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## **Cisco Enterprise Mobility Services Platform Studio Configuration Guide**

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1	
Audience	iii
Document Organization	iv
Document Conventions	iv
Related Documentation	iv

---

**CHAPTER 1**

<b>Getting Started</b>	<b>1-1</b>
Overview	1-1
Process Flow	1-2
System Requirements	1-3

---

**CHAPTER 2**

<b>Installing the Enterprise Mobility Services Platform Studio</b>	<b>2-1</b>
Accessing the Enterprise Mobility Services Platform Studio	2-1
Installing the Enterprise Mobility Services Platform Studio for various Operating Systems and Browsers	2-2
Installing the Enterprise Mobility Services Platform Studio on MAC OS X from Safari Browser	2-2
Installing Enterprise Mobility Services Platform Studio on MAC OS X from Chrome Browser	2-3
Installing Enterprise Mobility Services Platform Studio on MAC OS X from Firefox Browser	2-4
Installing Enterprise Mobility Services Platform Studio on Windows or XP Operating System from Safari Browser	2-5
Installing Enterprise Mobility Services Platform Studio on Windows or XP Operating System from Chrome Browser	2-5
Installing Enterprise Mobility Services Platform Studio on Windows or XP Operating System from Firefox Browser	2-6
Uninstalling the Enterprise Mobility Services Platform Studio from the WindowsX Operating System	2-7

---

**CHAPTER 3**

<b>Developing Mobile Sites</b>	<b>3-1</b>
Mobile Sites Window	3-1
Page Editor Window	3-1
Module Panel	3-1
Canvas Panel	3-2
Edit Panel	3-2
Developing Sites	3-2

***Send documentation comments to [emsp-docfeedback@cisco.com](mailto:emsp-docfeedback@cisco.com)***

- Creating a New Site 3-2
- Configuring the Site Properties 3-3
- Adding Pages to a Site 3-4
- Configuring the Page properties 3-4
- Enhancing the Site Page with the Studio Modules 3-6
- Previewing a Site Page 3-8
- Linking the Pages 3-9
- Previewing a Site 3-9
- Publishing the Site 3-10
- Viewing a Site URL 3-10

**CHAPTER 4**

**Managing Sites and Pages 4-1**

- Managing the Pages for a Site 4-1
- Switching the Device Mode for a Page 4-2
- Managing the Styles 4-3
  - Defining the Styles for a Site 4-3
  - Defining the Styles for a Page 4-4
  - Defining the Style for a Module 4-4
- Managing the Sites 4-5
  - Locking a Site 4-5
  - Renaming a Site 4-5
  - Duplicating a Site 4-6
  - Uploading Favicons for a Site 4-6
  - Deleting a Site 4-6
  - Creating the Custom URL for a Site 4-7
  - Draft and Live Sites 4-7
  - Updating a Live Site 4-8
  - Refreshing the Mobile Sites Window 4-8
  - E-mailing a Site URL 4-9
  - Generating QR Code for a Site 4-9
- Managing the Modules 4-9
  - Duplicating a Module 4-10
  - Deleting a Module 4-10
  - Hiding a Module 4-10
  - Creating the Module Groups 4-11
  - Creating the Feeds for a Module 4-11
  - Managing the Inner Pages for the Modules 4-13
- Recommended Modules for Various Use Cases 4-14
- Enhancing the WiFi Engage Portals 4-16

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Using the Page Metadata Option	4-16
Search Engine Optimization	4-16
Connecting to the CUWN or Meraki	4-17

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## Preface

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This preface describes the audience, organization, and conventions used in the Cisco Enterprise Mobility Services Platform Studio Configuration Guide, and provides information about the related documentation.

- [Audience, page iii](#)
- [Document Organization, page iv](#)
- [Document Conventions, page iv](#)
- [Related Documentation, page iv](#)

## Audience

This guide is intended for site producers who create mobile sites using the Cisco Enterprise Mobility Services Platform Studio.

## Document Organization

Chapter Number	Chapter Title	Description
Chapter 1	<a href="#">Getting Started</a>	Provides information on the process flow and system requirements for the Enterprise Mobility services Platform Studio Configuration Guide.
Chapter 2	<a href="#">Installing the Enterprise Mobility Services Platform Studio</a>	Provides information on how to install and launch the Enterprise Mobility services Platform Studio for various operating systems and browsers.
Chapter 3	<a href="#">Developing Mobile Sites</a>	Provides information on how to develop the mobile sites using the Enterprise Mobility services Platform Studio.
Chapter 4	<a href="#">Managing Sites and Pages</a>	Provides information on how to manage the mobile sites created using the Enterprise Mobility services Platform Studio.

## Document Conventions

Convention	Description
<b>Boldface</b>	Commands, command options, and keywords are in <b>boldface</b> .
<i>Italics</i>	Arguments for which you supply values are in <i>italics</i> .
Option > Option	Used to describe a series of menu options.



