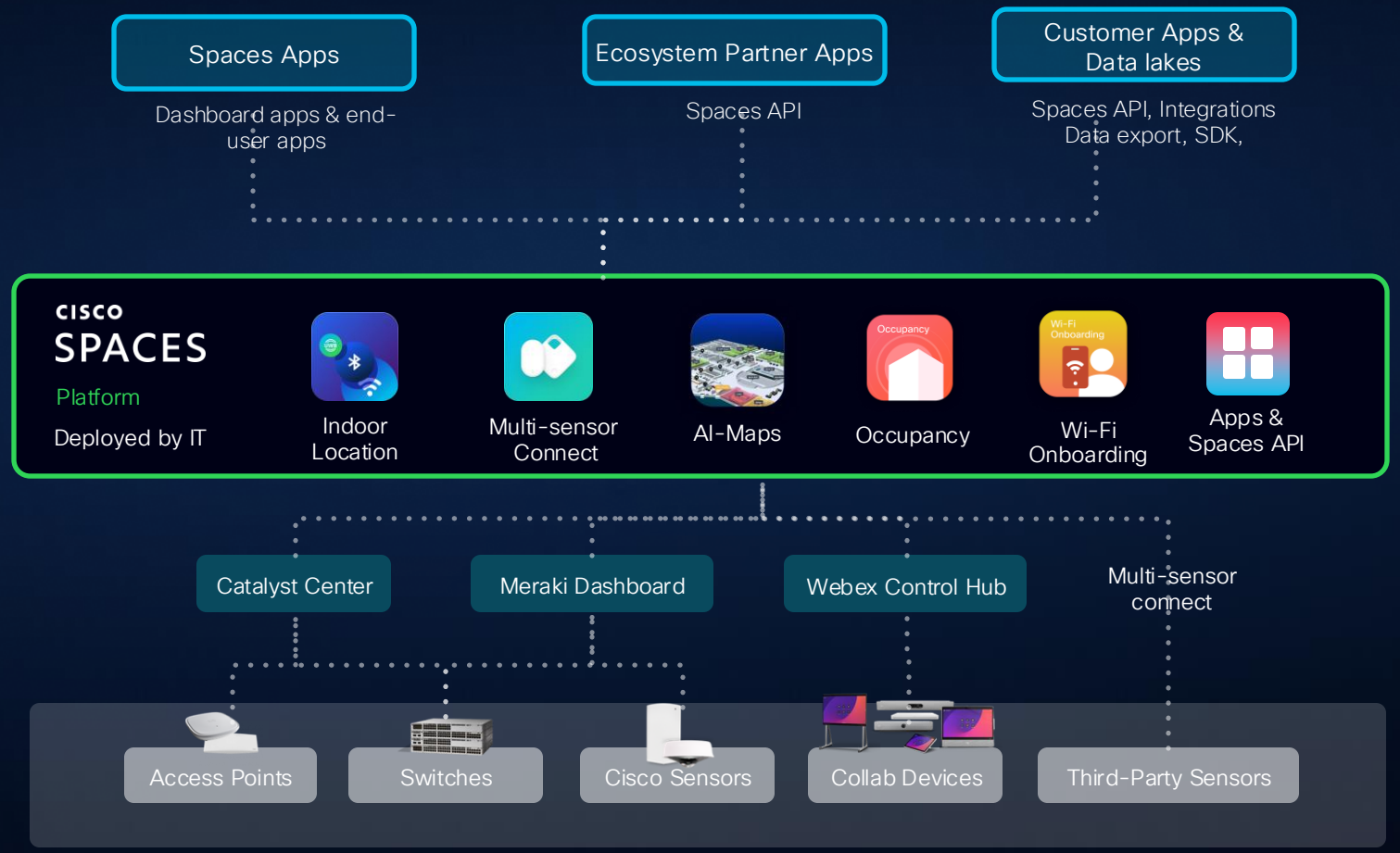
Native & Partner Apps & APIs for Business Outcomes

Software

The OS for Smart Spaces, managed and deployed by IT

Hardware

Cisco Hardware as the Foundation



Common Framework for

Location. Maps. IoT. API

Auto Placement of APs on map

for IT teams

Place Sensors on a map

for IT teams

Detect & Locate Clients & Devices

for IT/OT Teams

Asset Tracking

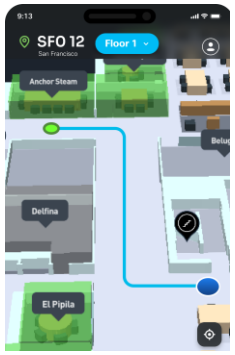
for Operations

Digital Signage Experience

for Employees & Facilities Teams

Occupancy Analytics

for Real-Estate & Facilities



Indoor Wayfinding

for Employees & WPR

Contextual Notifications

for Marketing & Loyalty

APIs

To extend to enterprise

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Spaces for Business Teams

For Real-Estate & Facilities teams

- Employee Experience & Productivity via Signage
- Real-time occupancy & environmental monitoring
- Space Utilization Analytics
- Sustainability & Energy Efficiency

For Marketing & Loyalty teams

- Customer Acquisition
- Visitor Segmentation
- Contextual, location-based engagements
- Behavioral Analytics

For Operations teams

- Asset Tracking
- Temperature & Condition Monitoring
- Guest & Staff Safety
- IoT Device Monitoring & Management

Powered by the Cisco Spaces Platform

Designing with density to future proof workplace

Standard density is best for
(AP density of 2500 sq.ft or lower)

- Connectivity

X RTLS use cases
X BLE & IoT use cases
X Asset tracking
X Indoor wayfinding
X Occupancy analytics
X OpenRoaming

Medium density is best for
(AP density of 1500 sq.ft or lower)

- Wi-Fi and BLE asset tracking
- Occupancy (campus, building, floor)
- Seamless Wi-Fi onboarding (including OpenRoaming with carrier offload)
- RTLS and multi sensor use cases such as staff duress, infant protection, proximity notifications
- Enhanced security (no shadow networks)

High density is best for
(AP density of 1000 sq.ft or lower)

- AP based blue-dot Indoor Wayfinding
- High accuracy UWB + BLE asset tracking
- Occupancy (zone level)
- HVAC automation with zone-level occupancy
- Access control system integration

Future-proofed workplaces

Wi-Fi 7 licensing includes Cisco Spaces

UL – Essentials

- Meraki Enterprise
- DNA-E
- **Spaces Essentials**

UL – Advantage

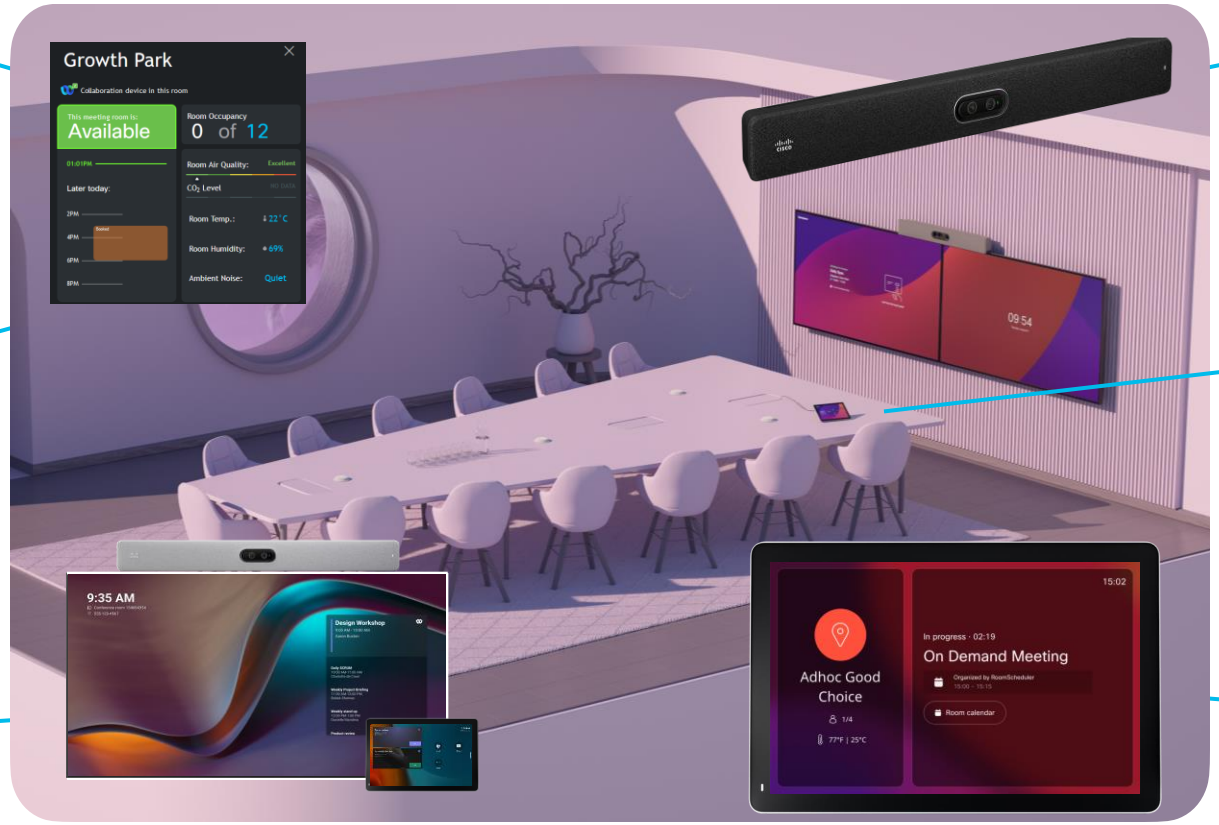
- Meraki Advanced
- DNA-A
- **Spaces Advantage**

Collaboration Devices for Workspace Sensing

Room
Presence

People
Count

Booking
Automation

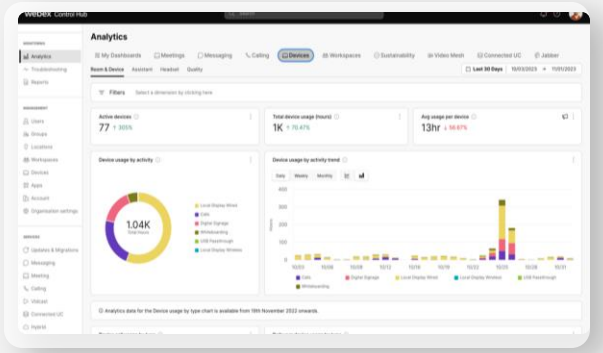


Noise Levels

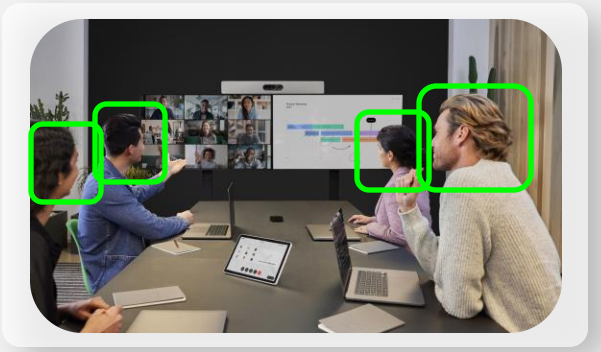
Environment:
Temperature
Humidity
Air Quality

Active
Status

Video Devices contribution to **Smart Workplace** outcomes

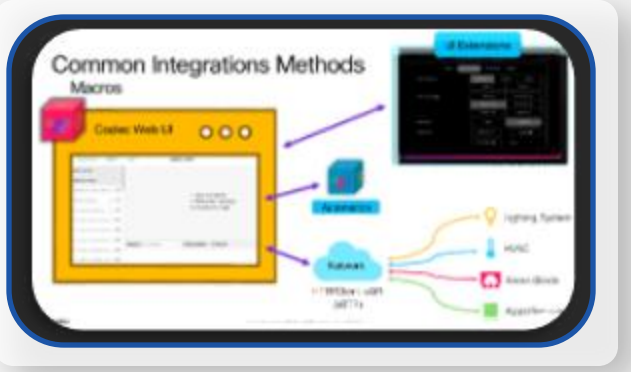


Deploy, Manage & Automate at scale with Control Hub



Always-on people count and environmental sensors

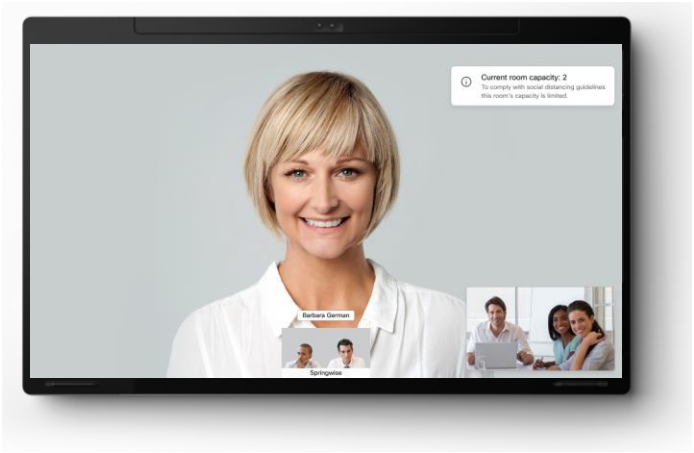
Foundational data point for Cisco Spaces



Build custom workflows & integrate into building systems

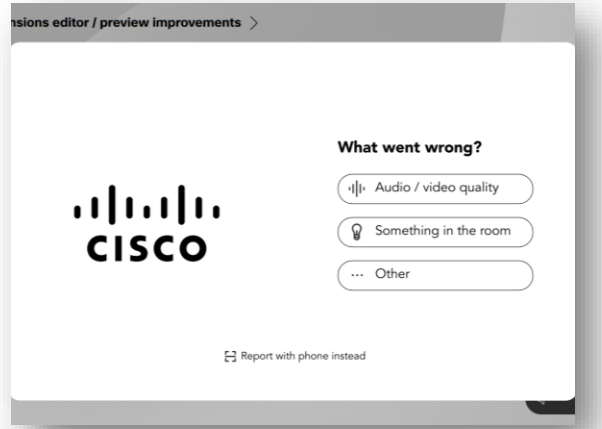
Examples

Room Capacity Alerts



Lighting Control

Service Now



How to videos

Complex Rooms

Language Selection

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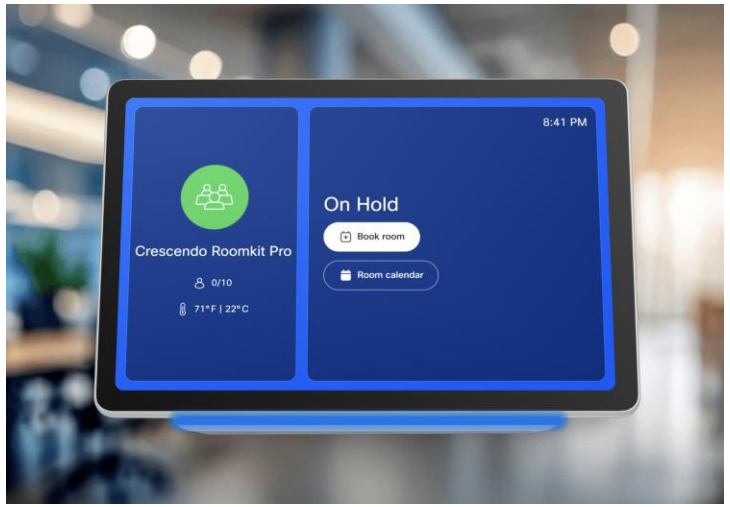
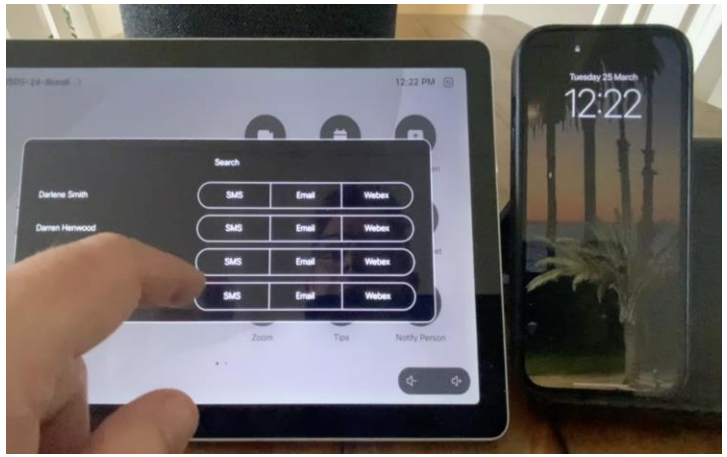
Examples

On Hold

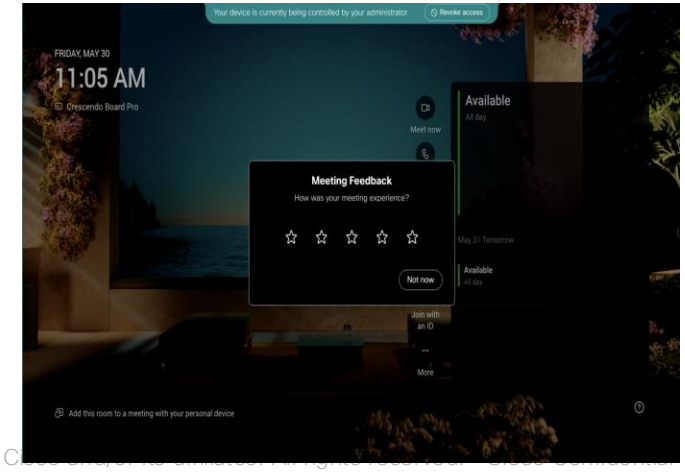


Notify People



Block CVI

Post Call Survey

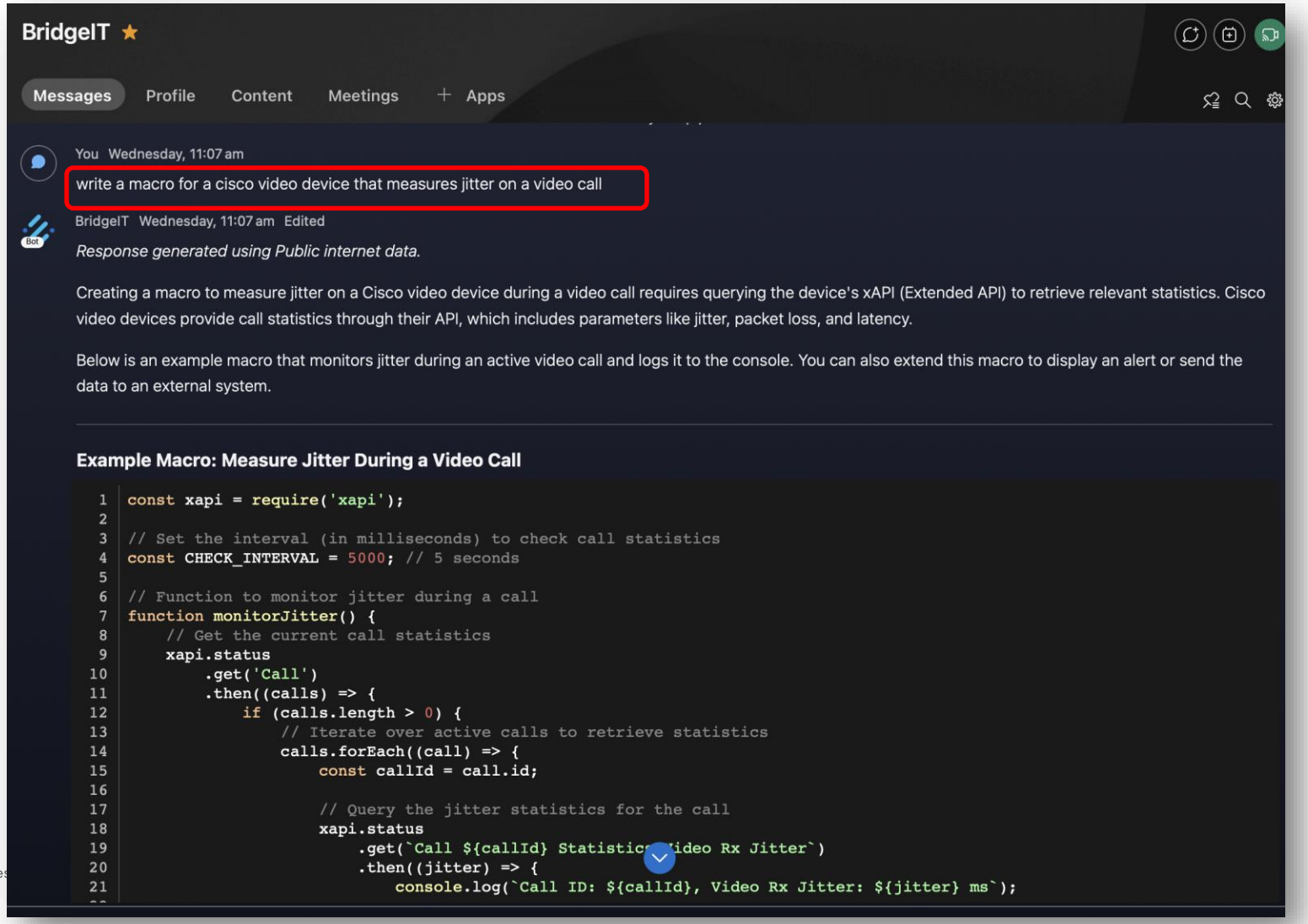


Object Detection

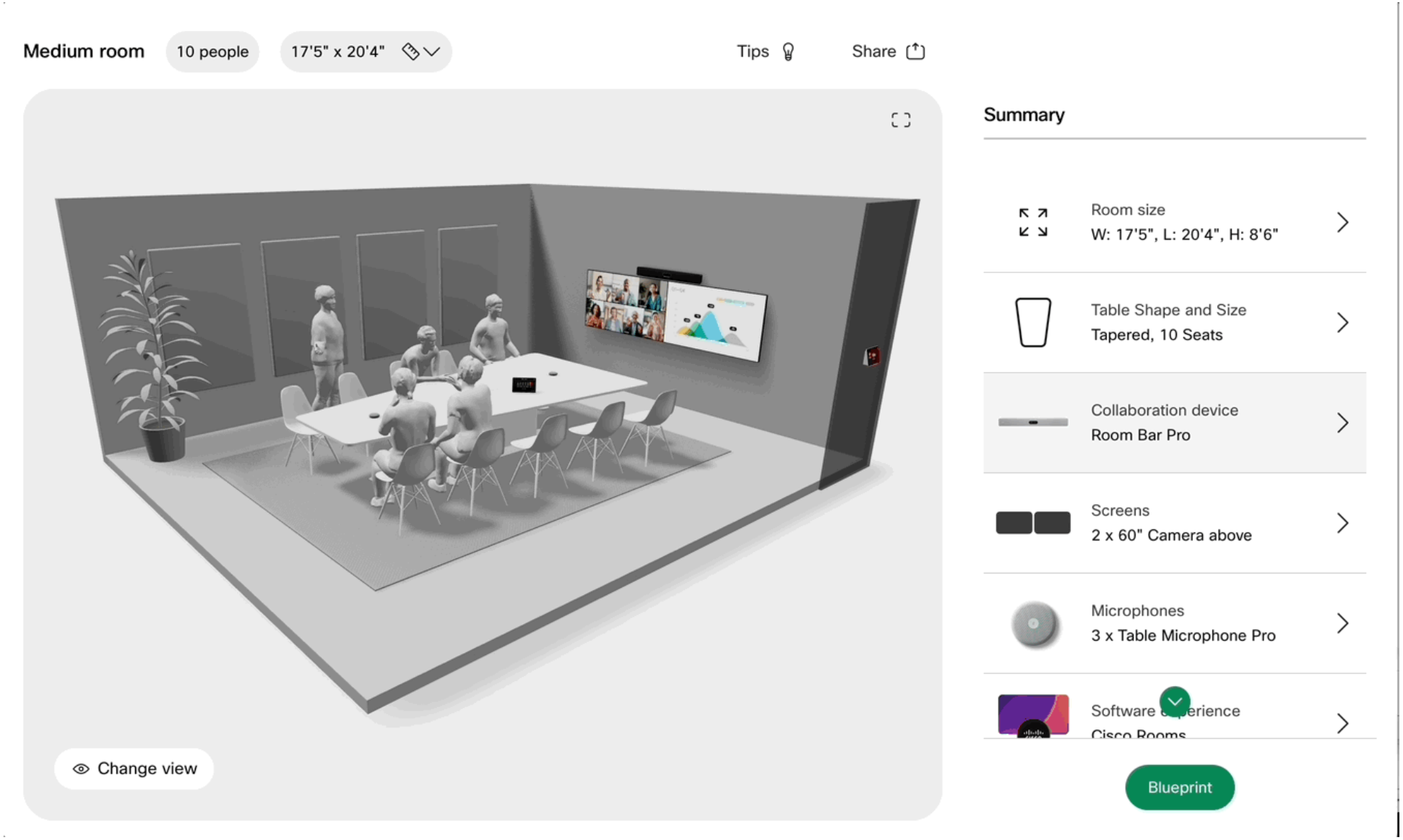
MUCH MORE

Don’t know (or care) about coding…

Get sample code or an AI engine to do the heavy lifting for you!!



