



Getting Started

This chapter provides an overview of the WiFi Engage along with the process flow and system requirements for the WiFi Engage with CUWN.

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Overview

Cisco Enterprise Mobility Services Platform is a mobile-application platform that enables you quickly create and deploy context-aware experiences that engage people on their mobile devices. The cloud-based Enterprise Mobility Services Platform more securely integrates with your existing Cisco mobile network infrastructure. It uses context-aware data, like location and user profile information, to deliver personalized experiences that engage people on their mobile devices.

With this software platform, you can create captive portals or splash pages for guest Internet access and authentication. You can also develop native and web-based mobile apps, or add context-awareness to your existing mobile apps. Organizations can push personalized content to visitors and customers on their mobile devices to create new opportunities for engagement and revenue.

Enterprise Mobility Services Platform helps you:

- Quickly build context-aware mobile experiences using drag-and-drop design tools.
- Simplify Internet access and authentication with custom or social Wi-Fi access.
- Send personalized notifications to visitors based on their real-time location.
- Easily integrate mobile experiences with your existing native apps using SDKs.

The platform includes adapters to interface with Cisco Meraki Cloud controllers, the Cisco Connected Mobile Experience, and Cisco wireless LAN controllers. In this way, it more securely integrates with your existing mobile network infrastructure.

The Cisco WiFi Engage is an application in the Cisco Enterprise Mobility Services Platform. The WiFi Engage is a Wi-Fi solution that helps you create location-specific captive portals. In WiFi Engage, these portals are associated with the experience zones. The experience zone refers to the portal that appears for a user who accesses the WiFi Engage from a particular location with a specific SSID.

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The end users of this experience zone are internet users who connect to the internet through Wi-Fi or mobile devices from a public Wi-Fi network at airports, malls, hotels, and so on. The experience zones are created for locations and a Wi-Fi network ID known as SSID. Using the WiFi Engage, you can create and assign a portal for a particular experience zone. The portal also serves as a gateway for visitors to gain internet access over Wi-Fi.

This document describes how to use the WiFi Engage with the CUWN.

Process Flow

The process flow for the WiFi Engage is as shown in [Figure 1-1](#).

Figure 1-1 Process Flow for the WiFi Engage



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System Requirements

Before installing the Cisco WiFi Engage, ensure that all of the following system requirements are met.

Table 1-1 System Requirements

Item	Supported Requirements
Operating System	<ul style="list-style-type: none">• Microsoft® Windows® XP or later• Mac OS X 10.6 or later
Browser	Windows OS <ul style="list-style-type: none">• Internet Explorer version 9 or later• Firefox version 30 or later• Chrome version 34 or later• Safari version 5.1.7 or later Mac OS <ul style="list-style-type: none">• Firefox version 30 or later• Chrome version 34 or later• Safari version 5.1.7 or later
CMX	10.0 or later
MSE	8.0 or later

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