



CMX Engage Features and Pre-requisites

This chapter describes the various features of the CMX Engage. This chapter also describes the CMX Engage icons, and pre-requisites to deploy the CMX Engage.

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CMX Engage Features and Use Cases

The CMX Engage enables you to do the following:

- Automatically detect and engage all smart phone users with or without an app on the Wi-Fi or BLE Beacon network.
- Create captive portals that is to display to the customers who connects to your Wi-Fi.
- Display different captive portals for various set of customers connecting to the same SSID using captive portal rules that has location, time, and user filters.
- Use the engagement rules with location, time, and user filters to engage with the required set of customers and business users through notifications.
- Create tags of customers using the powerful profile rule.
- Provide customer level loyalty programs and offers.
- Introduce immediate offers and programs based on the customer statistics in the premises.
- Send notifications only to a certain category of customers.
- Generate reports to analyze the customer engagement and captive portal usage.
- Create captive portals, proximity rules, and users for specific locations such as location, floor, or zone.
- Connect to multiple Meraki organizations from the CMX Engage, simultaneously.
- Manage existing experience zones.

Take for example the following business scenarios:

In the ABC shopping mall, to get free Wi-Fi, mall customers must connect to an SSID once they enter the mall. ABC wanted to provide a personalized experience to each customer who connects to the Wi-Fi based on their purchase history and visit frequency. After installing the CMX Engage, ABC could collect

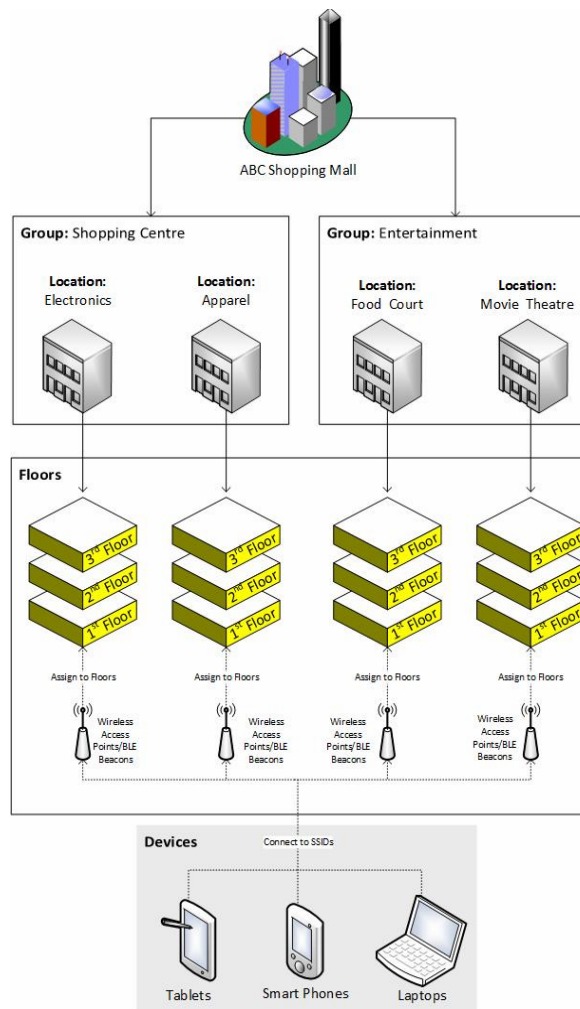
the Wi-Fi user's details through the captive portals, and utilize this details to send notifications to the customers regarding the offers and services available for them. The customers once connected to the Wi-Fi are taken to a captive portal, where they are provided with an option to register themselves by filling details such as name, e-mail address, telephone number, and so on. This information captured is stored in the CMX Engage. When customers re-visit the mall, promotional offers are sent to the customers through push notifications, SMS, or e-mail.

The CMX Engage can also be configured to notify business users such as employees regarding customer activities. For example, you can identify and tag repeat customers as platinum members on the CMX Engage dashboard. When a platinum customer enters a restaurant and their device is detected by a wireless access point or BLE beacon, the restaurant representatives would receive alerts on their devices and can provide personalized services to the customer.