Workplace Designer Tool



Expand influence to line of business

Delivered through IT

Real Estate & CHRO

- Employee experience & productivity
- Occupancy & environmental monitoring
- Space utilization analytics
- Sustainability & energy efficiency

CIO & IT Leadership

Deployed & Managed by IT

Operations Teams

- Asset Tracking
- Temperature & Condition Monitoring
- Guest & Staff Safety
- IoT Device Monitoring & Management

Valued by business teams

OUTCOMES

Designed to address the needs of every industry

- Occupancy Analytics
- Find workspaces on AI maps
- Indoor Navigation
- Sustainable Meeting Rooms
- Hot Desking

- Seamless Wi-Fi Onboarding
- Infant Monitoring & Patient Safety
- Asset tracking
- Patient Experience
- Panic Buttons for Staff Safety

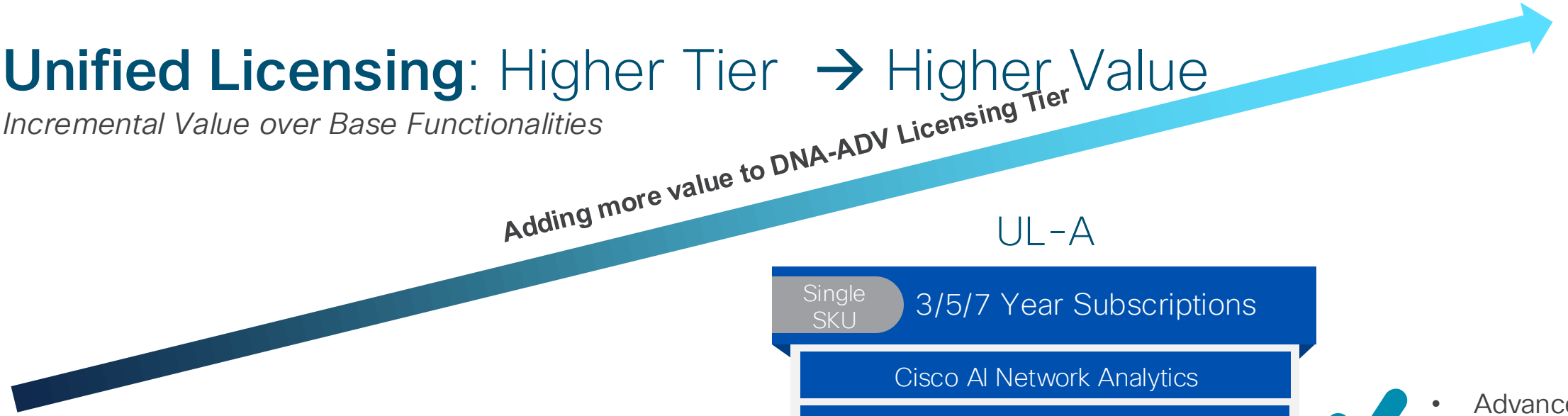
- Customer Acquisition & Loyalty
- Seamless Wi-Fi Onboarding
- Personalized Engagements
- Customer Behavior Analytics
- Visitor Segmentation

- Heavy Equipment & Asset Tracking
- Employee Safety
- Occupancy Analytics

Cisco Spaces OS as the foundation

Unified Licensing: Higher Tier → Higher Value

Incremental Value over Base Functionalities



UL-E

Single SKU

3/5/7 Year Subscriptions

- Cisco Spaces Essential
- Prime
- AP License
- Rouge Management

Base Automation

UL-A

Single SKU

3/5/7 Year Subscriptions

- Cisco AI Network Analytics
- AI-Enhanced RRM
- SD-Access and Network Health insights
- Intelligent Capture, Spectrum Analyzer
- Wireless 3D Analyzer
- Advanced WIPS
- AP License
- Cisco Spaces Advantage
- Cisco DNA Essentials

Automation, Assurance and location

- Advanced Visibility
- Enhanced Security
- Next Gen AI

Software Support Service (SWSS) included in all subscriptions

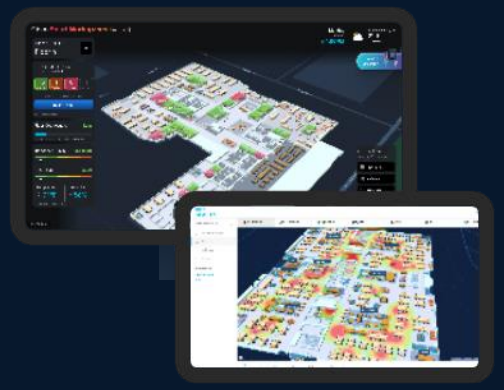
Smarter Workspaces With Cisco Spaces

AI-powered collaboration in every workspace

Frictionless employee experiences and comprehensive workplace analytics

Workspace Occupancy Utilisation and Environmental Metrics

+



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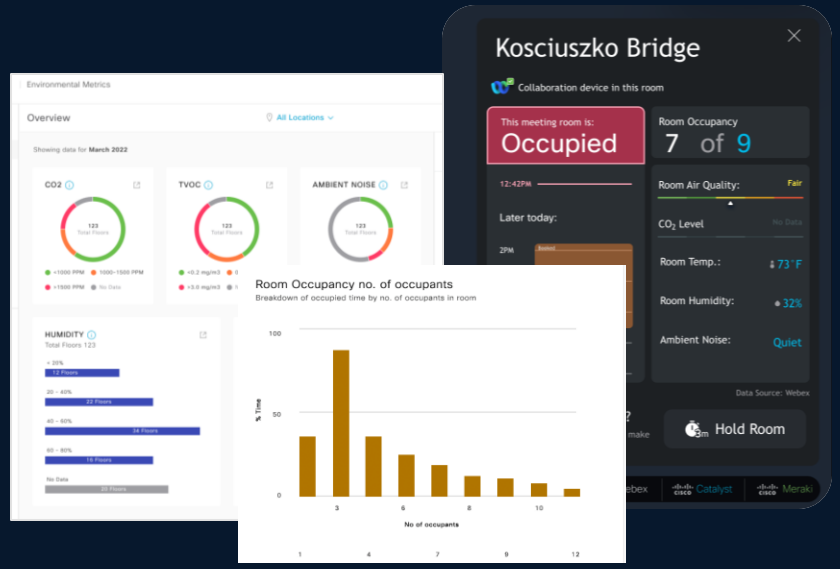
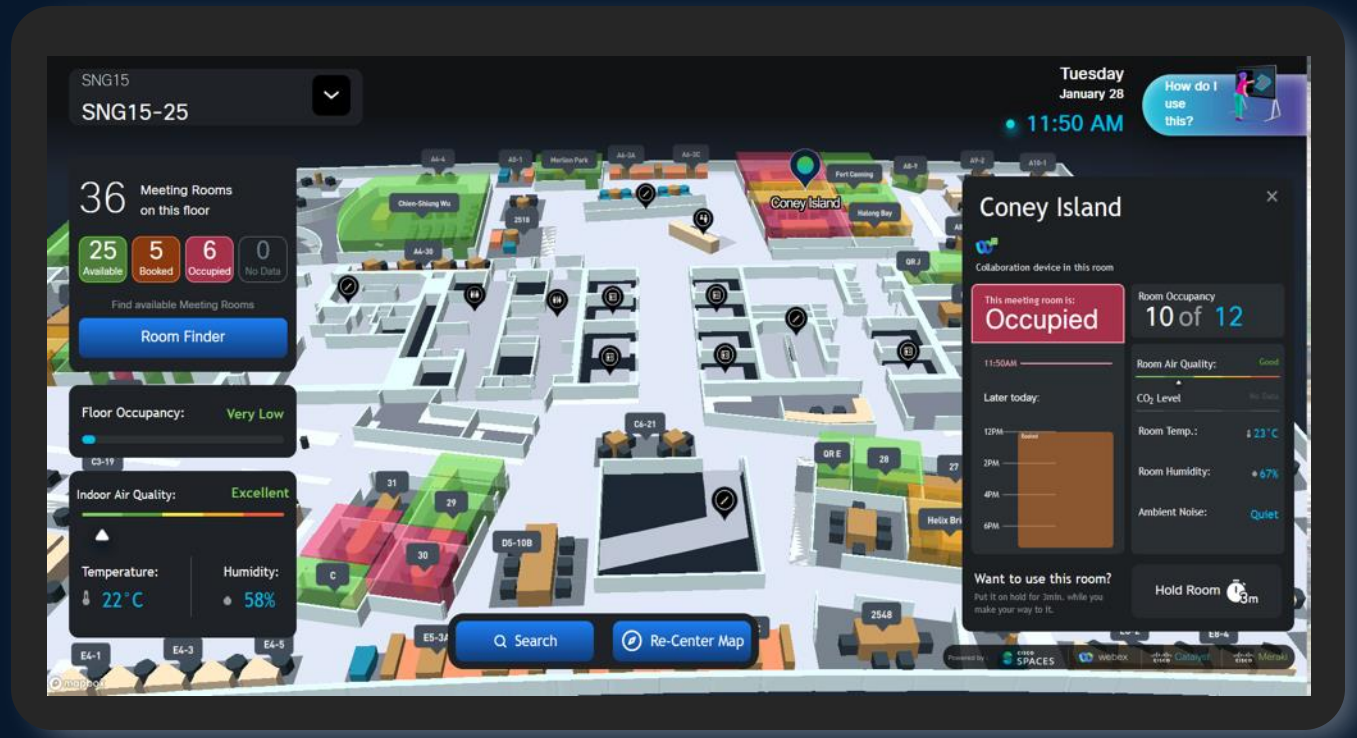


Cisco Collaboration Devices

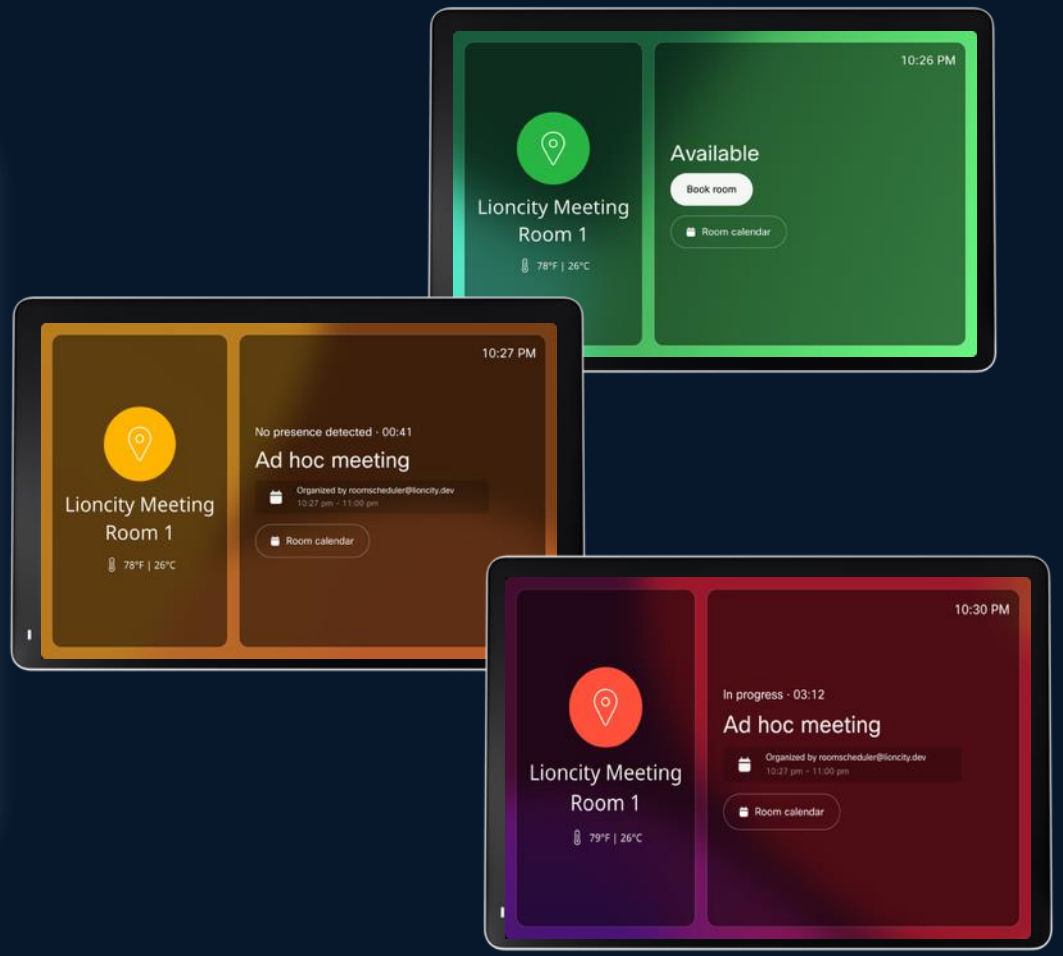
Cisco Spaces

Smart Workspaces Visibility

Using AI for Smart Workspace Visibility



Central Space Explorer



Workspace Room Status

AMER-USA-NYC1-Building

9th Floor

Wednesday
August 2
• 4:09 PM

How do I use this?

72 Meeting Rooms on this floor

39	5	26	2
Available	Booked	Occupied	No Data

Find available meeting Rooms:

Room Finder

Data Source: Webex

Floor Occupancy: Low

Cisco Spaces + Cisco Wireless

Indoor Air Quality: Excellent

Temperature	Humidity
72 °F	45%

Data Source: Webex + Webex / Wired

On This Floor
Select to find on map:

- Rest Rooms
- Help Desk
- Stairs
- Elevators

Where Am I?

Reset Map

Powered by : cisco SPACES | webex | cisco Catalyst | cisco Meraki

mapbox

AMER-USA-NYC1-Building

9th Floor

Wednesday
August 2
4:10 PM

How do I use this?

72 Meeting Rooms on this floor

37	4	29	2
Available	Booked	Occupied	No Data

Find available meeting Rooms:

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Powered by : cisco SPACES | webex | cisco Catalyst | cisco Meraki

mapbox

AMER-USA-NYC1-Building

9th Floor

Wednesday
August 2
4:10 PM

How do I use this?

Availability (Status):

Any | 30min + | 60min + | 90min +

Capacity: 4 or more

Collaboration Device:

Search by room name

On this floor:

Verrazzano-Narrow's Bridge
Available All Day · Capacity: 24 · Floor 9

Throgs Neck Bridge
Available 949 min · Capacity: 7 · Floor 9

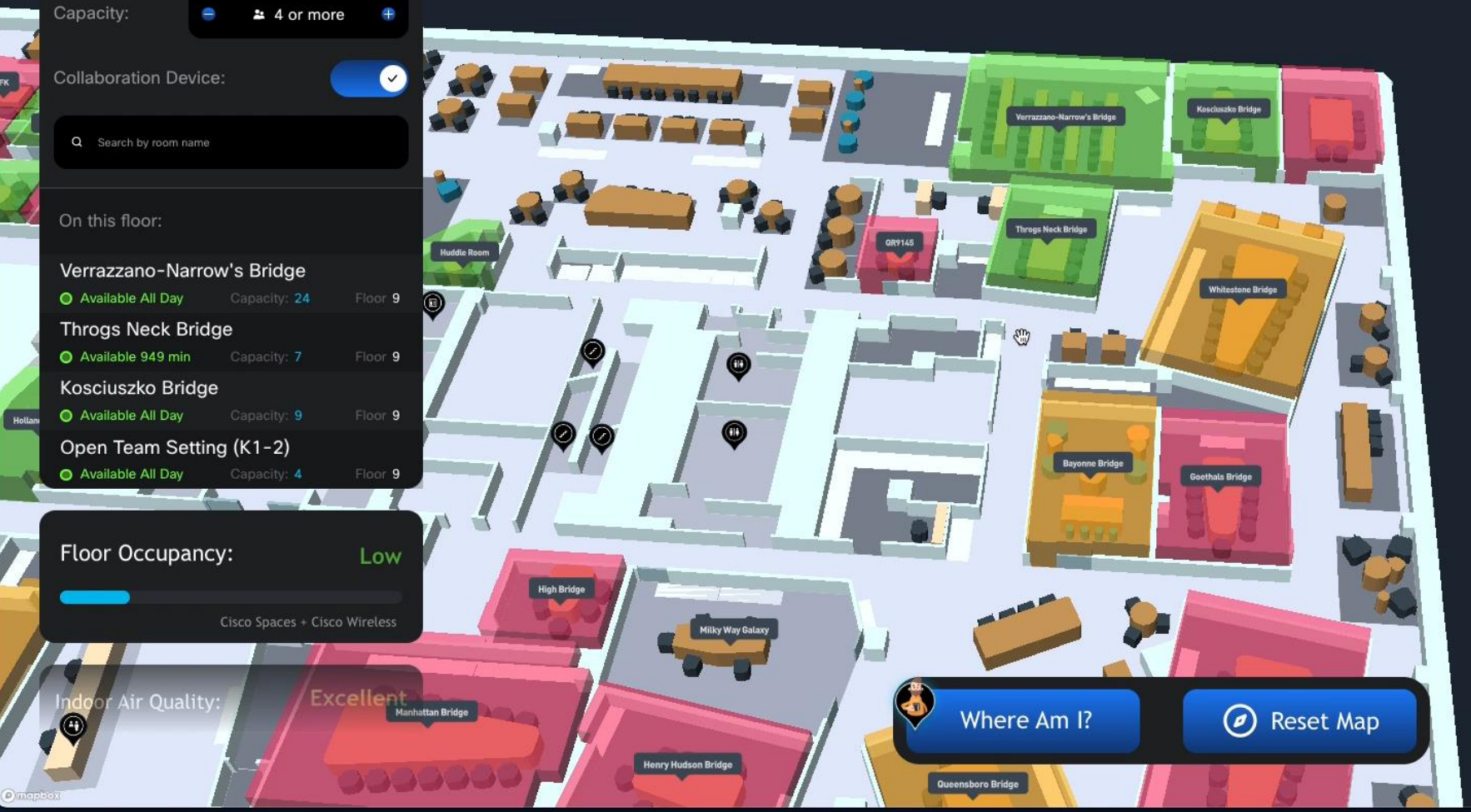
Kosciuszko Bridge
Available All Day · Capacity: 9 · Floor 9

Open Team Setting (K1-2)
Available All Day · Capacity: 4 · Floor 9

Floor Occupancy: Low

Cisco Spaces + Cisco Wireless

Indoor Air Quality: Excellent



Throgs Neck Bridge

Collaboration device in this room

This meeting room is:
Available

04:10PM
Later today:
6PM
8PM
10PM
12AM
2AM

Room Occupancy
0 of 7

Room Air Quality: Excellent
CO_2 Level: NO DATA
Room Temp.: 73°F
Room Humidity: 47%
Ambient Noise: Quiet

Data Source: Webex

Want to use this room?
Put it on hold for 3min. while you make your way to it.

3m Hold Room

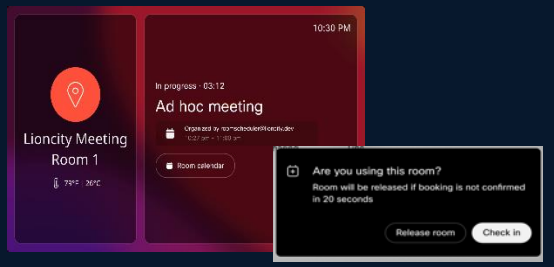
Powered by : cisco SPACES | webex | cisco Catalyst | cisco Meraki

Smarter Workflows

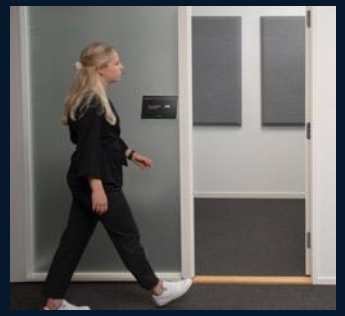
Purposeful and Intelligent Workspaces

Workspace Booking Policy

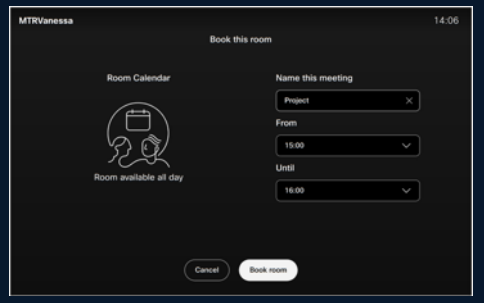
Space Occupancy and Environmental Visibility



Smarter Adhoc / Room Booking with Automation

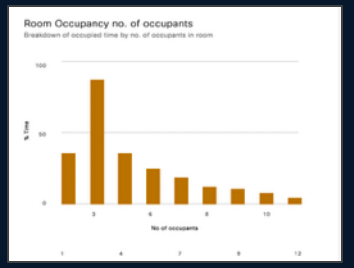


Adhoc Space Usage and Methods



On-Site Only Booking

Room Status Visibility



Detailed Workspace Analytics and Insights

Cisco Spaces

beta.dnaspaces.io/signage

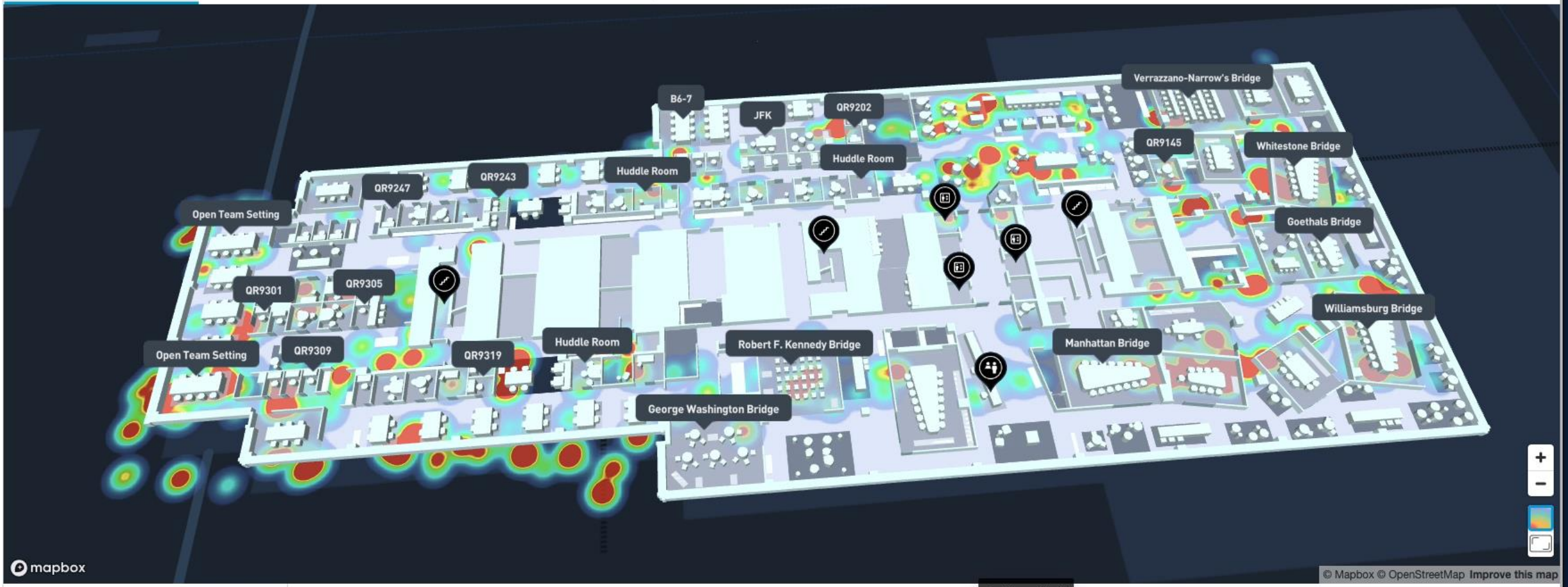
CISCO SPACES | Space Manager

SPACE MANAGER

AMER-USA-NYC...

9th Floor

Floor Occupancy	Room Occupancy	IAQ	TVOC	CO2 Level	Temperature	Humidity	Ambient Noise
26 %	33 out of 96 occupied	Excellent	0.05 mg/m3	N/A	72 °F	45 %	35 dB



26.43%	74	280
Floor Occ.	Right Now	Capacity

24 Hour History

3rd Aug, 04:40

Floor Occupancy

Low Medium High

Cisco Spaces

beta.dnaspaces.io/signage

CISCO SPACES | Space Manager

SPACE MANAGER

AMER-USA-NYC...

