



# You are here.

Your customers want Wi-Fi.



You give them Cisco® Connected Mobile Experiences.

They get location-based services...



**66%**  
view shops and restaurants in airports.

...which give them access to deals...



**44%**  
search for deals while shopping.

...and make their experience better.



**55%**  
look for concessions and shops at sporting events.

You get loyal customers.



**70%**  
connect with loyalty programs and social media at hotels.

They come back to your location, where they connect to your Wi-Fi.

And repeat.



You get better data. Built-in analytics reveal customer behavior so you can improve operations.

## Here's how customers want to use your Wi-Fi:

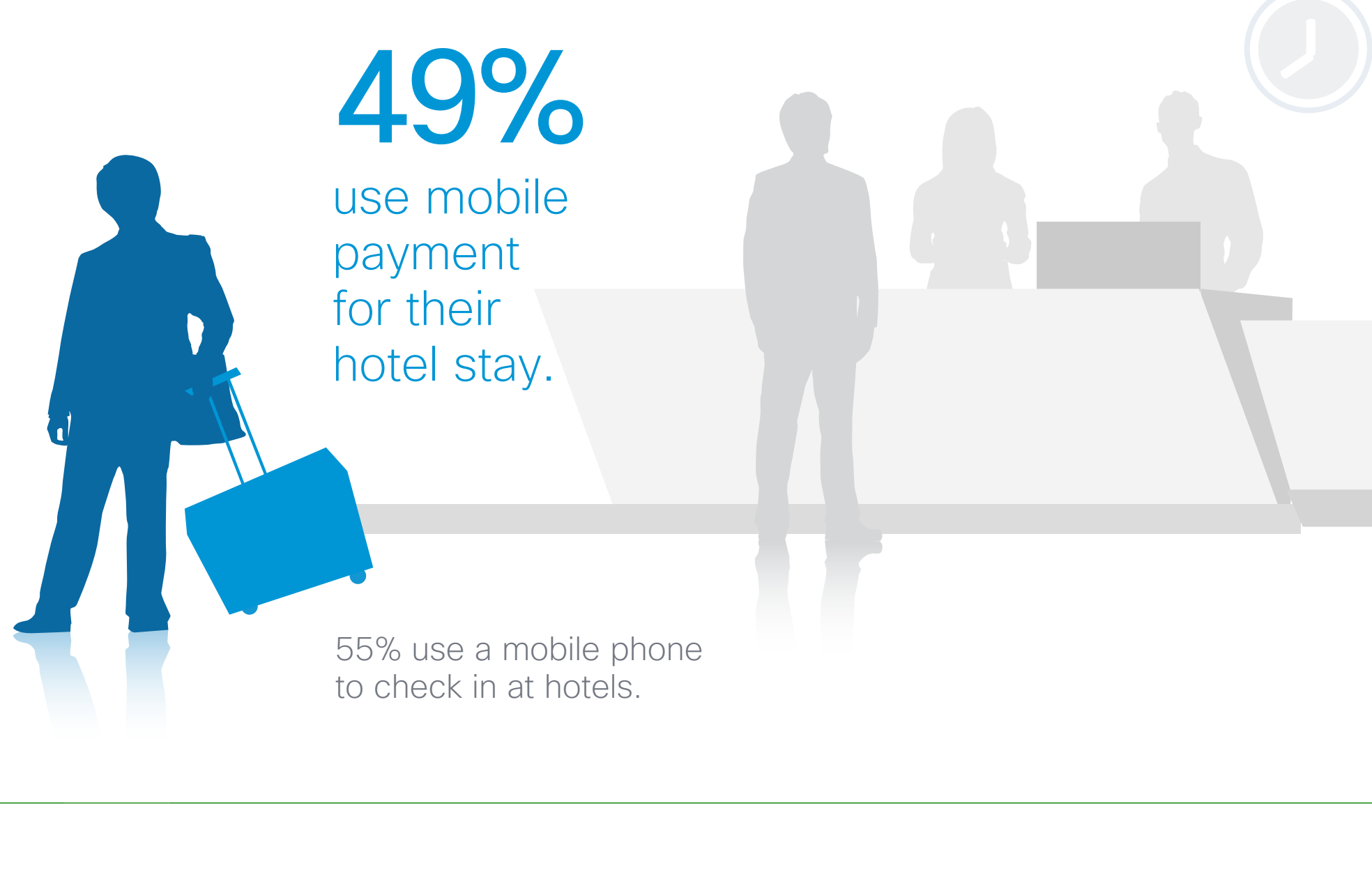
### Retail



### Air Travel



### Hotel



### Stadium



To find out how your organization can benefit from Connected Mobile Experiences, visit [www.cisco.com/go/cmxe](http://www.cisco.com/go/cmxe).



[Find Out More >](#)

©2014 Cisco and/or its affiliates. All rights reserved.  
Certify, "Understanding the average cost of business travel," 2013.  
Federal Aviation Administration, "Press Release-FAA Forecast Predicts Air Travel to Double in Two Decades," February 2011.  
CNW Money, "Flight delays cost \$41B in 2007," May 2008.  
Cisco, "Multinational Company Supports Team Collaboration with Voice, Video," 2013.  
Cisco, "Natural Health Company Improves Workflow with Collaboration," 2014.