CMX Engage Location Hierarchy

The CMX Engage Deployment Model is as shown in [Figure 2-1](#).

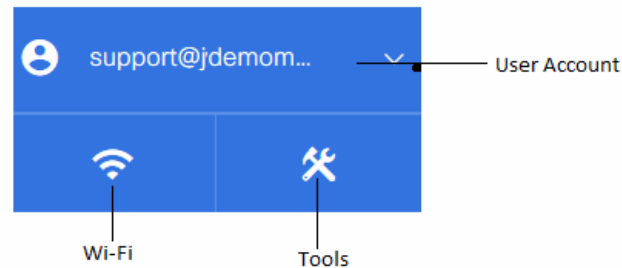
Figure 2-1 CMX Engage Deployment Model



CMX Engage Icons

The CMX Engage icons are shown in [Figure 2-2](#).

Figure 2-2 CMX Engage Icons



- **User Account icon** — Enables you to sign out of the CMX Engage dashboard or change the password to access the CMX Engage account.
- **Wi-Fi icon** — Enables you to connect to Meraki.
- **Tools icon** — Enables you to configure the SMS gateway, social apps, and customized apps. You can also add BLE UUIDs for your BLE beacons.

Pre-requisites to Deploy the CMX Engage

This section describes the port configurations and bandwidth requirements to deploy the CMX Engage.

Ports and IP Addresses

The CMX Engage is a cloud-based solution and there is no physical installation involved. So, there is no need to open any port to deploy the CMX Engage. As Meraki is also cloud-based, there is no need to open any port to establish connection between Meraki and the CMX Engage.

Bandwidth Requirements to Deploy the CMX Engage Dashboard

The following table lists the response received for various bandwidth and number of users.

Table 2-1 *Bandwidth Responses*

| Bandwidth | Number of Users | Response in Seconds |
|-----------|-----------------|---------------------|
| 1 Mbps | 1 | 9.2 |
| | 2 | 10.41 |
| | 3 | 12.18 |
| | 4 | 13.5 |
| | 5 | 16.56 |
| | 6 | 17.84 |
| 2 Mbps | 1 | 9.06 |
| | 2 | 9.15 |
| | 3 | 10.48 |
| | 4 | 11.28 |
| | 5 | 12.06 |
| | 6 | 12.34 |
| | 7 | 13.5 |
| | 8 | 15.5 |
| | 9 | 15.7 |
| | 10 | 16.85 |
| | 11 | 17.7 |
| 5 Mbps | 5 | 9.34 |
| | 10 | 11.56 |
| | 11 | 11.92 |
| | 12 | 11.51 |
| | 13 | 12.5 |
| | 14 | 12 |
| | 15 | 13.82 |
| | 16 | 13.18 |
| | 17 | 14.91 |
| | 18 | 16.72 |
| | 19 | 15.96 |
| | 20 | 16.98 |
| 21 | 17.41 | |

Table 2-1 *Bandwidth Responses*

| Bandwidth | Number of Users | Response in Seconds |
|------------------|------------------------|----------------------------|
| 7 Mbps | 25 | 13.93 |
| | 30 | 15.41 |
| | 31 | 15.21 |
| | 32 | 15.64 |
| | 33 | 16.31 |
| | 34 | 18.92 |
| 9 Mbps | 30 | 10.56 |
| | 35 | 12.11 |
| | 40 | 14.79 |
| | 41 | 14.7 |
| | 42 | 13.27 |
| | 43 | 13.93 |
| | 44 | 15.68 |
| | 45 | 16.81 |
| | 46 | 16.13 |
| | 47 | 19.25 |
| 11 Mbps | 35 | 9.57 |
| | 40 | 10.07 |
| | 50 | 11.85 |
| | 55 | 13.51 |
| | 56 | 13.96 |
| | 57 | 14.67 |
| | 58 | 15.86 |
| | 59 | 16.36 |
| | 60 | 16.08 |
| | 61 | 17.11 |