9th Floor

Floor Occupancy	Room Occupancy	IAQ	TVOC	CO2 Level	Temperature	Humidity	Ambient Noise
26 %	33 out of 96 occupied	Excellent	0.05 mg/m3	N/A	72 °F	45 %	35 dB

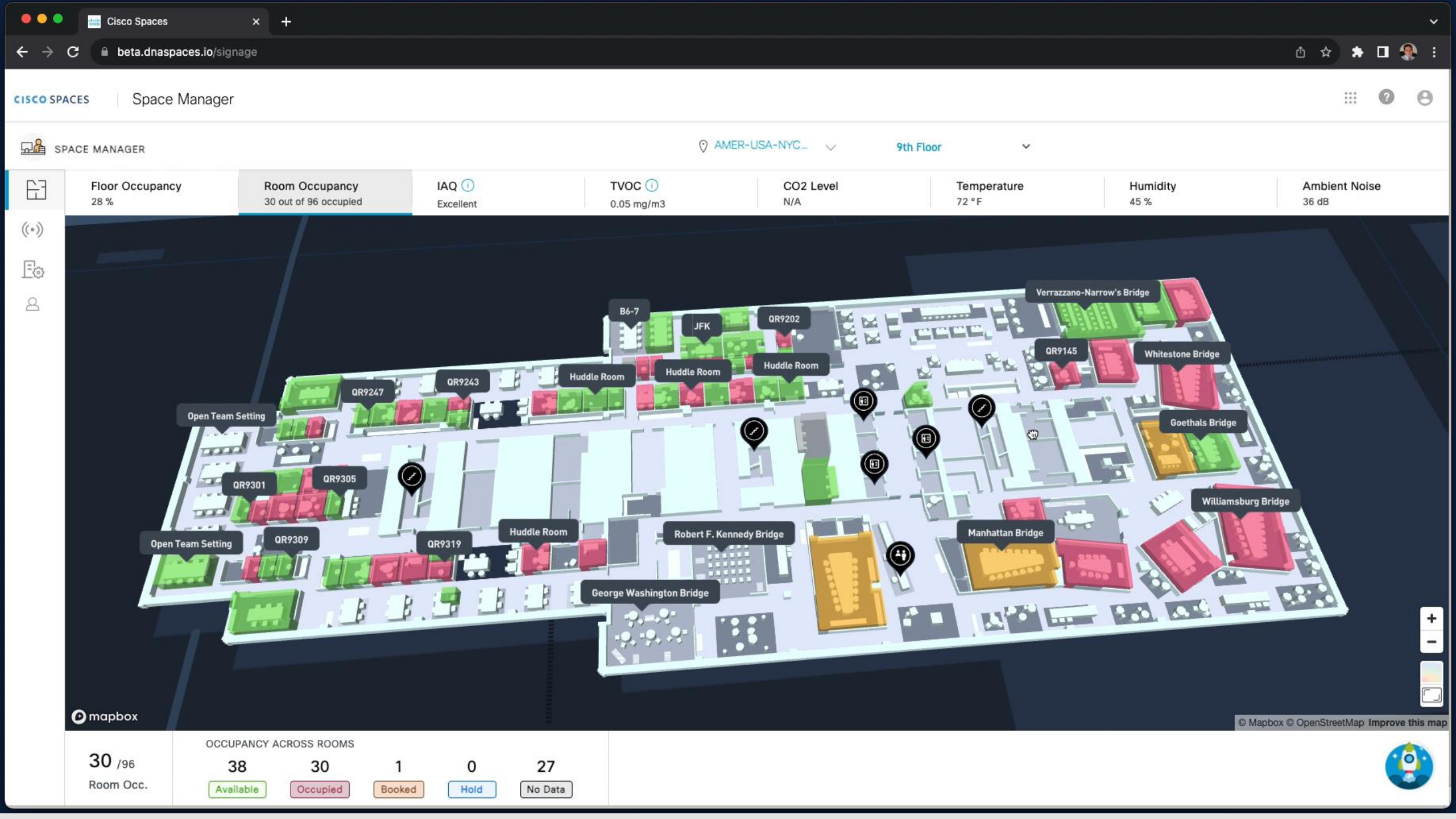
26.43%	74	280
Floor Occ.	Right Now	Capacity

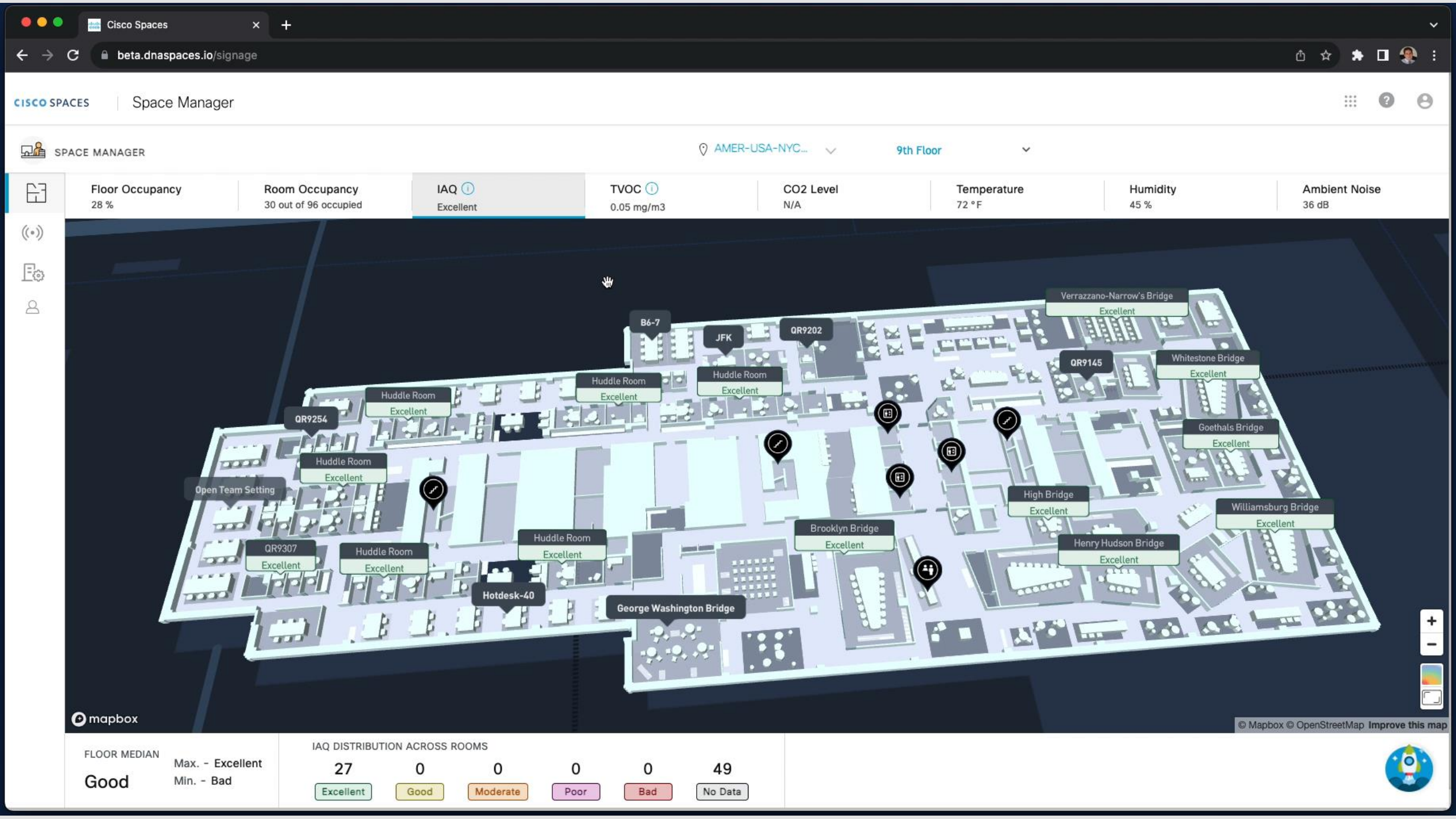
24 Hour History

3rd Aug, 03:50

Floor Occupancy

Low Medium High


Cisco Spaces
beta.dnaspaces.io/signage
CISCO SPACES
Space Manager
SPACE MANAGER
AMER-USA-NYC...
9th Floor
Floor Occupancy
28 %
Room Occupancy
30 out of 96 occupied
IAQ
Excellent
TVOC
0.05 mg/m3
CO2 Level
N/A
Temperature
72 °F
Humidity
45 %
Ambient Noise
36 dB
B6-7
JFK
QR9202
Verrazzano-Narrow's Bridge
QR9145
Whitestone Bridge
Huddle Room
Huddle Room
Huddle Room
QR9247
QR9243
Open Team Setting
Goethals Bridge
QR9301
QR9305
Williamsburg Bridge
Open Team Setting
QR9309
QR9319
Huddle Room
Robert F. Kennedy Bridge
Manhattan Bridge
George Washington Bridge
mapbox
© Mapbox © OpenStreetMap Improve this map
30 /96
Room Occ.
OCCUPANCY ACROSS ROOMS
38
Available
30
Occupied
1
Booked
0
Hold
27
No Data


Cisco Spaces
beta.dnaspaces.io/signage
CISCO SPACES
Space Manager
SPACE MANAGER
AMER-USA-NYC...
9th Floor
Floor Occupancy
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IAQ
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TVOC
0.05 mg/m3
CO2 Level
N/A
Temperature
72 °F
Humidity
45 %
Ambient Noise
36 dB
B6-7
JFK
QR9202
Verrazzano-Narrow's Bridge
Excellent
QR9145
Whitestone Bridge
Excellent
Huddle Room
Excellent
QR9254
Goethals Bridge
Excellent
Open Team Setting
High Bridge
Excellent
Williamsburg Bridge
Excellent
Brooklyn Bridge
Excellent
Henry Hudson Bridge
Excellent
QR9307
Hotdesk-40
George Washington Bridge
mapbox
© Mapbox © OpenStreetMap Improve this map
FLOOR MEDIAN
Good
Max. - Excellent
Min. - Bad
IAQ DISTRIBUTION ACROSS ROOMS
27 Excellent
0 Good
0 Moderate
0 Poor
0 Bad
49 No Data

Data Driven Building Insights with the Space Utilisation App

Spaces

Space Utilization

Overview

Campuses

Buildings

Floors

Utilization Export

Deployment Status

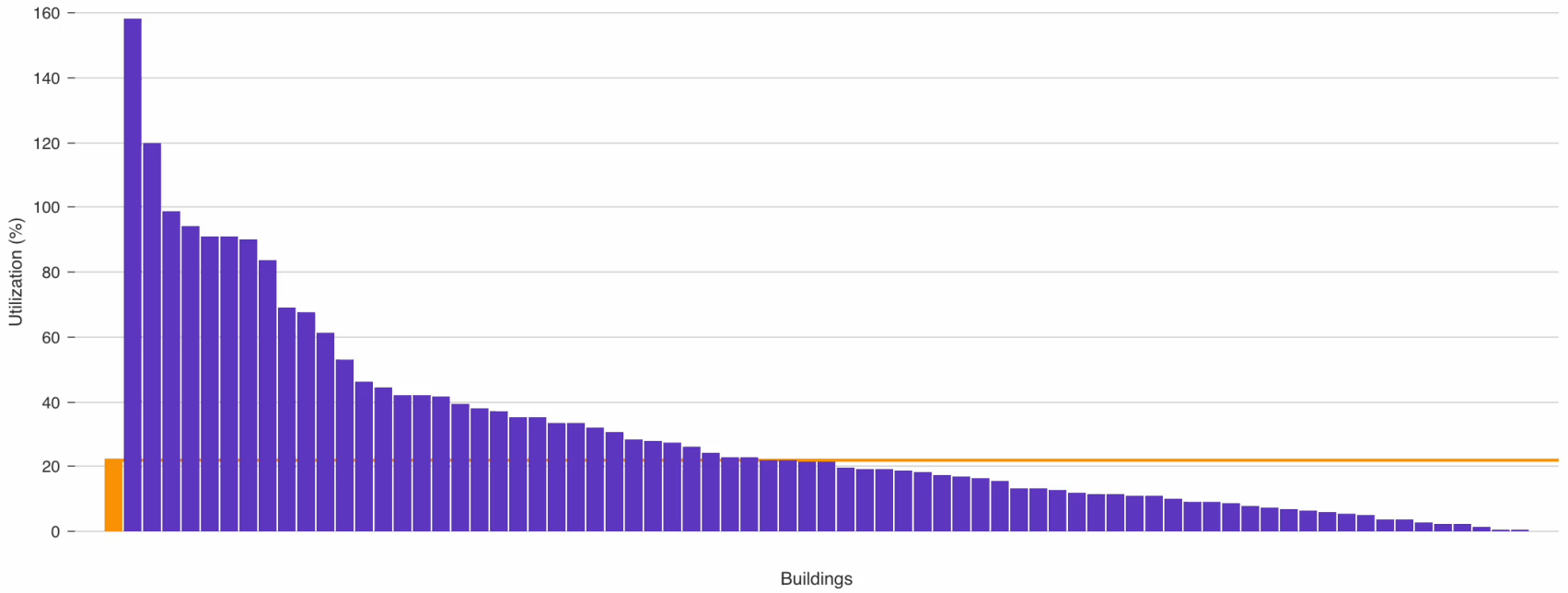
Campuses
8
Out of 10

Buildings
86
Out of 115

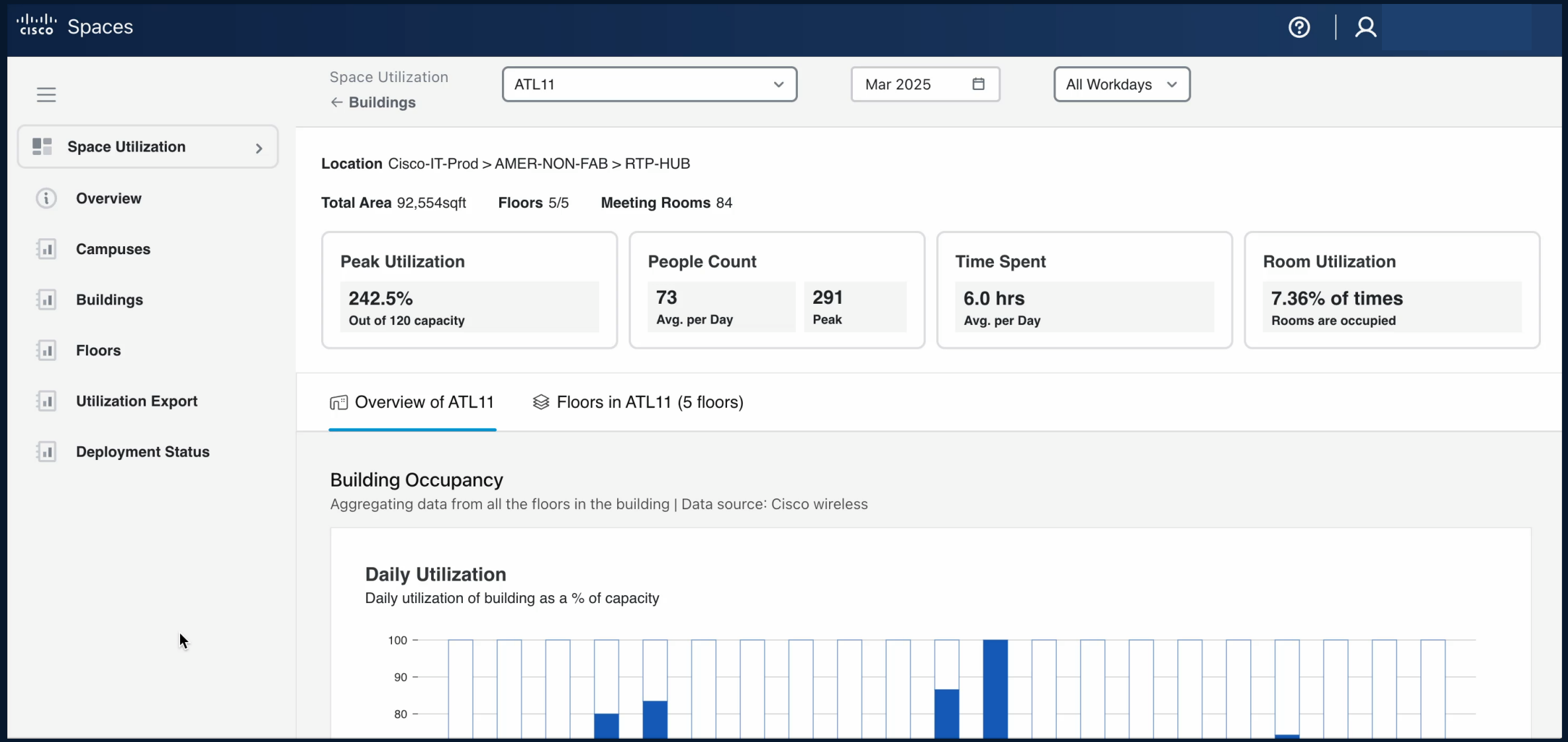
Floors
193
Out of 265

Utilization by Building

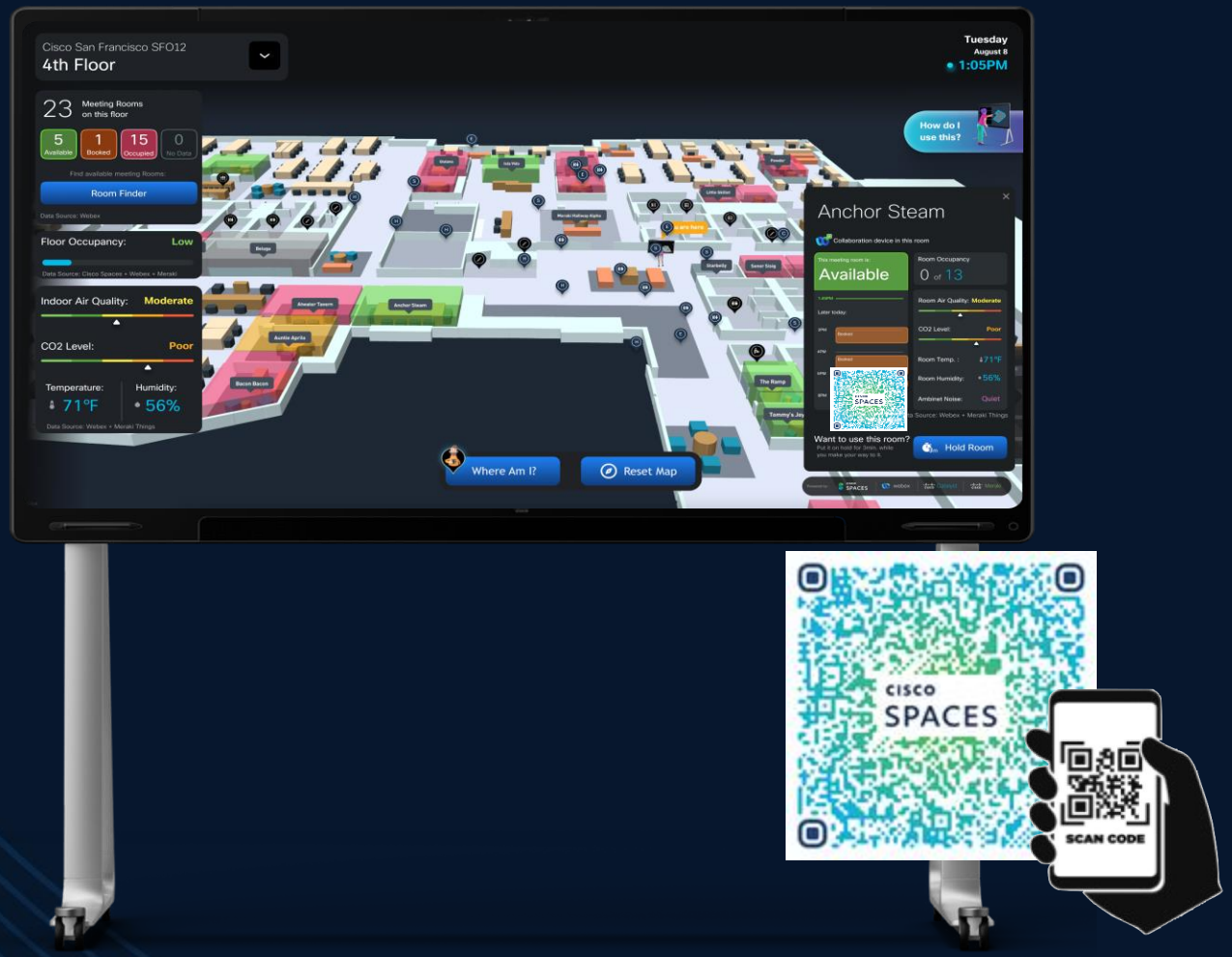
Utilization as a % of building capacity

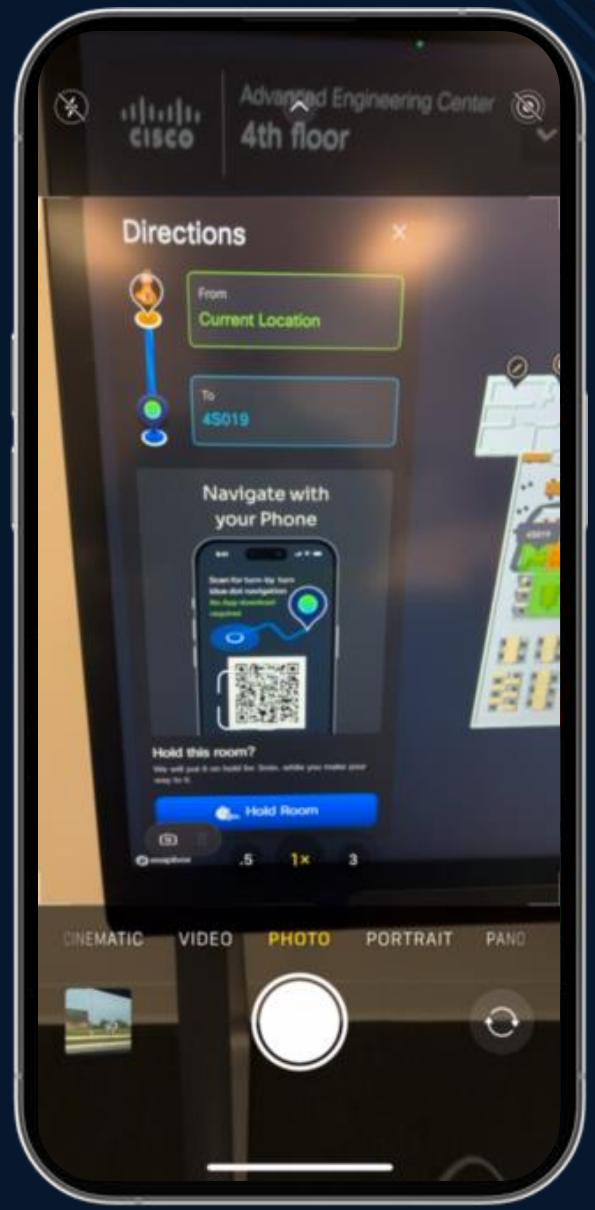


Data Driven Building Insights with the Space Utilisation App

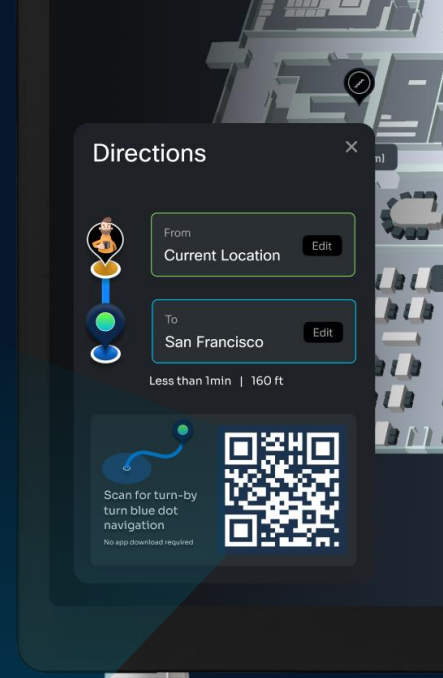


Indoor Wayfinding





Indoor Wayfinding For Effortless Navigation




September 28
3:19 PM
How do I use this?
Dolores Park
Collaboration device in this room
This meeting room is:
Occupied
Room Occupancy
1 of 8
Room Air Quality: Excellent
CO_2 Level
Room Temp.: 73°F
Room Humidity: 57%
Ambient Noise: Quiet
Scan the QR code to navigate
Data Source: Webex
Hold Room
Huddle Room - 238
Huddle Room - 227
Cole Valley
Reset Map
Low
Cisco Spaces + Meraki Wireless
Indoor Air Quality: Excellent
Humidity: 56%
Data Source: Meraki / Webex

Find, Book & Check into Desks

- Book in advance on the Spaces webapp
- Book in the office on signages
- Navigate to the desk when you arrive and check in with SSO to make it yours!

Desk Booking App

Coming Soon

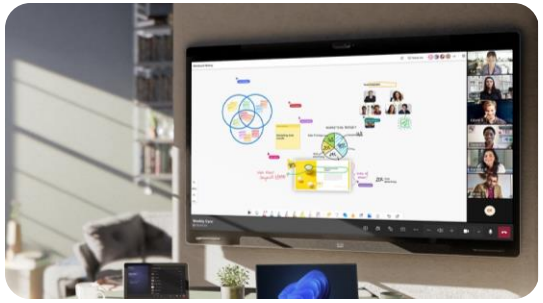
A Video Device for Every Space

Huddle Spaces

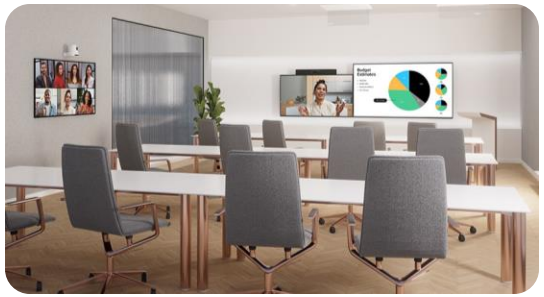
Small Rooms

Medium Rooms

Large Rooms



Ideation Spaces



Training Rooms

Auditoriums

Visit: cs.co/workspaces

- Standard room templates
- Blueprints
- Design tips
- NEW Workspace designer

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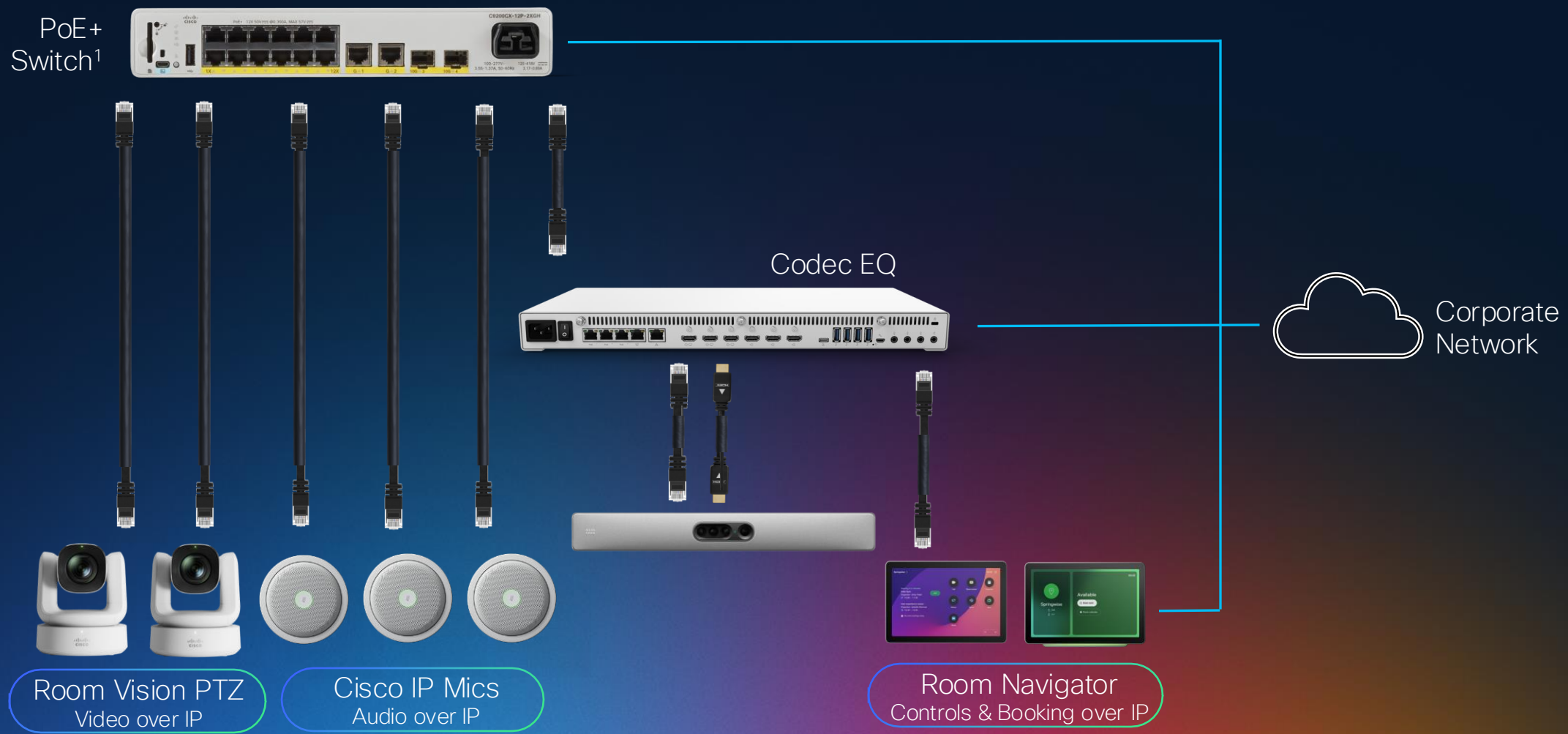
Digital experiences designed in

Digital experiences designed in

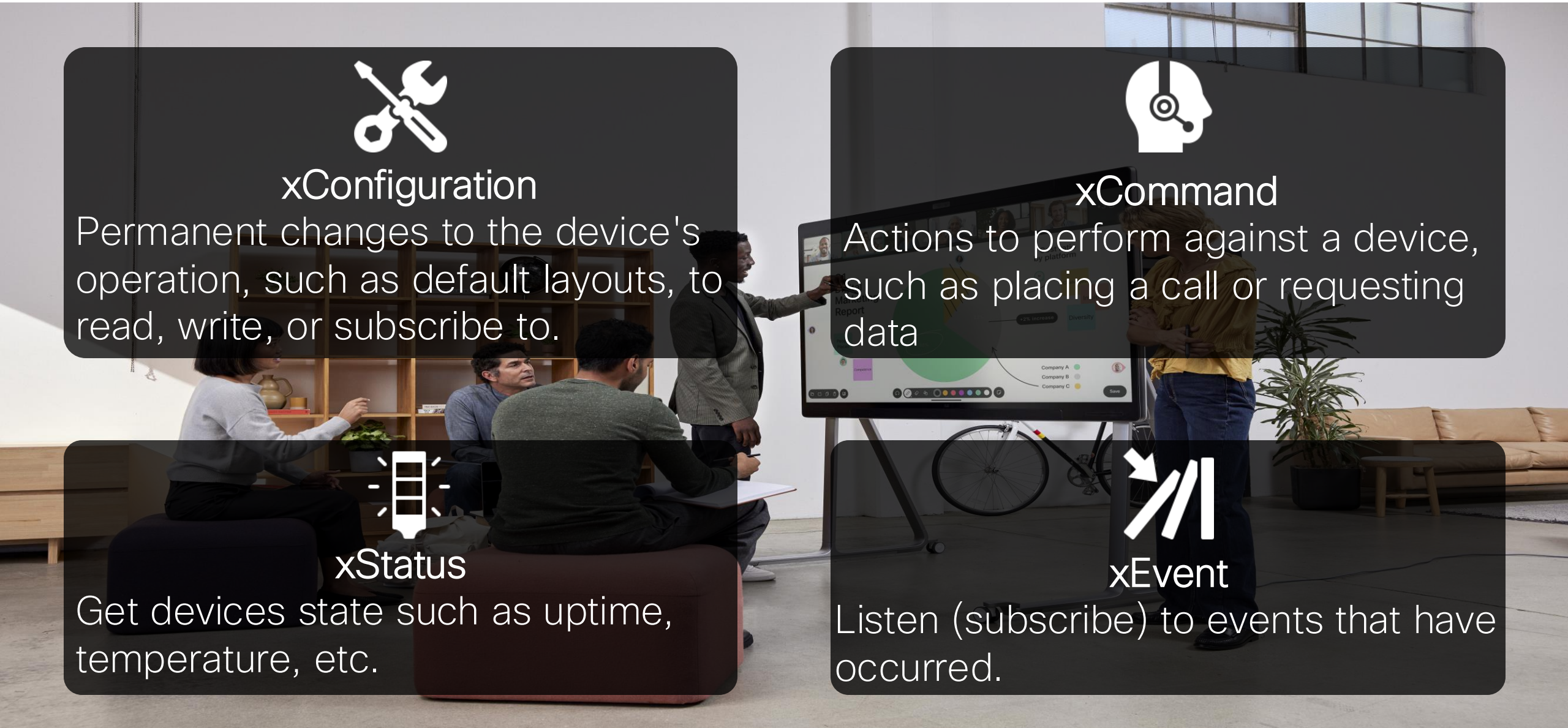
Turn traditional AV approaches…

...into AV over IP convenience



1. Connecting Cisco AV over IP peripherals to the corporate network requires additional configuration on the Ethernet switch. LLN (Link Local Network) peripheral extension is also supported.

What do our Device's API's Offer?



xConfiguration

Permanent changes to the device's operation, such as default layouts, to read, write, or subscribe to.

xCommand

Actions to perform against a device, such as placing a call or requesting data

xStatus

Get devices state such as uptime, temperature, etc.

xEvent

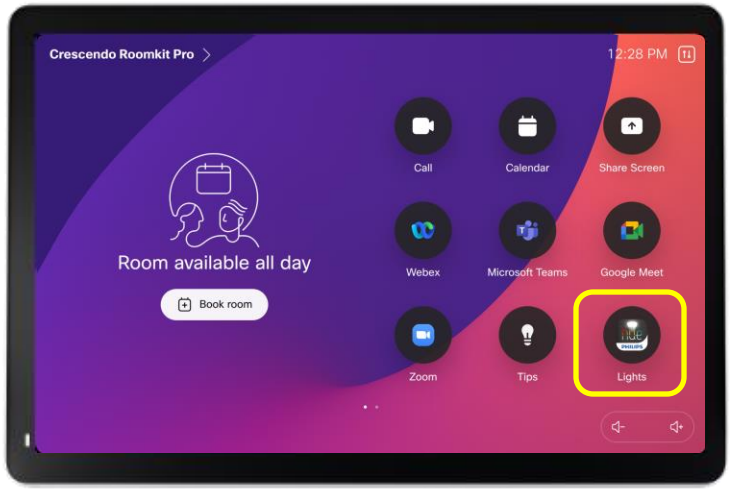
Listen (subscribe) to events that have occurred.

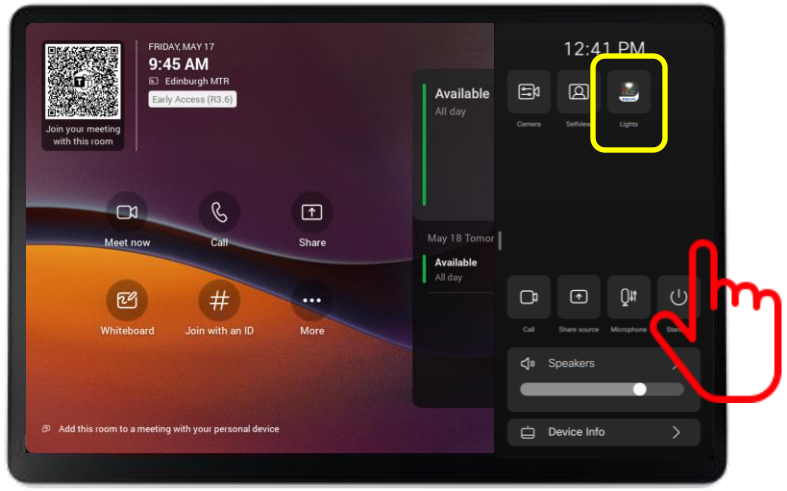
Not all Macros may need a UI

User Interface

RoomOS

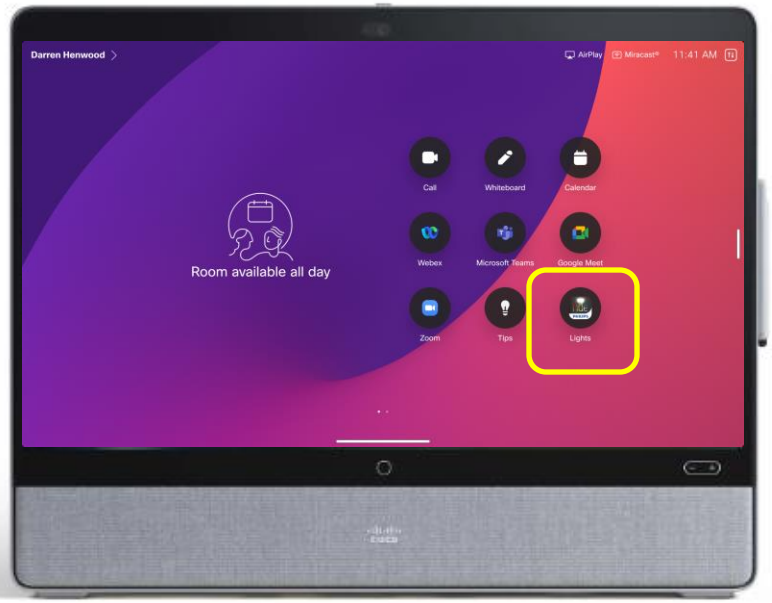
MTR





Navigator

Touch Devices

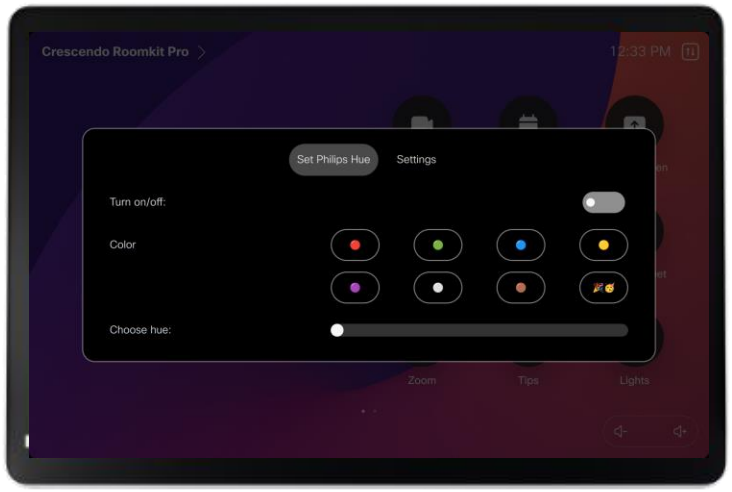


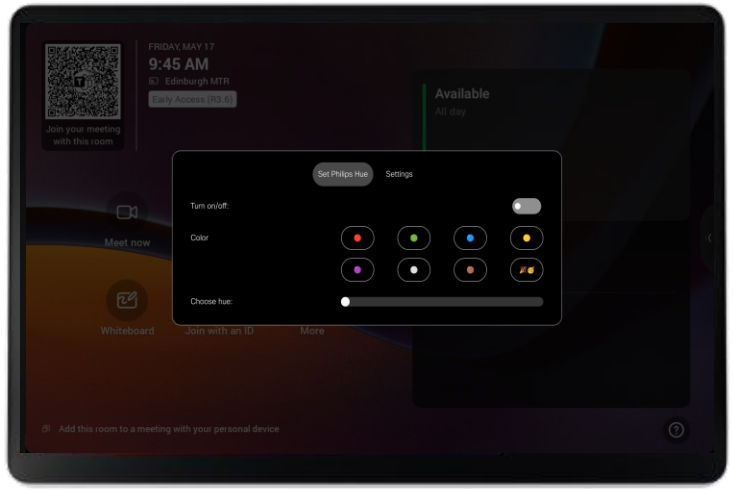
Not all Macros may need a UI

User Interface

RoomOS

MTR





Navigator

Touch Devices

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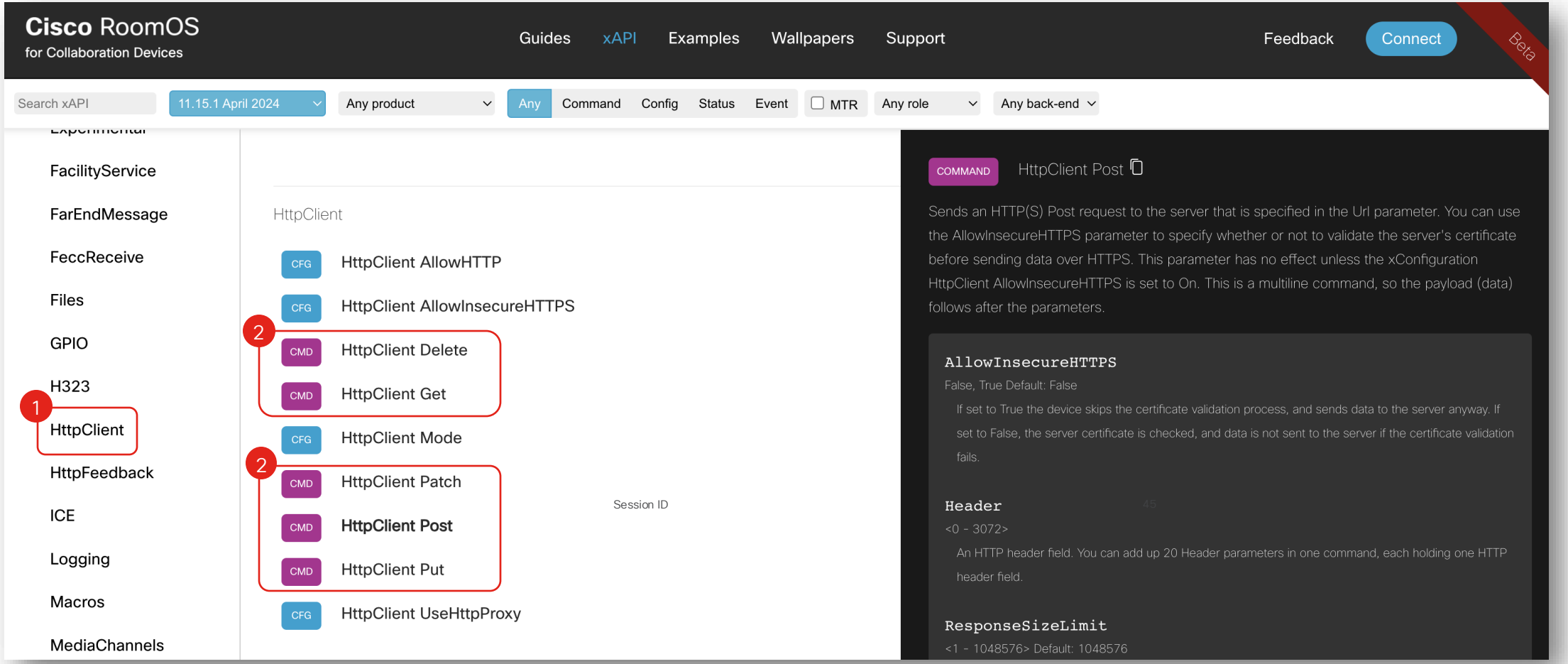
Don’t know (or care) about coding…

Get sample code or an AI engine to do the heavy lifting for you!!

Extending beyond the video device



REST based services….and many more

Microsoft Graph

PagerDuty

PHILIPS hue

mailchimp

Uber Eats

Uber

Meta

Google

molex®

aws

CISCO Meraki

twilio

Square

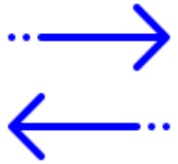
servicenow

salesforce

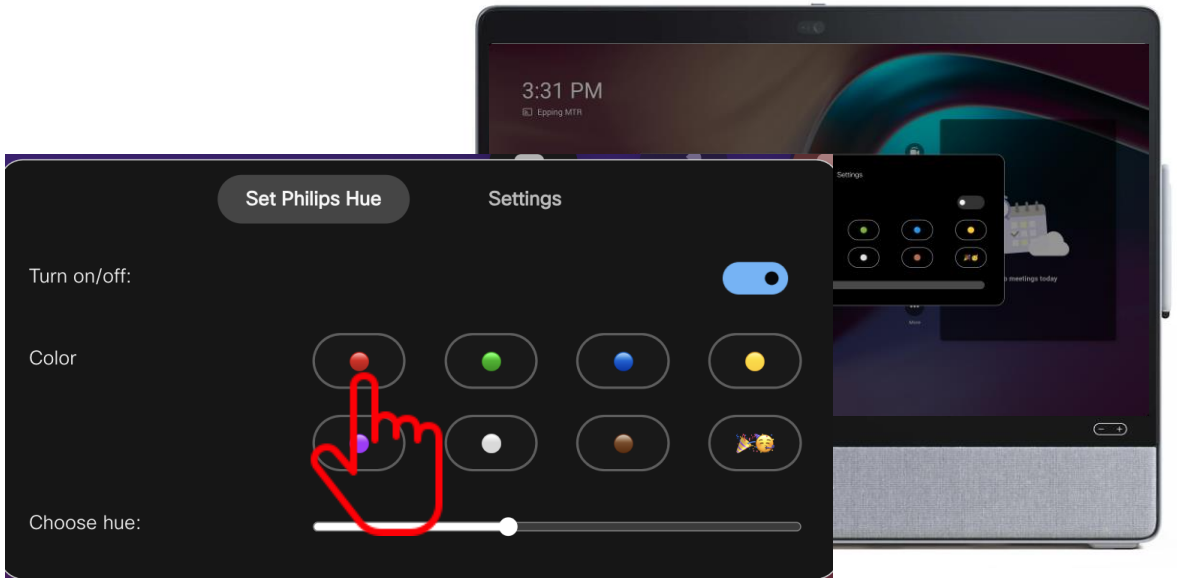
Session ID

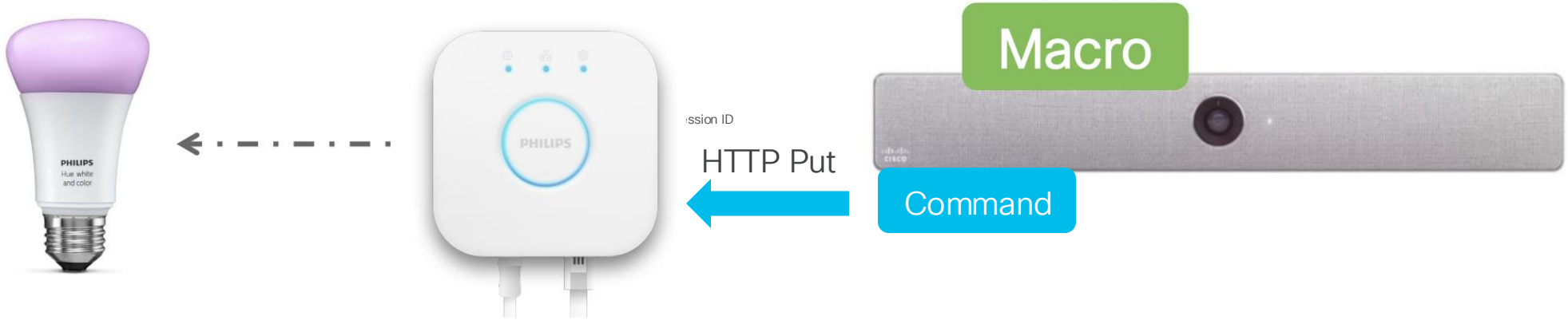
[Code here]

Philips Hue Example



Smart Lighting Example





Less than 50 lines of code

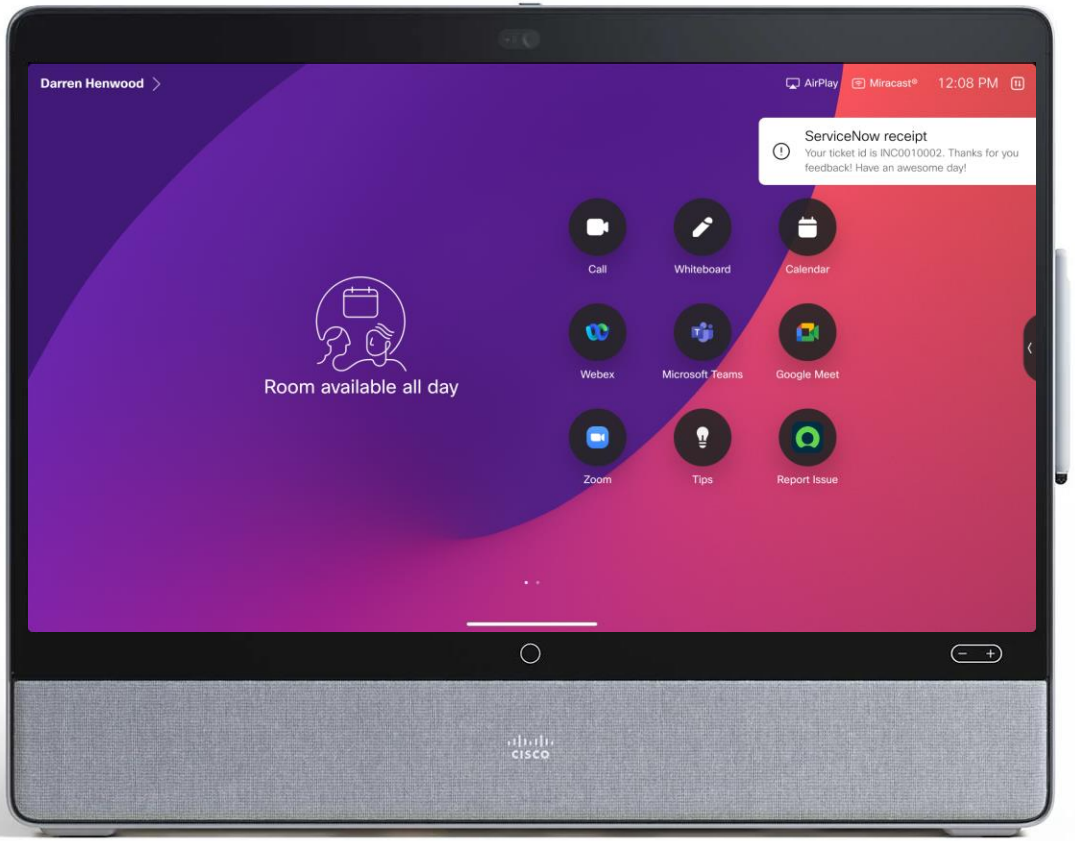
```
const xapi = require('xapi');

var IPAddress = '192.168.0.153';
var token = 'JXmCkn6skPb2nJ89PFJoNh9SoNXcvC-fCl8wBc35';
var lightNumber = '3'

const COLOR_RED = 0;
const COLOR_GREEN = 25500;

function httpMessage(body) {
  var url = 'http://' + IPAddress + '/api/' + token + '/lights/' + lightNumber + '/state';
  var header = 'Content-Type: application/json';

  xapi.command('HttpClient Put', { 'Url': url, 'Header': header}, JSON.stringify(body))
      .then((response) => {
        if (response.StatusCode == 200) {
          console.log('Command successful');
          return;
        }
      })
      .catch((err) => {
        console.log('Hue command failed with error: ' + err.message);
      });
}
```

Session ID

```
function init() {
  console.log('Philips Hue macro initializing...')
  // This needs to be set to allow HTTP Post
  xapi.config.set('HttpClient Mode', 'On');
  xapi.config.set('HttpClient AllowInsecureHTTPS', 'True');
}

// Event listeners for widgets in the GUI
xapi.event.on('UserInterface Extensions Widget Action', (event) => {

    if (event.WidgetId == 'redButton' && event.Type === 'pressed') {
      const body = {'on': true, 'hue': COLOR_RED, 'sat': 254, 'bri': 254, 'effect': 'none' }
      httpMessage(body);

    }else if (event.WidgetId == 'greenButton' && event.Type === 'pressed') {
      const body = {'on': true, 'hue': COLOR_GREEN, 'sat': 254, 'bri': 254, 'effect': 'none' }
      httpMessage(body);
    }
});

init();
```

[Code here]

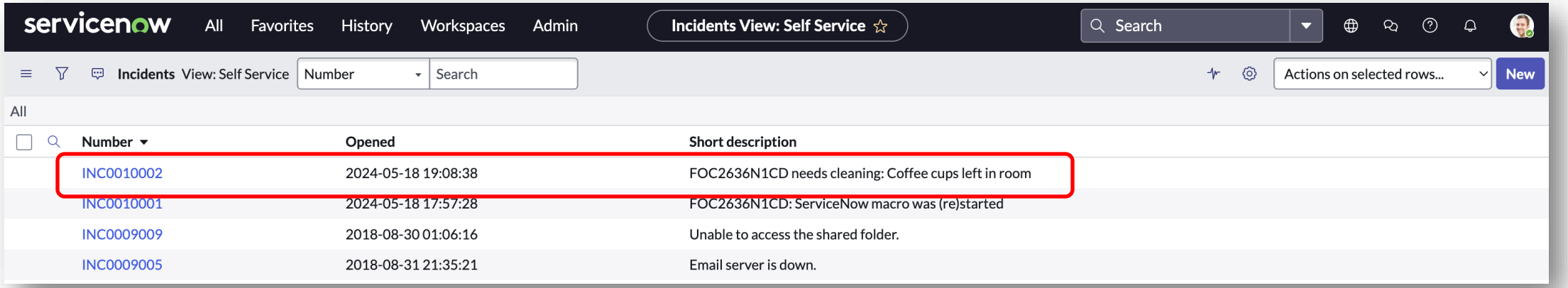
Service Now Example




```
import xapi from 'xapi';


const SERVICE_NOW_INSTANCE_URL = 'yourinstance.service-now.com'; // Specify a URL to a service like serviceNow etc.

const MONITORING_URL = 'https://' + SERVICE_NOW_INSTANCE_URL + '/api/now/v1/table/incident'; // Specify a URL to a servi


const CONTENT_TYPE = "Content-Type: application/json";
const ACCEPT_TYPE = "Accept:application/json";
const SERVICENOW_USERNAMEPWD_BASE64 = 'YWRtaW46Q2lzY28xMjM='; // format is "username:password" for basic Authorization.
const SERVICENOW_AUTHTOKEN = "Authorization: Basic " + SERVICENOW_USERNAMEPWD_BASE64;

var systemInfo = {
    softwareVersion : ''
    , systemName : ''
    , softwareReleaseDate : ''
};

```

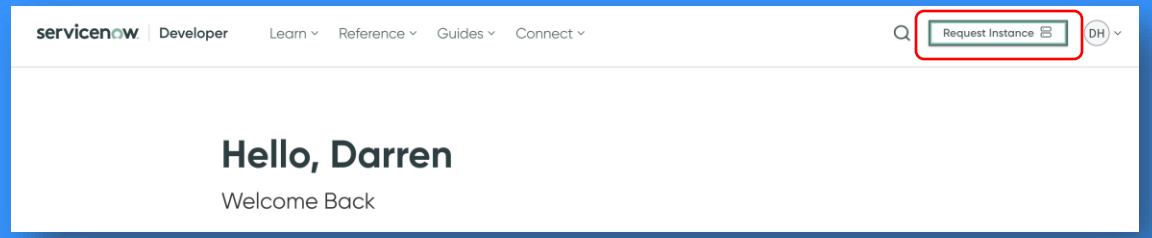
Code here

Service Now Example

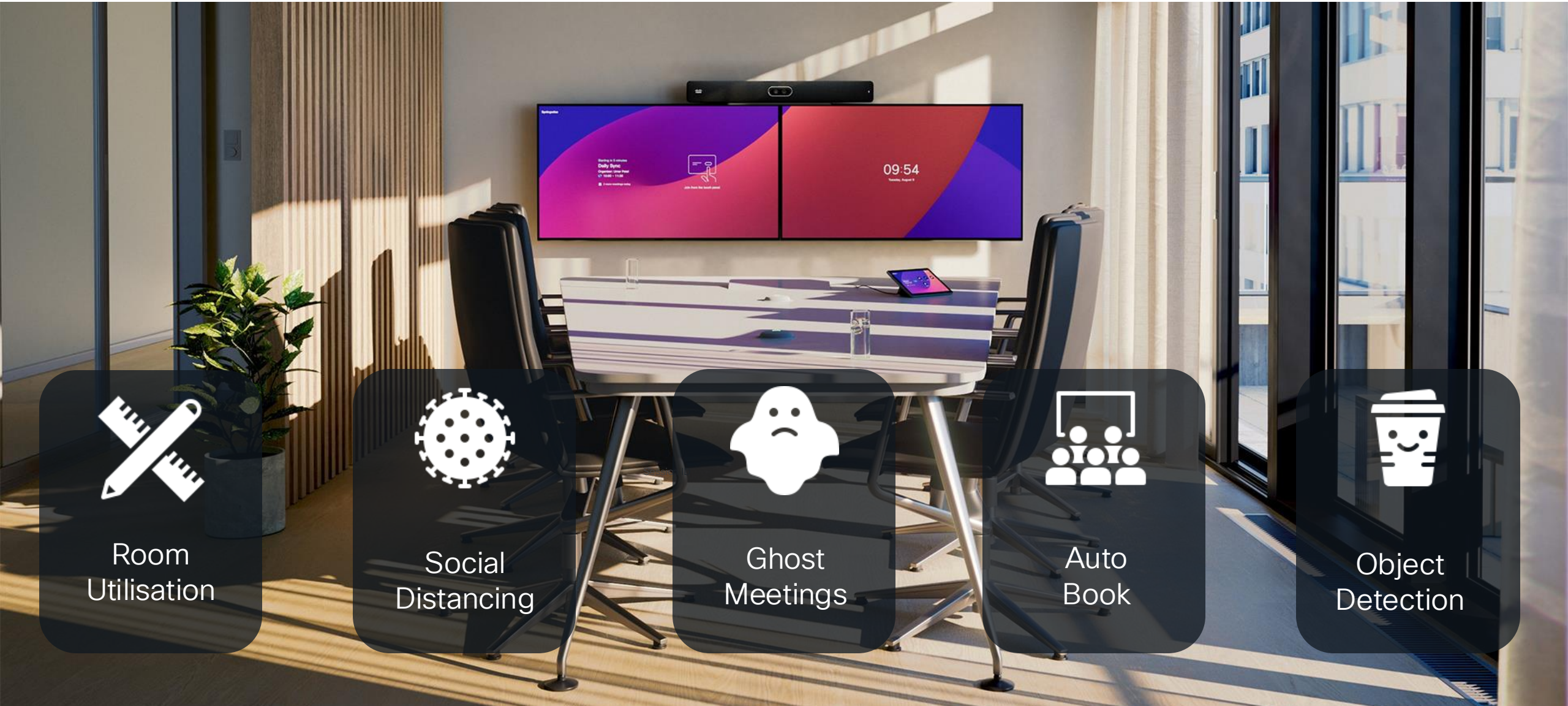


Setup Sandbox

https://developer.servicenow.com/dev.do



People Count Evolution



Code here

Auto Book Room

Book a room simply by walking in (people count)

Book Room → Control Hub → Calendar Connector → Exchange Online

- If people count goes above zero (ie, someone has walked in)
- Device initiates a room booking
- Exchange is updated so nobody else can book room

Code here

Room Release (Ghosting)

Free up the room when no one shows up to a meeting

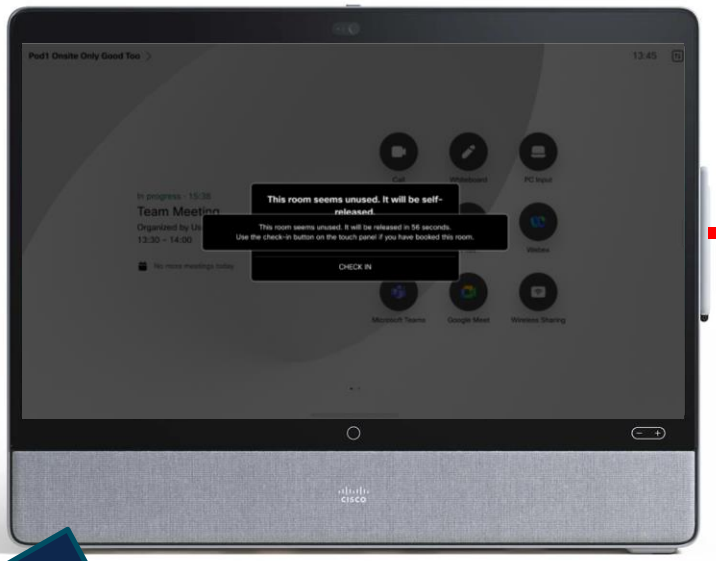
Sensors Used

- People Count
- People Presence
- Ultrasound
- Sound in room
- In-Call
- Content Sharing

[Code here]

Room Release (Ghosting)

Free up the room when no one shows up to a meeting



Meeting Decline

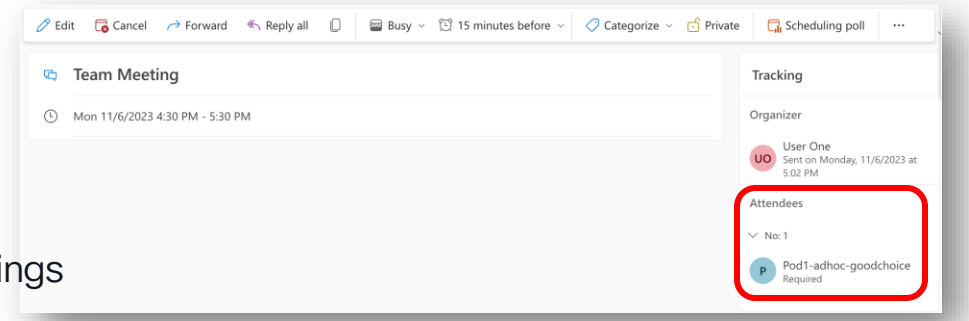
Control Hub

Calendar Connector

Exchange Online

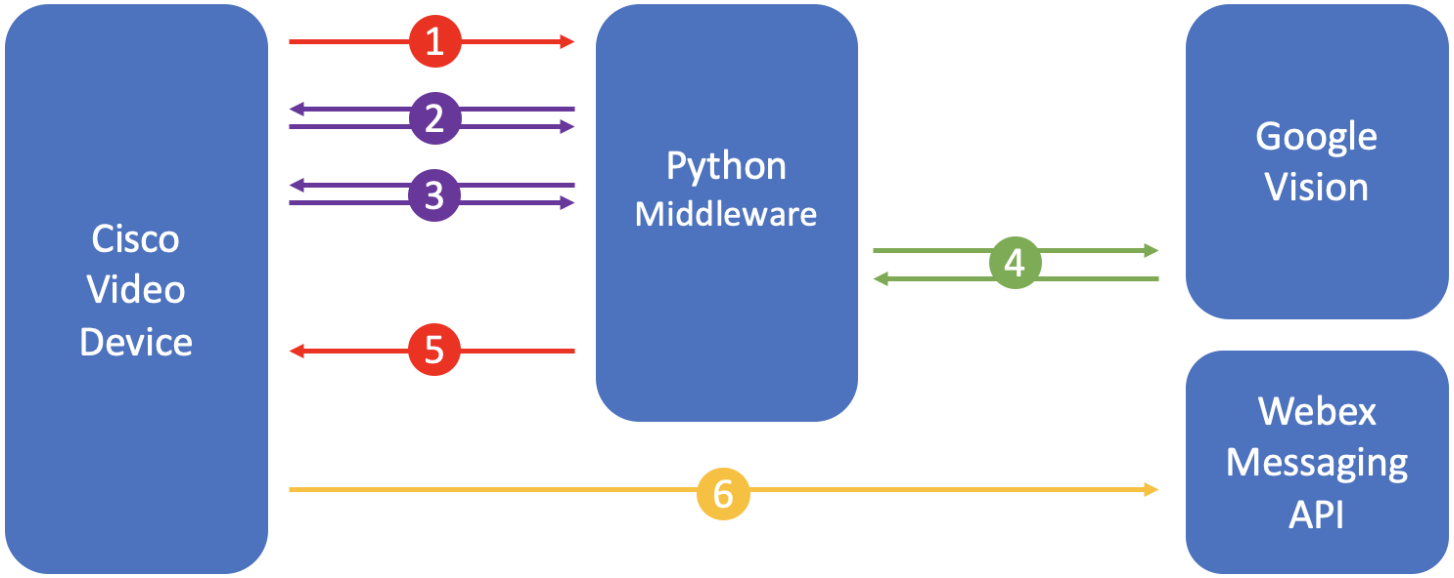
```
const MIN_BEFORE_RELEASE = 1; // in minutes

xapi.Command.Bookings.Get({
  Id: bookingId
  }).then(book => {
    xapi.Command.Bookings.Respond({
      Type: "Decline",
      MeetingId: meetingId
    });
});
```

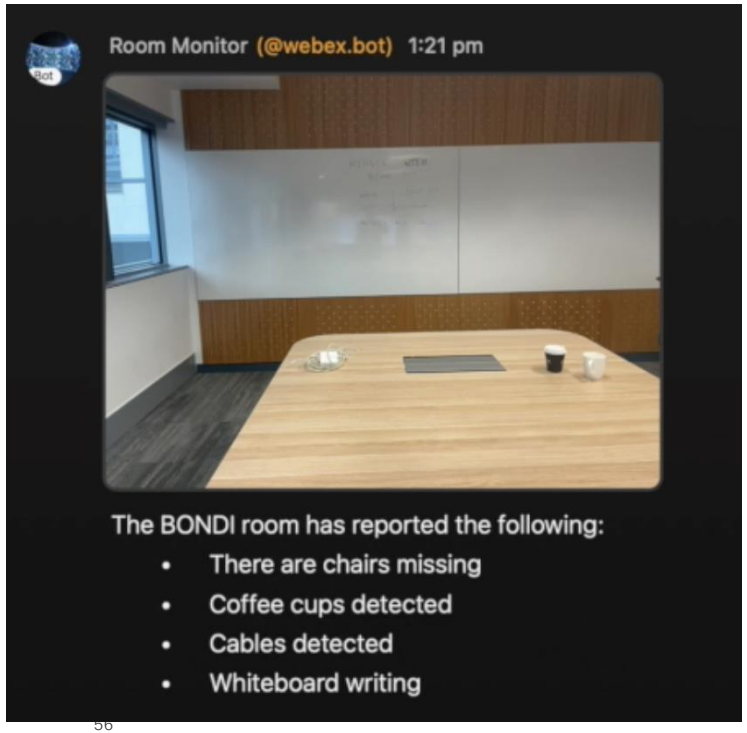
- If nobody shows up for a set time (line 68)
- Send a decline from the video device
- Room is now available for subsequent bookings



Code here

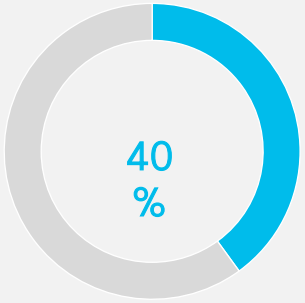
Intelligent Meeting Room Experience Management



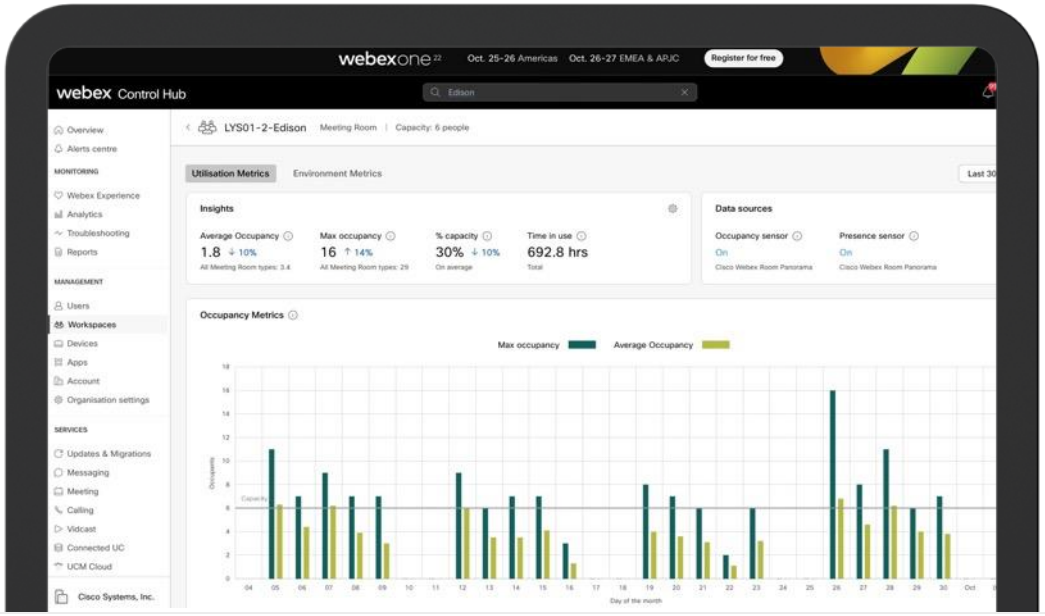


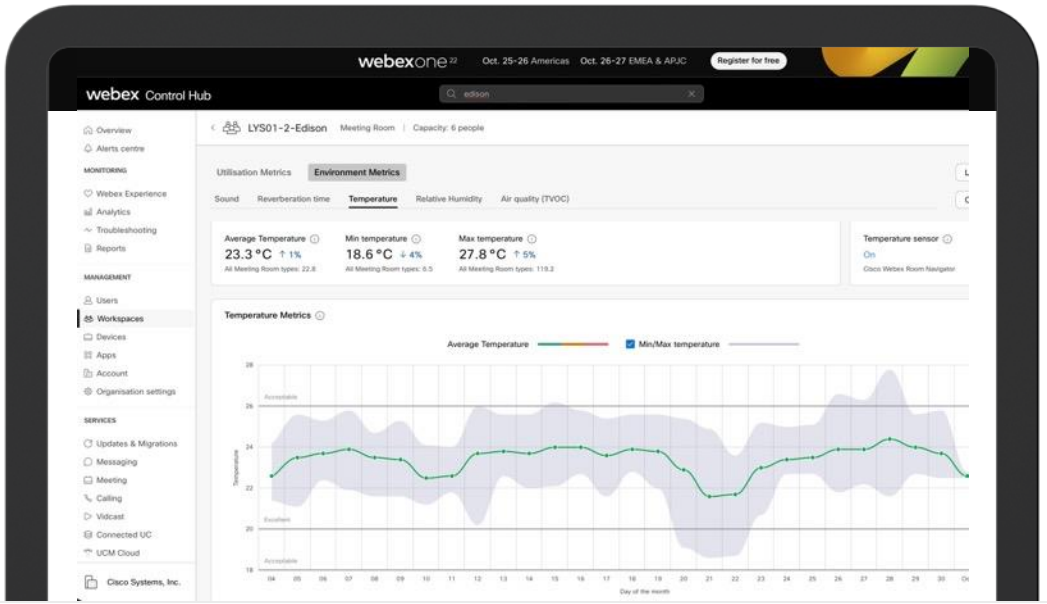
Intelligently Optimise Energy Utilisation: BMS Integration

Optimize HVAC for the number of people in your meeting rooms



Optimized HVAC for number of people in each meeting room resulting in higher well-being of employees and reduced energy bills. HVAC typically contributes an estimated 40% of office building energy costs.**





US Department of Energy

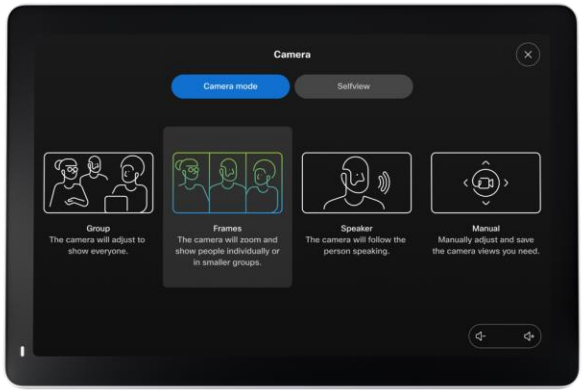
Persistent Web App

Persistent Web App

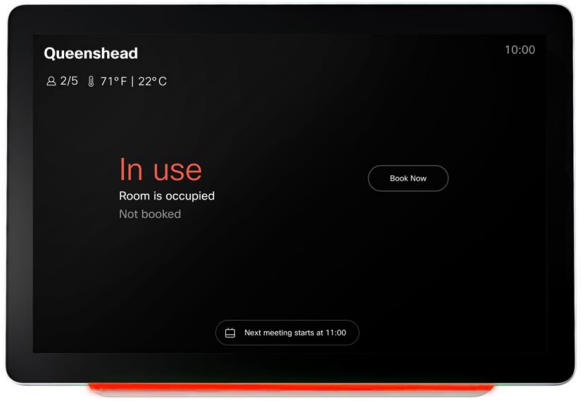
https://roomos.cisco.com/doc/TechDocs/WebAppsOnNavigator

Room control

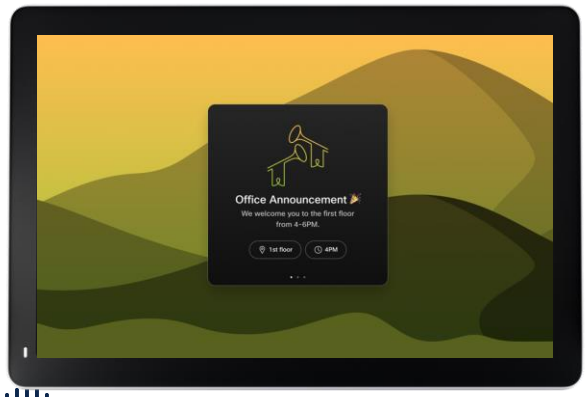
Conference control



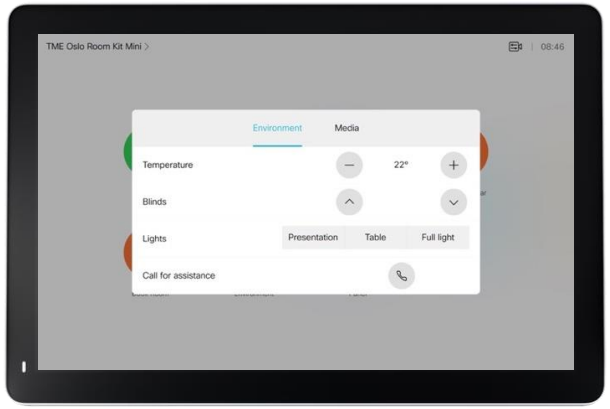
Room booking



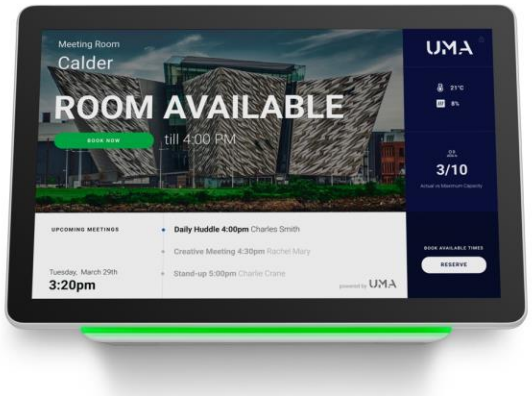
Digital signage



Sensors & Analytics



Third-party experiences



Persistent Web App
Supported Commands

xConfiguration SystemUnit Name

xStatus SystemUnit Hardware Module SerialNumber

xStatus SystemUnit Software DisplayName

xStatus SystemUnit ProductId

xCommand Bookings Book

xCommand Bookings Clear

xCommand Bookings Delete

xCommand Bookings Get

xCommand Bookings List

xCommand Bookings NotificationSnooze

xCommand Bookings Put

xCommand Bookings Respond

xStatus Bookings Availability Status

xStatus Bookings Availability TimeStamp

xStatus Bookings Current Id

xCommand UserInterface LedControl Color Set

xConfiguration UserInterface LedControl Mode

xStatus UserInterface ContactInfo Name

xStatus Peripherals ConnectedDevice[n] RoomAnalytics AirQuality Index

xStatus Peripherals ConnectedDevice[n] RoomAnalytics AmbientTemperature

xStatus Peripherals ConnectedDevice[n] RoomAnalytics RelativeHumidity

xStatus Peripherals ConnectedDevice[n] RoomAnalytics AmbientTemperature

xStatus Peripherals ConnectedDevice[n] RoomAnalytics RelativeHumidity

xStatus RoomAnalytics PeopleCount Capacity

xStatus RoomAnalytics PeopleCount Current

xStatus RoomAnalytics PeoplePresence

xStatus RoomAnalytics AmbientNoise Level A

xStatus RoomAnalytics ReverberationTime Middle RT60

xStatus RoomAnalytics ReverberationTime LastRun

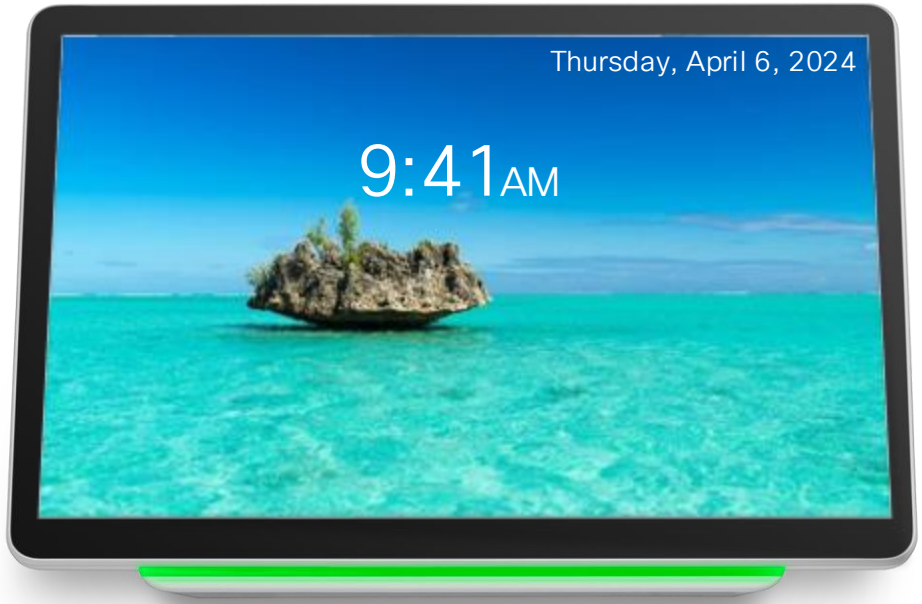
xStatus RoomAnalytics ReverberationTime Octaves[n] CenterFrequency

xStatus RoomAnalytics ReverberationTime Octaves[n] RT60

xStatus RoomAnalytics Engagement CloseProximity

Telehealth Example

Placed outside patients' room



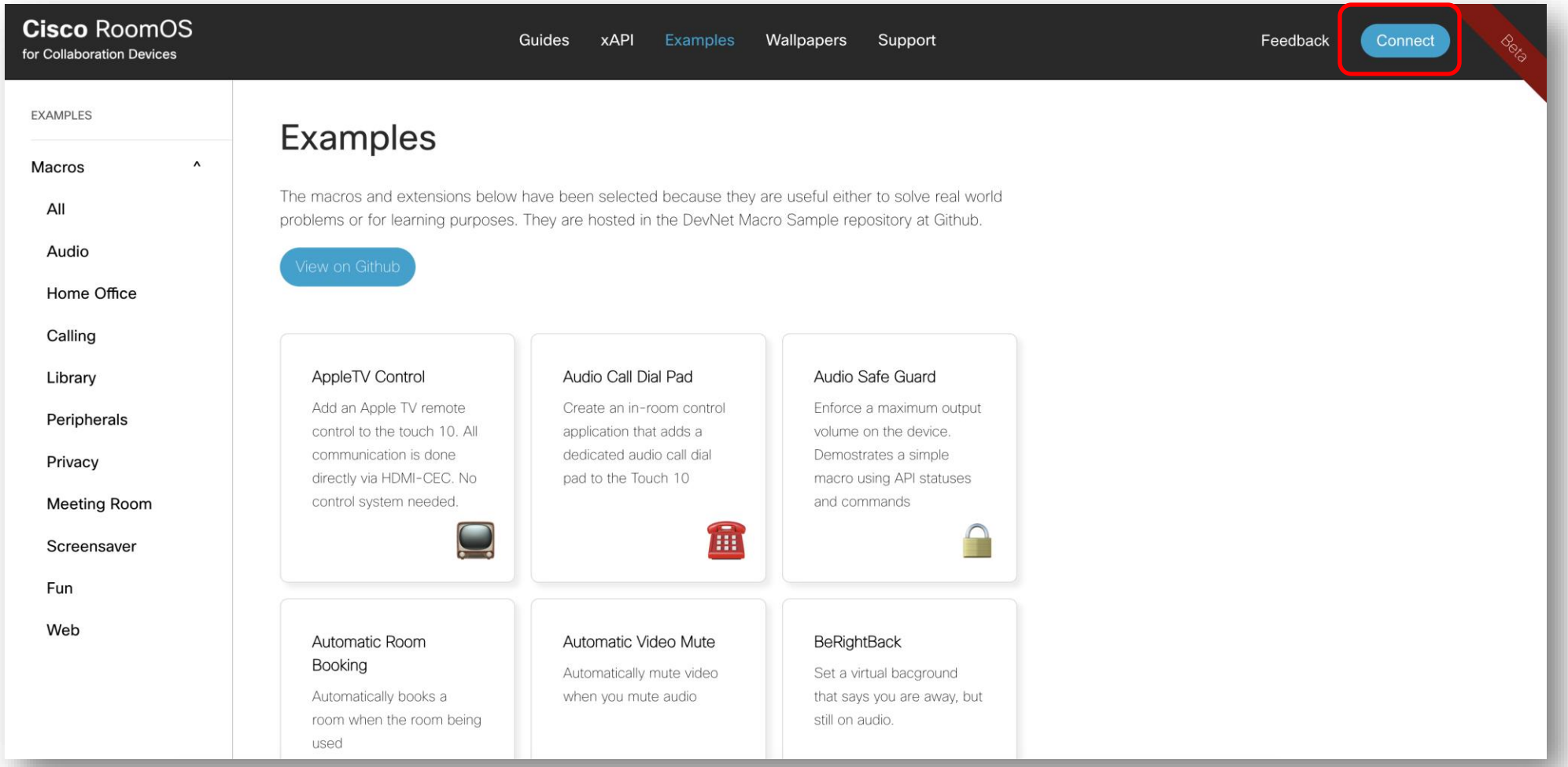
No video call

Patient on video call
with remote doctor

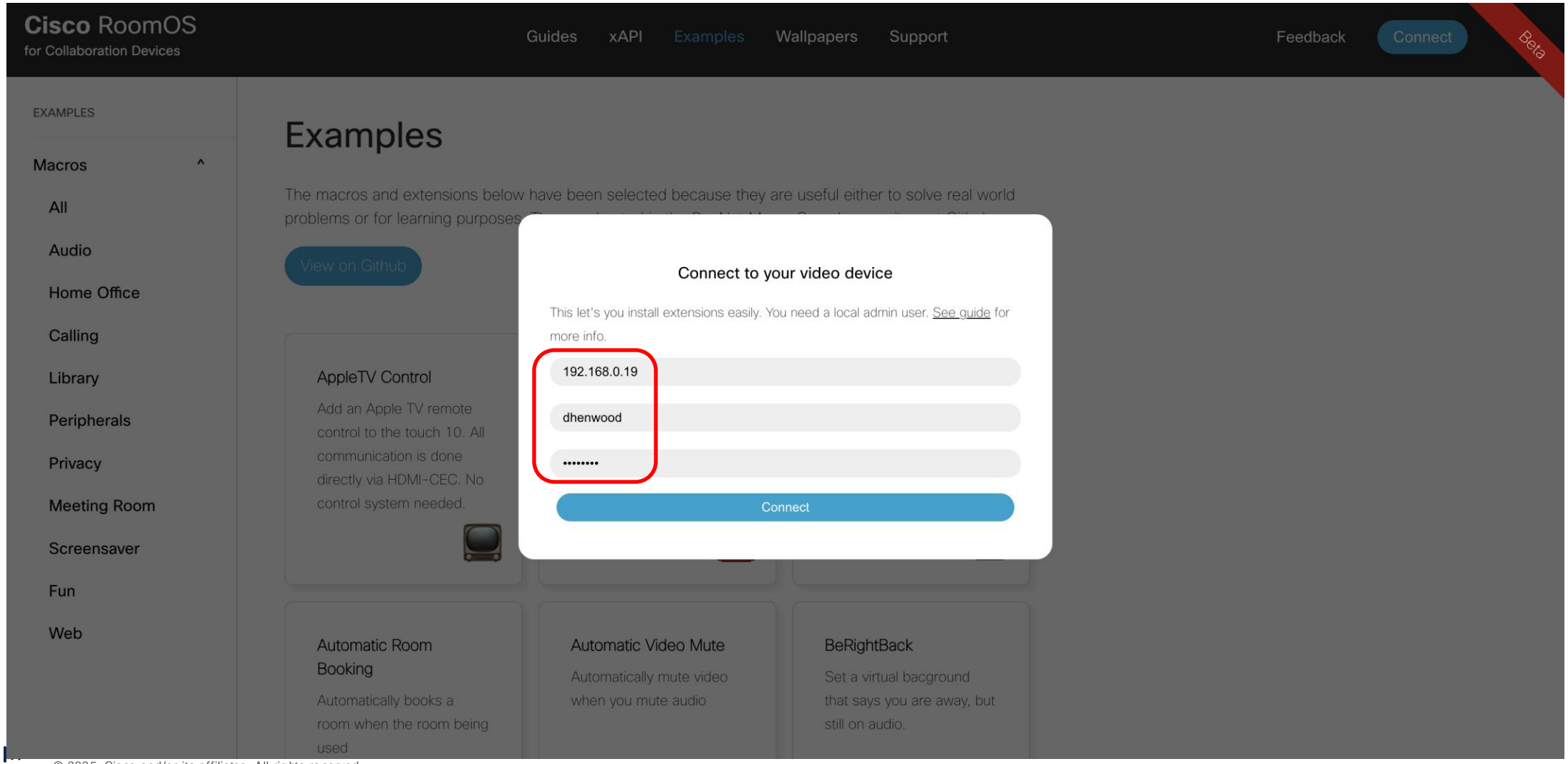
Easy Start

RoomOS Homepage

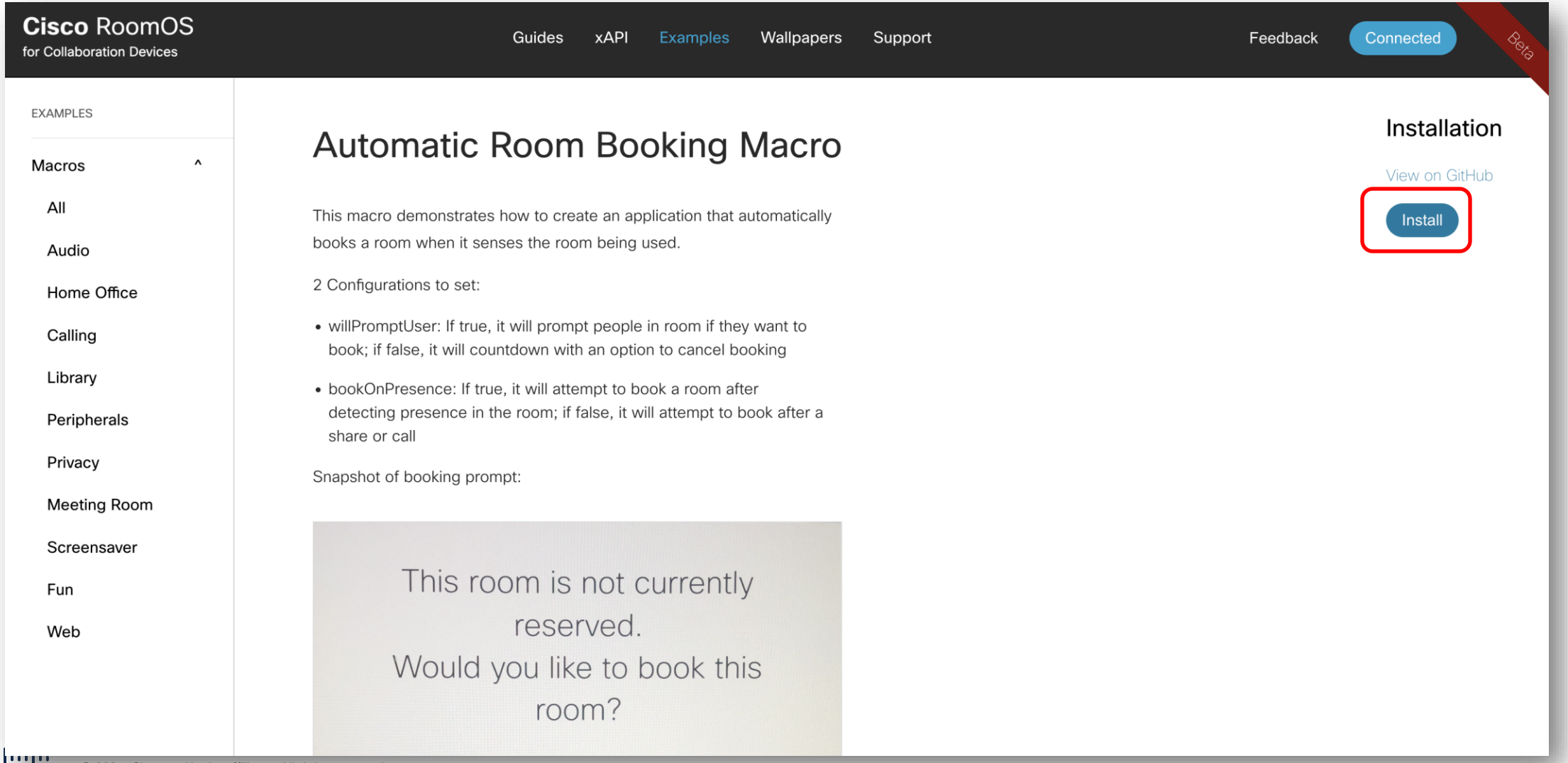
https://roomos.cisco.com/macros



Add Macros directly

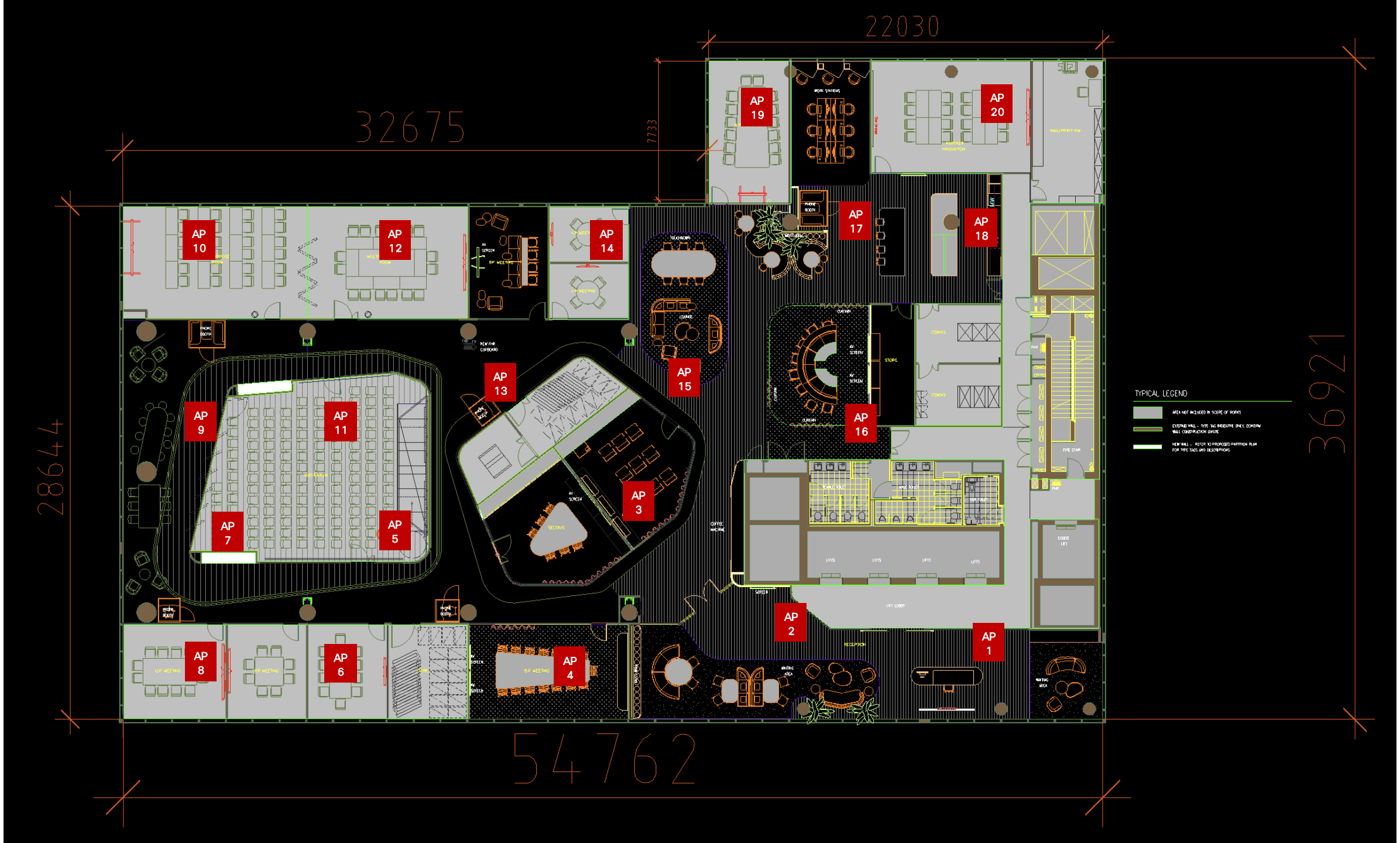


Install Automatic Room Booking Macro



Stand in front of your device and see booking

Designing for location services

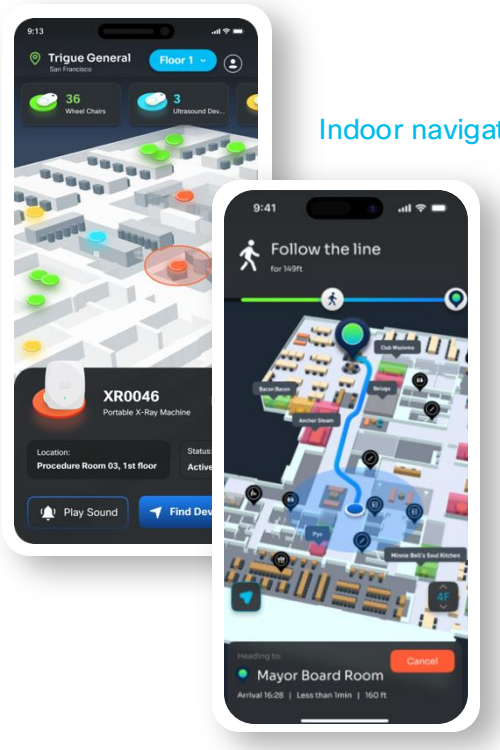

22030
32675
733
28644
39721
54762
AP 1
AP 2
AP 3
AP 4
AP 5
AP 6
AP 7
AP 8
AP 9
AP 10
AP 11
AP 12
AP 13
AP 14
AP 15
AP 16
AP 17
AP 18
AP 19
AP 20
TYPICAL LEGEND


22030
32675
15581
16999
7733
15792
28644
36921
54762
21979
AP 1
AP 2
AP 3
AP 4
AP 5
AP 6
AP 7
AP 8
AP 9
AP 10
AP 11
AP 12
AP 13
AP 14
AP 15
AP 16
AP 17
AP 18
AP 19
AP 20
TYPICAL LEGEND
AREA NOT INCLUDED IN SCOPE OF WORKS
EXISTING WALL - TYPE TAG INDICATIVE ONLY, CONFIRM WALL CONSTRUCTION ONSITE
NEW WALL - REFER TO PROPOSED PARTITION PLAN FOR TYPE TAGS AND DESCRIPTIONS

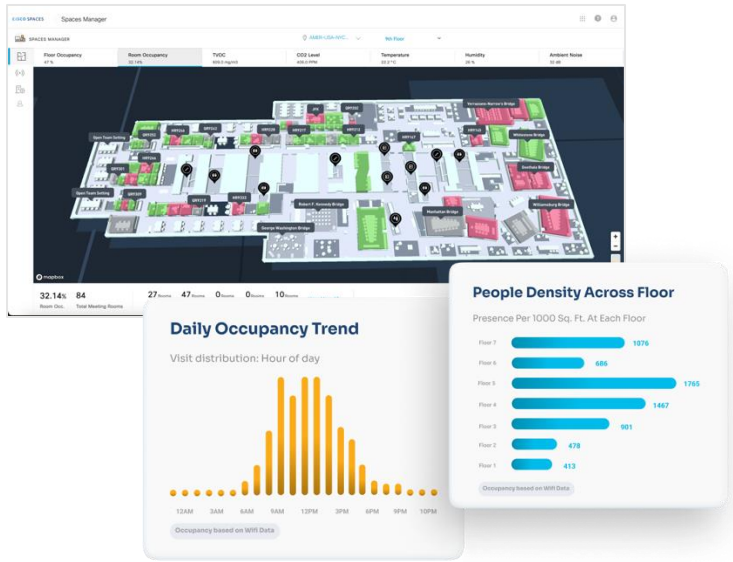
Wi-Fi 7 – The next gen platform for smart spaces

Asset tracking

Indoor navigation



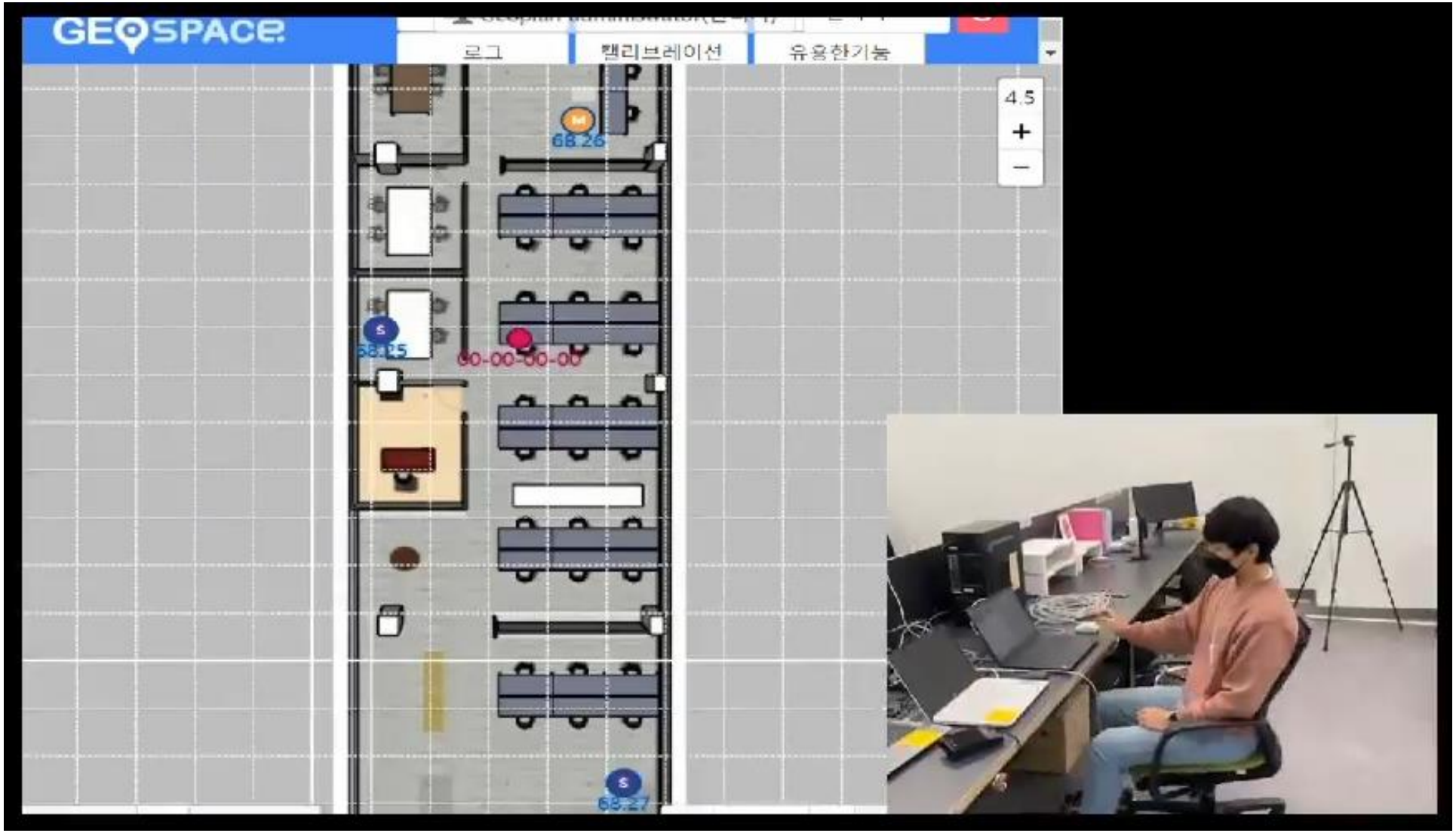
Occupancy analytics



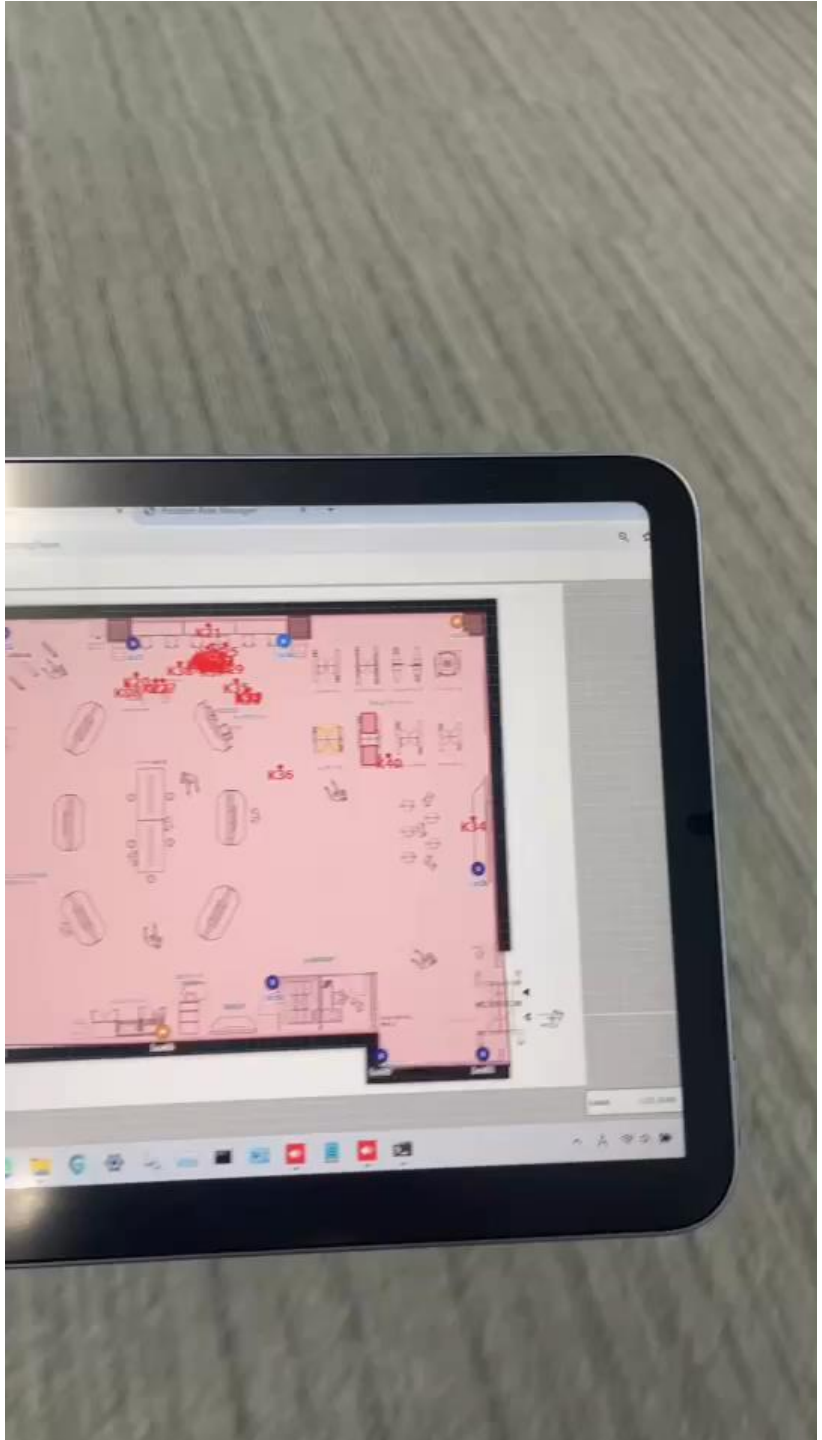
What is Ultra Wideband (UWB)?

A short-range, high-frequency wireless technology enabling <1 meter location accuracy

Location Awareness



Workflows based on location

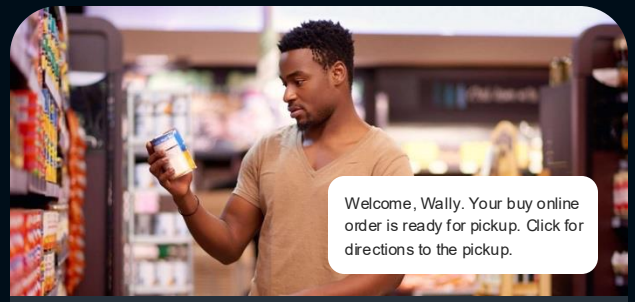


Smart Venues Outcomes

Create moments that matter for visitors

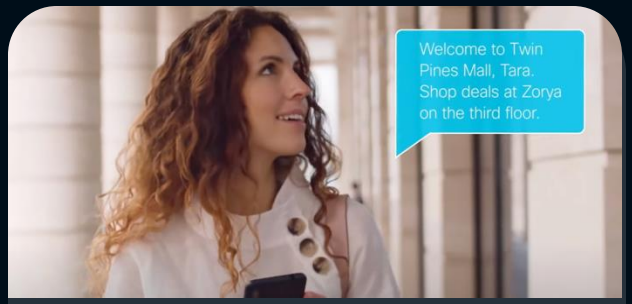
Seamless Wi-Fi Onboarding & Acquisition

Streamline the process of connecting to Wi-Fi. Make it easy and frictionless for users.



Personalized Engagements

based on identity, location, action – at entry, during the stay and exit



Wi-Fi Monetization

Drive additional revenue through sponsorship and advertising opportunities

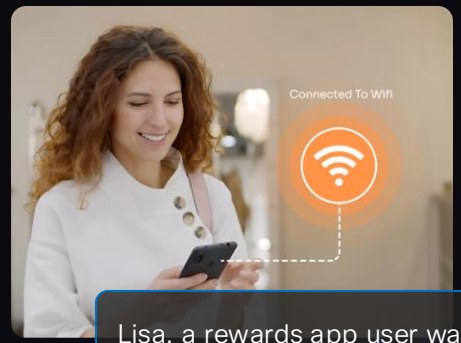
Visitor Segmentation

Segment & build detailed visitor profiles based on their behavior at your spaces

Behavior Analytics

Ger to know your customers better. Gain the same kind of understanding about customers' in-store behavior as their online

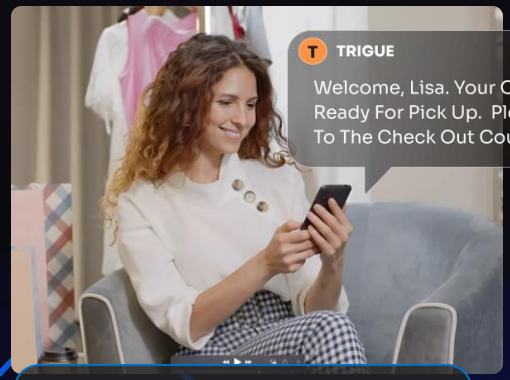
Customer Journey



Lisa, a rewards app user walks into the store and Is automatically connected to Wi-Fi

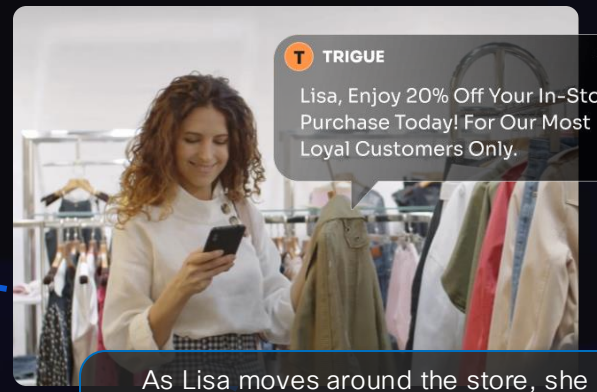
Entry: Seamless Connectivity

Entry: Welcome, click to collect



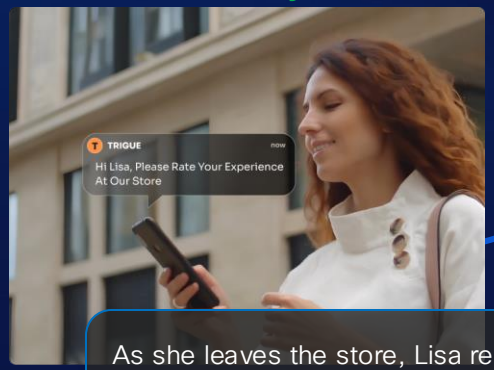
She is here to pick up her online order. She gets notifications to collect her order.

In-Store: Personalized Communication



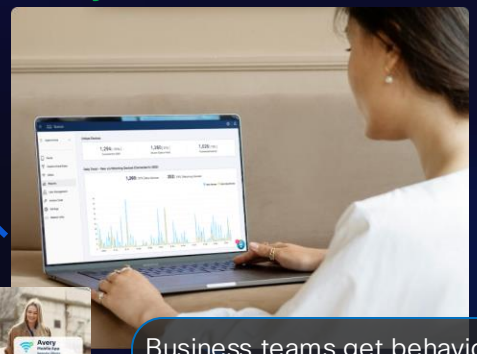
As Lisa moves around the store, she receives notifications about exclusive loyalty member promotions available in-store. She makes an in-store purchase.

Exit: NPS Survey



As she leaves the store, Lisa receives a notification requesting her to share feedback about her shopping experience.

Analytics for Businesss Teams



Business teams get behavioral data to make informed decisions to better profile and understand customers, enhance layouts, improve operations, staffing and merchandizing strategies

Wi Fi Onboarding

Three ways to onboard users to Wi Fi

App-based auto onboarding with Spaces SDK

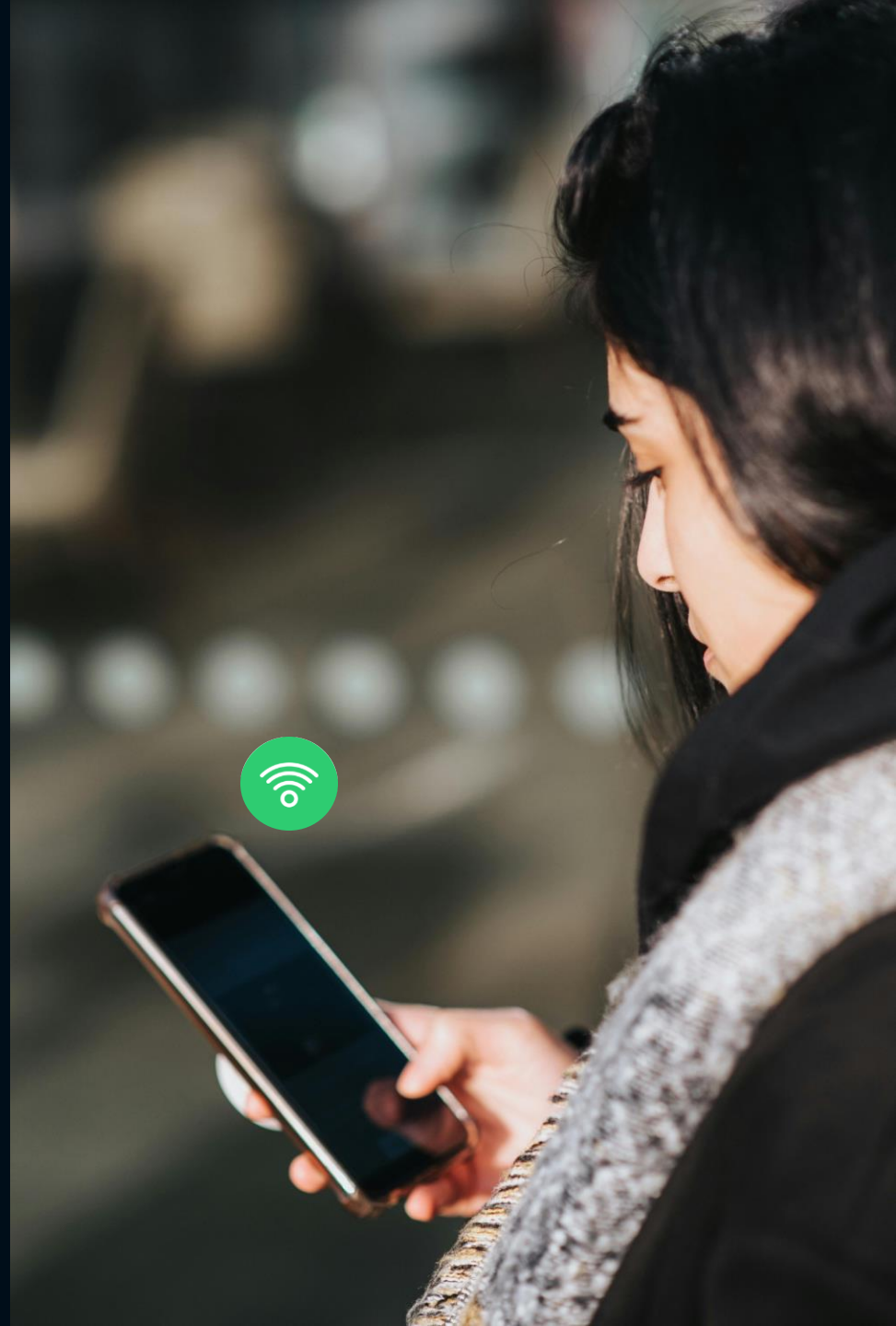
Simplify Wi-Fi guest access for your loyal customers. Auto-onboard app users and engage with them contextually

Seamless Wi-Fi onboarding with OpenRoaming

Connect securely and automatically to Wi-Fi networks and roam seamlessly from one hotspot to another without without the need for passwords or additional credentials

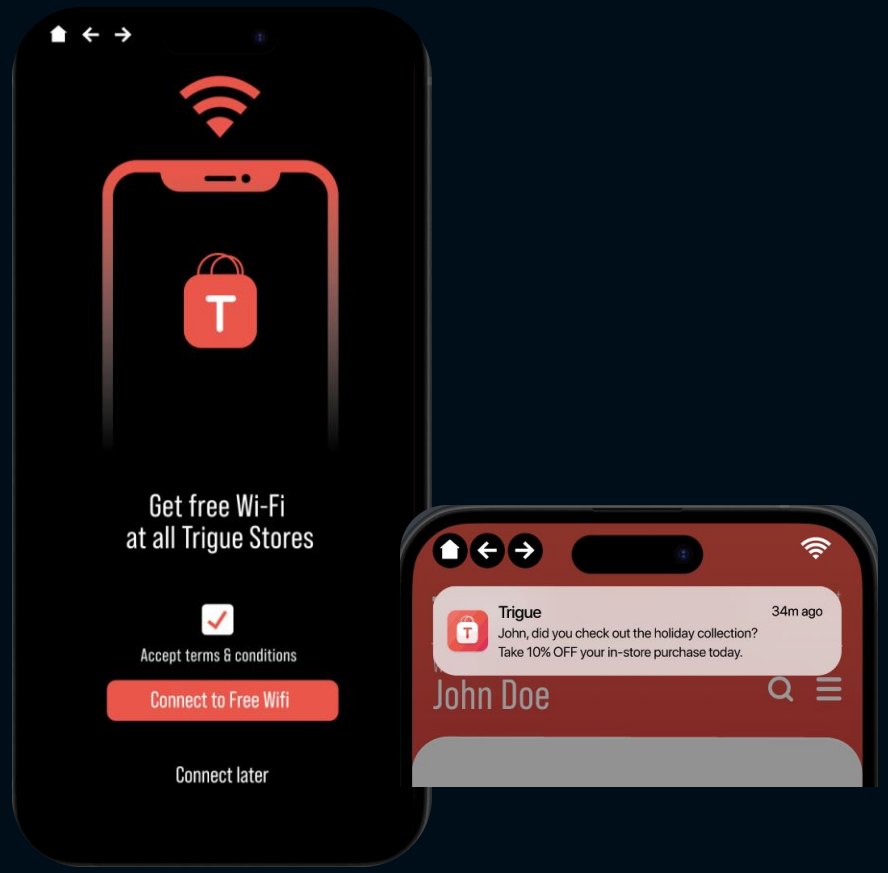
Guest onboarding & acquisition with Captive Portals

Customizable captive portals that streamline visitor experience. Choose from multiple WiFi authentication and login options, capture visitor information and integrate with CRM systems.



App-based auto onboarding with Spaces SDK

- Mobile App users can connect seamlessly, securely and automatically to your Wi-Fi network, through your loyalty app.
- Drive sign-ups to customer loyalty programs and map to CRM/ loyalty systems
- Export customer information & share with marketing & campaign teams
- Drive end-user app adoption



Guest onboarding & acquisition with Captive Portals

Who to show

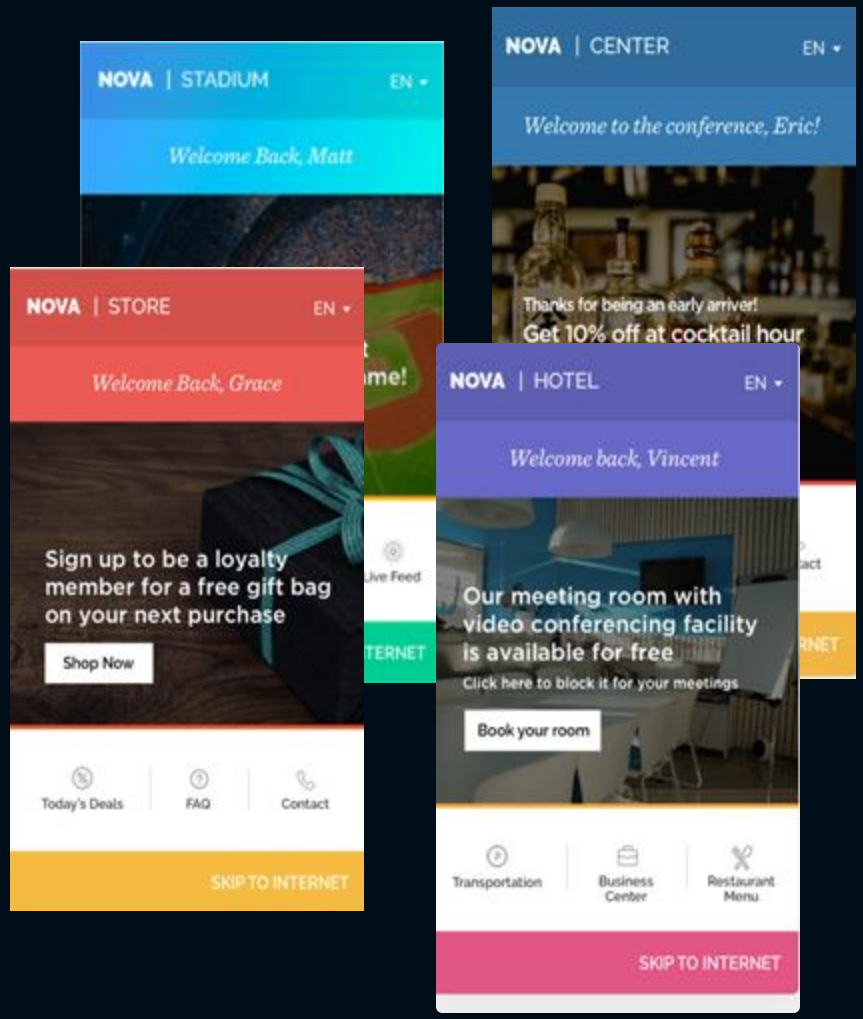
Customize based on persona, Location, new & repeat visits, and behavior

Where to show

Create custom portals for brands, locations, geos, etc.

When to show

Weekdays/ Weekends, Days of week, 5 PM, etc.



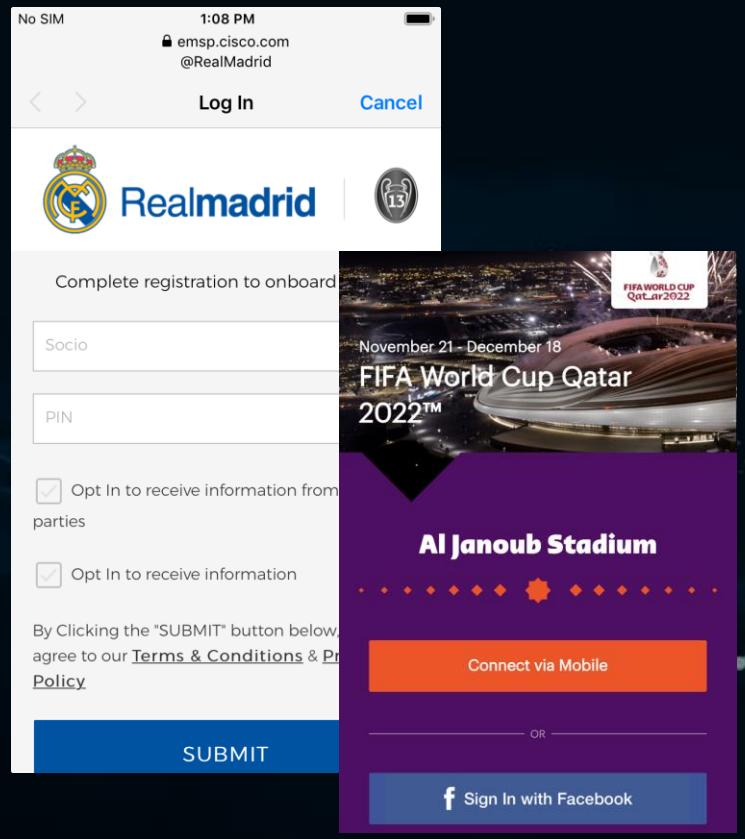
What to show

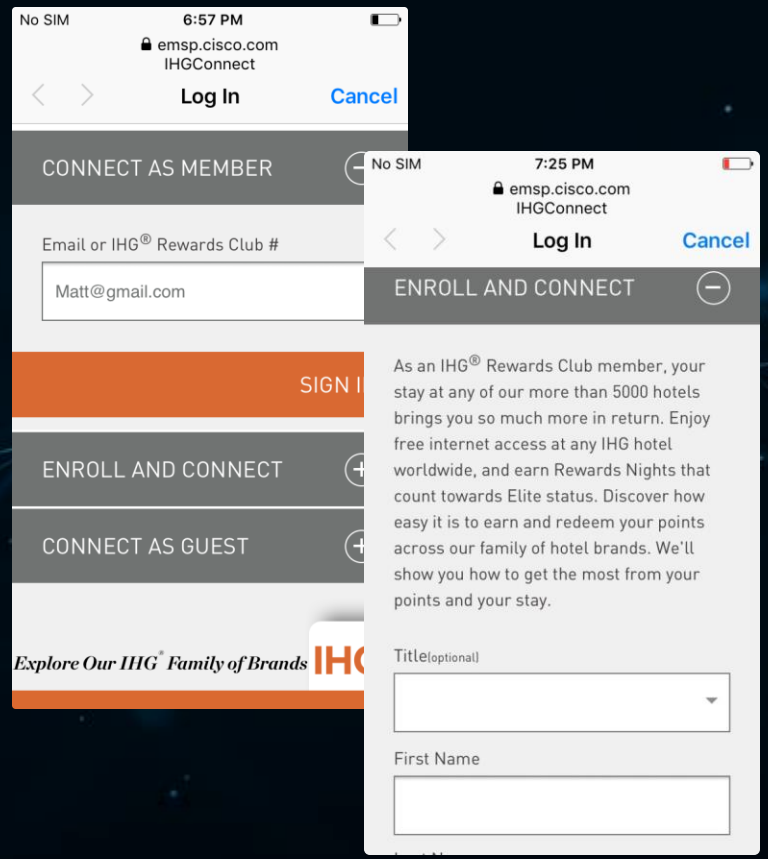
Reinforce branding, drive app downloads, show information and location specific and time specific promotions, relevant for the location and the persona.

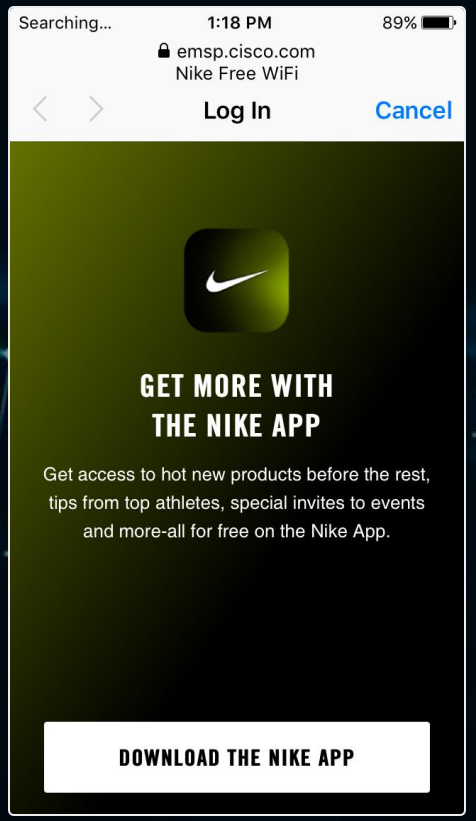
How to show

Choose how users can authenticate - one click connect, email, phone number, social media, custom forms, etc.

Customer Acquisition Examples





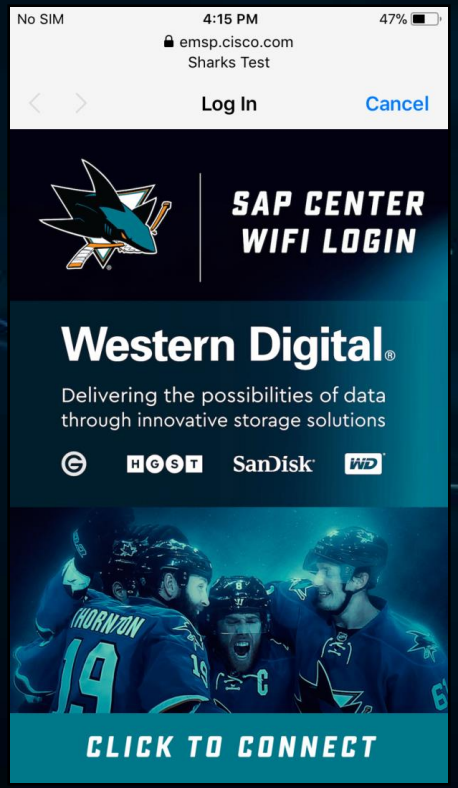


Customer Acquisition + Opt-in

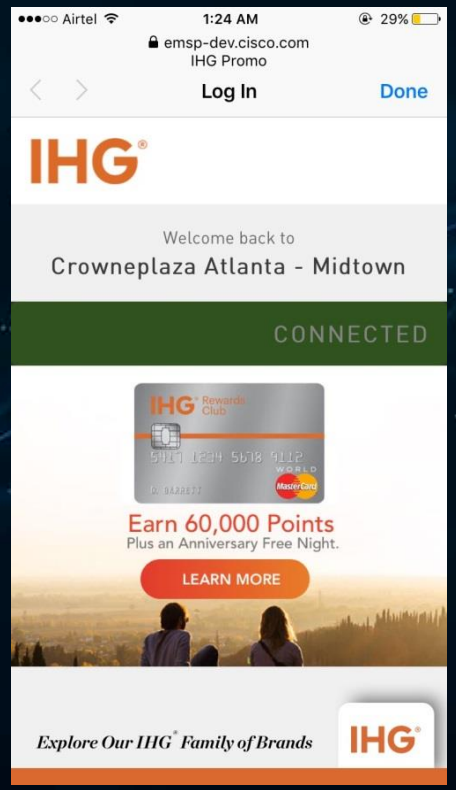
Reward Program Signup

App Downloads

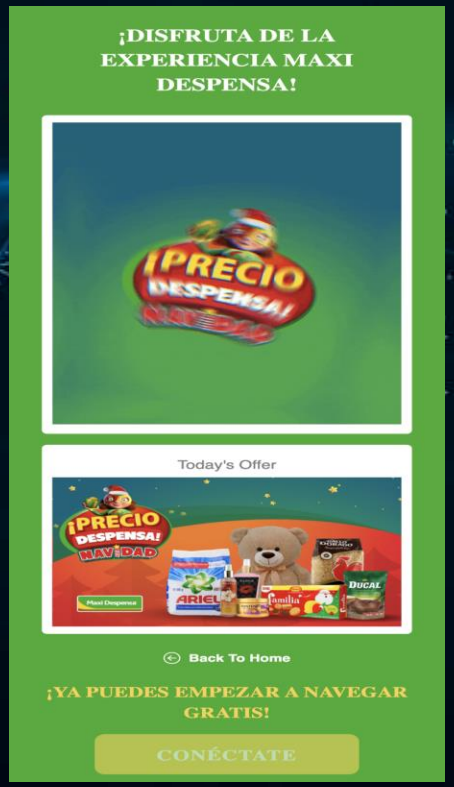
Monetization: Sponsorships & Advertising Examples



Sponsor Promotion



Cobranded credit card Promotion

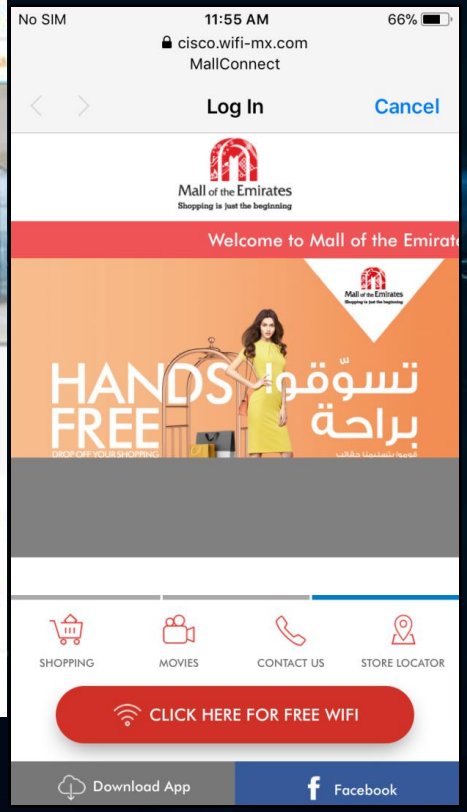


Product/ Brand Promotion

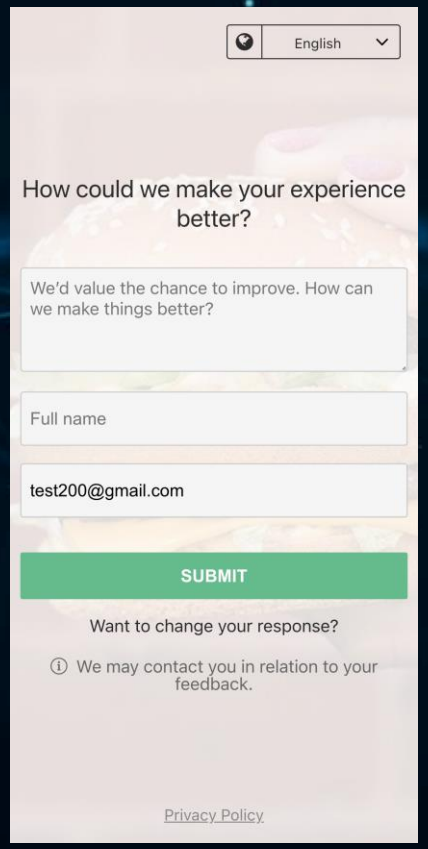
Customer Experience

How do I provide a differentiated experience to my customers?

VIP Loyalty Services



Relevant Services

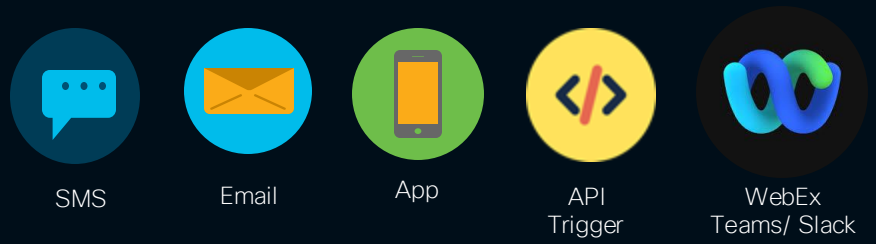


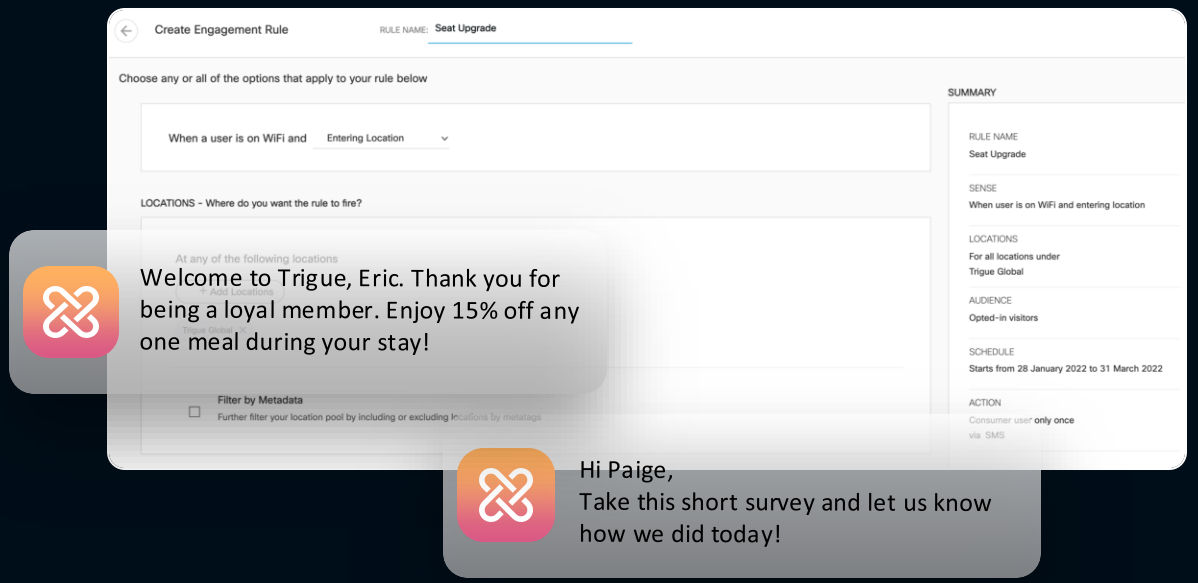
Customer Satisfaction Surveys

Contextual Engagements

- Trigger personalized communications and promotions using our rules engine. Configure rules to trigger based on visitor's location and behavior

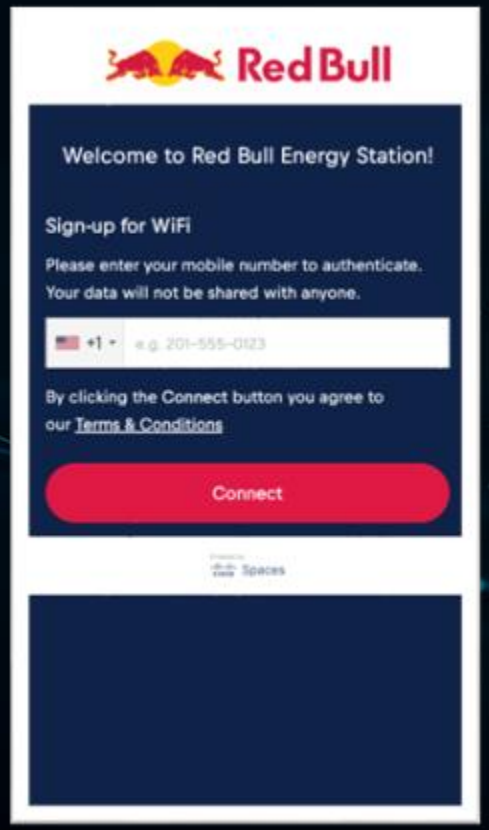
- Send personalized greeting upon entry, promotions, localized and limited time offers, Drive App downloads, credit card and loyalty promos, NPS surveys upon exit.



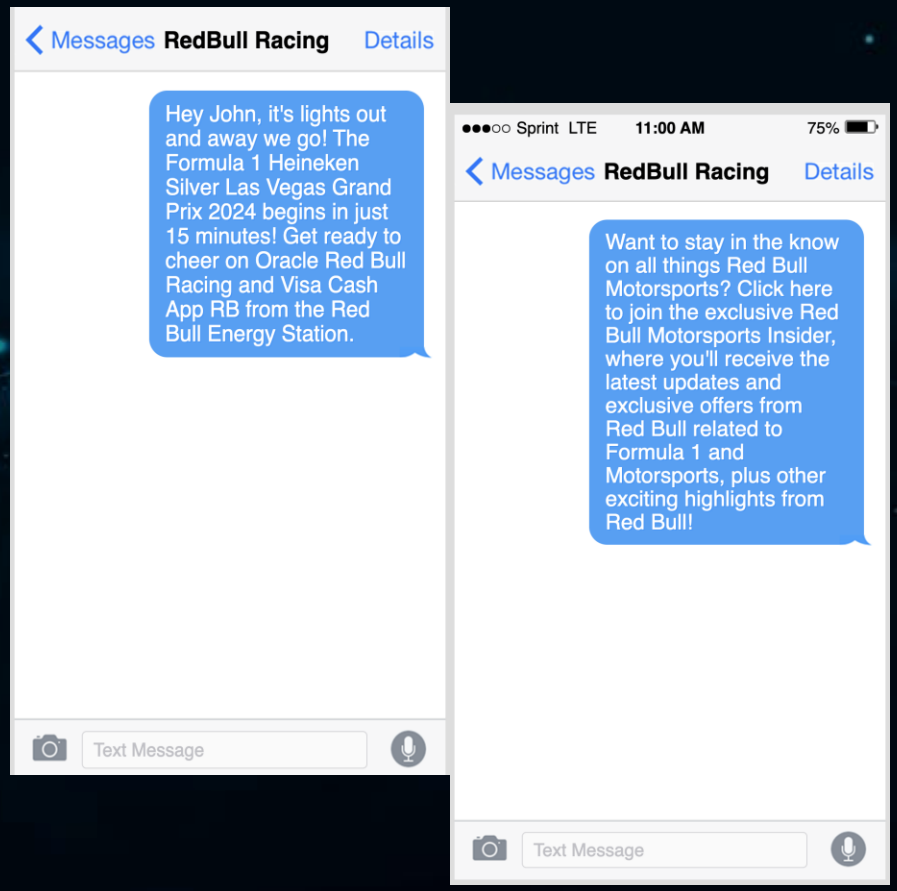


Guest Engagement Example

How do I engage my customers, while they are at the Venue



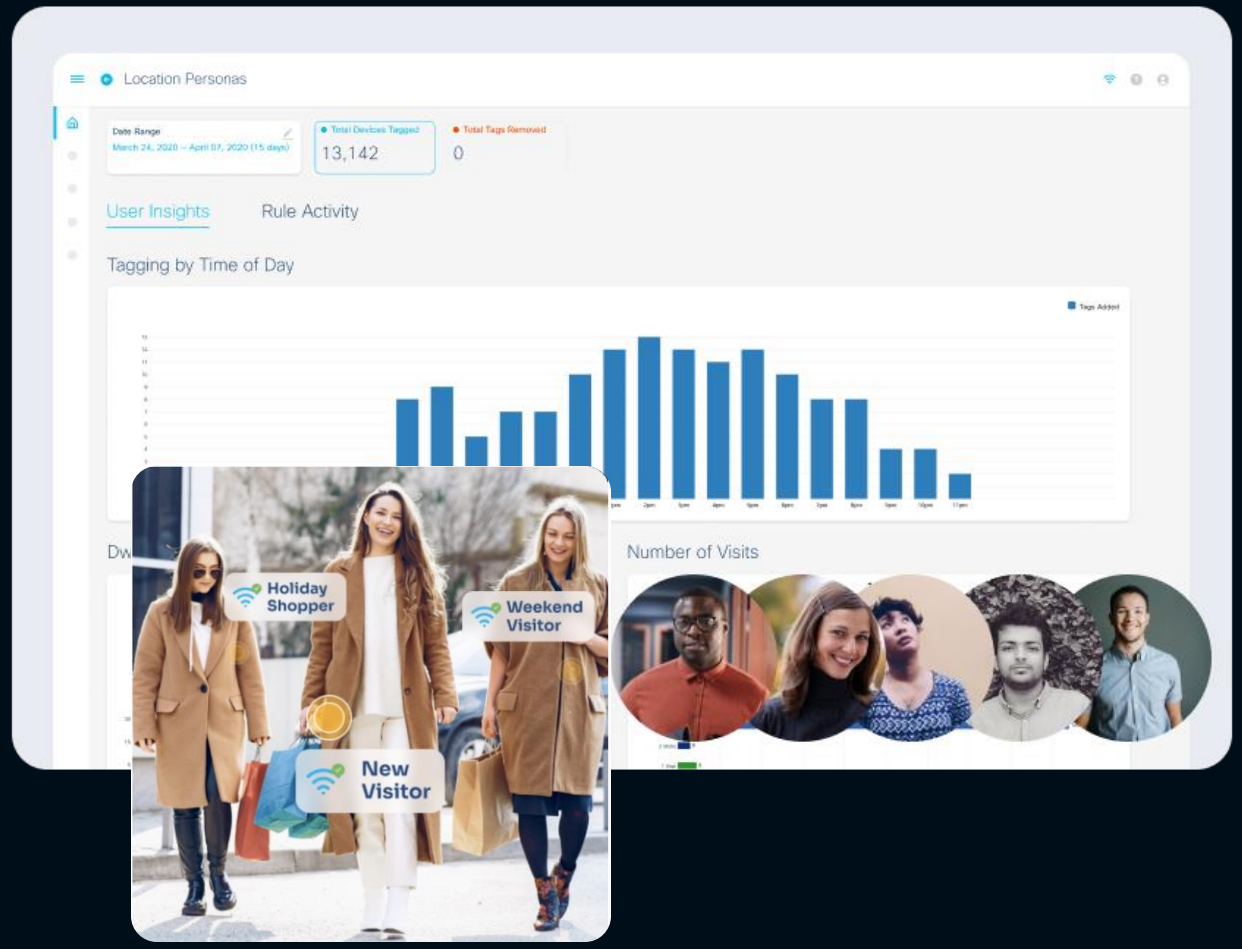
RedBull Energy Station
@ F1 Las Vegas



SMS sent to visitors to
keep them engaged

Visitor Segmentation

Build ‘Location Personas’ to segment and tag visitors based on their behavior at location (entry, exit, time spent, frequency of visits and other patterns)

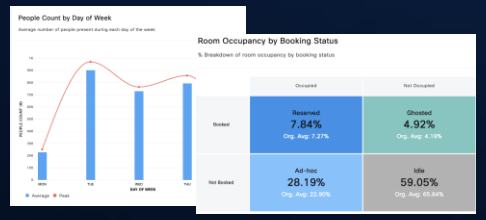


Maps SDK

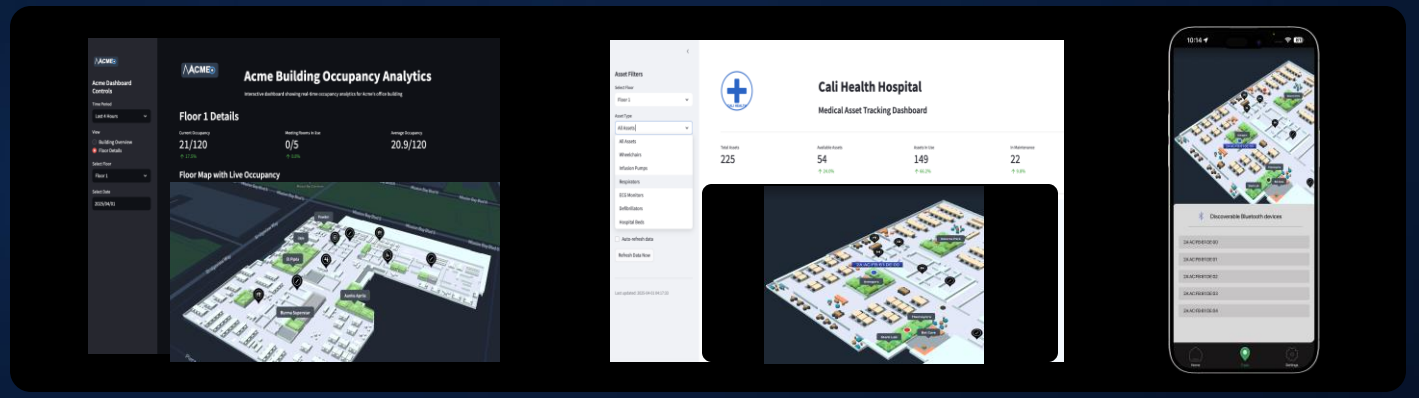
Token- based AI map generator that brings interactive 3D mapping from your dashboard into custom web or partner apps

AI Mapping Toolkit

Location, IoT Toolkit



Occupancy Analytics



Rich methods to label rooms and POIs, move markers for tracking assets, and dynamically update room states like "occupied" or "booked."

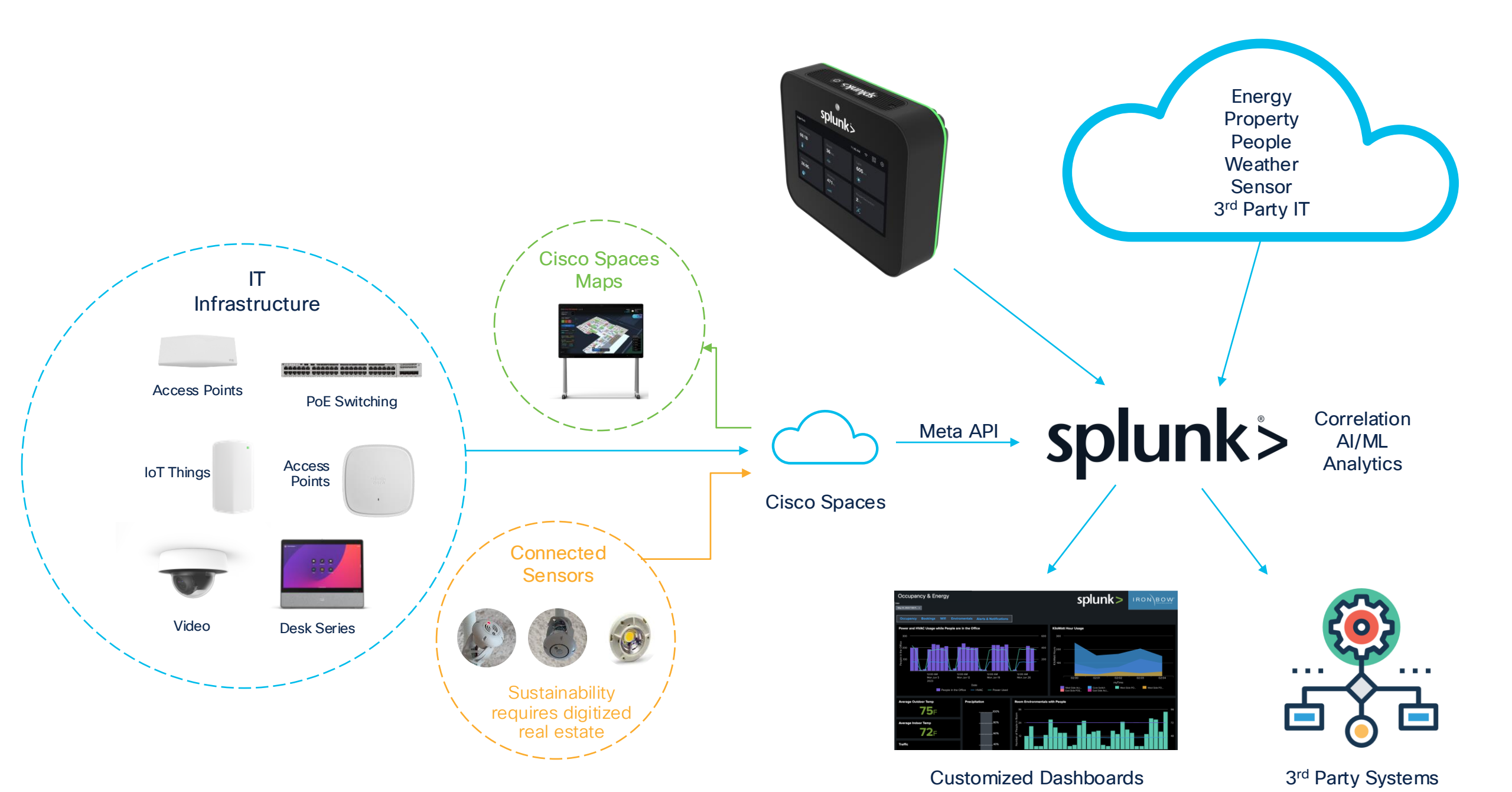
Seamlessly integrate SDK capabilities with real-time data from Firehose API and Occupancy services to power personalized, data-driven applications

Spaces + Splunk Data Strategy

Top 20 Use Cases
Beyond Security & Observability

Prioritized by HyWo SME's & WPR

Occupancy Patterns
Optimized Space Utilization
Space-as-a-Service Insights
Occupancy Rates
Room Booking Data
Sustainability Reporting
Energy Efficiency Opportunities
Office attendance insights
Return on Investment (ROI)
Predictive Maintenance
Integration with IoT
Cost Per Square Foot
Predict the Space/Desk Allocation
Real-time Space Availability
Historical Usage Data
Predictive Analytics
Peak Demand Analysis
Environmental Comfort
Utility Usage Trends
Historical Data Analysis



Making sense of data sources

Occupancy/Utilisation

Meeting Rooms
Missing Flex Work 1 and 2

21%

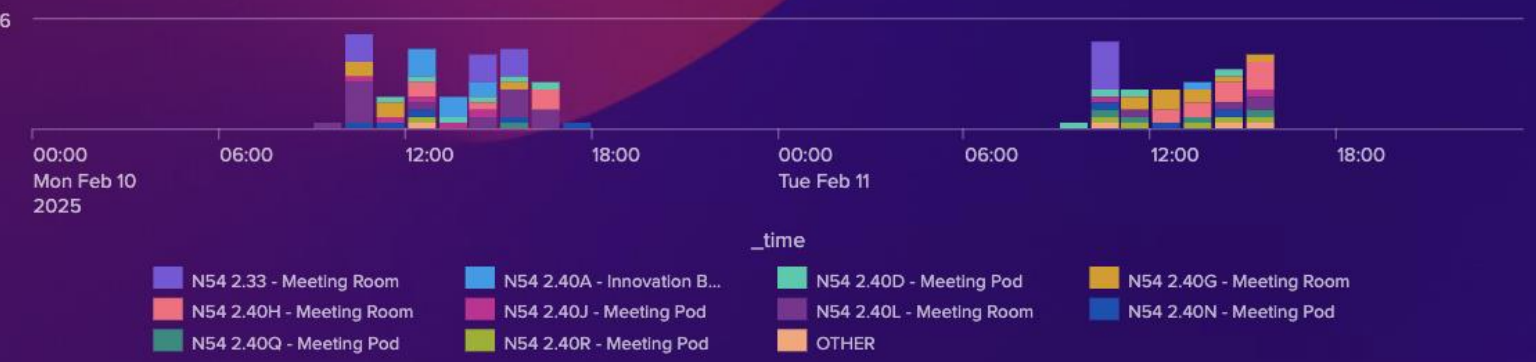
Pods

89%

Active Employees on Floor

0 0

Room/Pod Occupancy Today



Top Active Users on the floor

UserID	percent
user-C4bL4lqmJSrkdEWKSZB0	2.51%
user-fdJvi3HsYTI30SCZOzOP	2.24%
user-uQEqEKyoFWuLKueZ9oZr	1.41%
user-pk1N78VLebb3m9nt98Aqu	1.41%
user-kBQnpr28D0DaoP67PMF2	1.41%
user-et04gbLUVAjMF0Nf3sFBE	1.41%

Most Used Rooms

Room Name	Total Count of People
N54 2.40A - Innovation Board 55	55
N54 2.33 - Meeting Room	36
N54 2.40L - Meeting Room	28
N54 2.40G - Meeting Room	15
N54 2.40H - Meeting Room	15
N54 2.40E - Meeting Pod	3

< Prev 1 2 Next >

Biophilic

Ambient Noise

Air Quality

Temperature

Humidity

webex by CISCO

Thank you


CISCO