**Note**

Means *reader take note*. Notes contain helpful suggestions or references to material not covered in this guide.

## Related Documentation

- *Cisco Enterprise Mobility Services Platform Studio Quick Start Guide*- Refer to this document for brief documentation of the Cisco Enterprise Mobility Services Platform Studio.
- *Cisco Enterprise Mobility Services Platform Studio Modules Guide*- Refer this document for detailed information on the Studio modules.





## Getting Started

---

This chapter provides an overview of the Enterprise Mobility Services Platform Studio along with the process flow and system requirements for the Studio.

- [Overview, page 1-1](#)
- [Process Flow, page 1-2](#)
- [System Requirements, page 1-3](#)

## 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 Enterprise Mobility Services Platform Studio is used to create and publish mobile sites across multiple devices, operating systems, and browsers. The Cisco Enterprise Mobility Services Platform Studio includes a set of out-of-the-box (OOB) modules that facilitate the user to build and manage mobile sites.

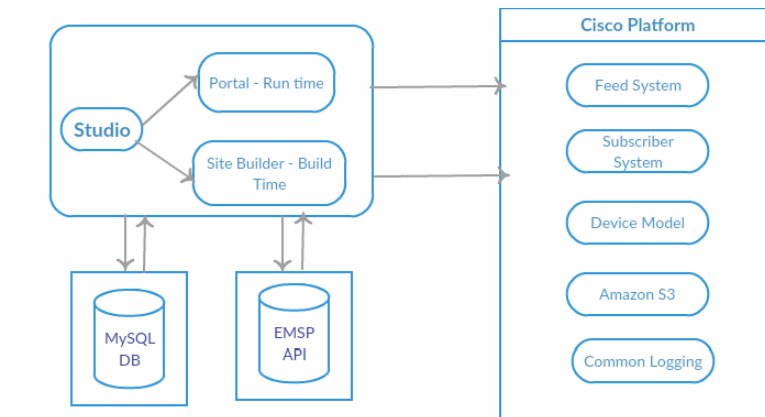
This document describes how to use the Enterprise Mobility Services Platform Studio application.

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## Process Flow

The Cisco Enterprise Mobility Services Platform Studio communicates with the interfaces shown in Figure 1-1.

**Figure 1-1** System Architecture



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## System Requirements

Before installing the Studio, 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"> <li>• Microsoft® Windows® XP or later</li> <li>• Mac OS X 10.6 or later</li> </ul>
Browser	<p>Windows OS</p> <ul style="list-style-type: none"> <li>• Internet Explorer version 9 or later</li> <li>• Firefox version 30 or later</li> <li>• Chrome version 34 or later</li> <li>• Safari version 5.1.7 or later</li> </ul> <p>Mac OS</p> <ul style="list-style-type: none"> <li>• Firefox version 30 or later</li> <li>• Chrome version 34 or later</li> <li>• Safari version 5.1.7 or later</li> </ul>
Runtime Environment	Adobe Air version 3.0 or later
Java	Version 6.0

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## Installing the Enterprise Mobility Services Platform Studio

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This chapter provides information on accessing the Enterprise Mobility Services Platform Studio, and installing the Enterprise Mobility Services Platform Studio on various systems and browsers.

- [Accessing the Enterprise Mobility Services Platform Studio, page 2-1](#)
- [Installing the Enterprise Mobility Services Platform Studio for various Operating Systems and Browsers, page 2-2](#)
- [Uninstalling the Enterprise Mobility Services Platform Studio from the WindowsX Operating System, page 2-7](#)

## Accessing the Enterprise Mobility Services Platform Studio

The Enterprise Mobility Services Platform Studio is available to the users through [emsp.cisco.com](https://emsp.cisco.com). Cisco provides the user credentials to each customer of the Enterprise Mobility Services Platform Studio.

To access the Enterprise Mobility Services Platform Studio, perform the following steps:

- 
- Step 1** Go to [emsp.cisco.com](https://emsp.cisco.com).
  - Step 2** In the Sign in window, enter the user credentials provided for your Enterprise Mobility Services Platform Studio account, and click the arrow button to sign in.
  - Step 3** Click **Launch Studio** in the Enterprise Mobility Services Platform main window.  
The Cisco Enterprise Mobility Services Platform Studio gets downloaded.

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# Installing the Enterprise Mobility Services Platform Studio for various Operating Systems and Browsers

This section describes the installation steps for the Enterprise Mobility Services Platform studio for the Mac operating system and the Windows operating system. The Enterprise Mobility Services Platform studio can be launched from various browsers such as, Safari, Chrome, and Firefox.

## Installing the Enterprise Mobility Services Platform Studio on MAC OS X from Safari Browser

### First Time Installation

To install the Enterprise Mobility Services Platform Studio on MAC OS X from the Safari browser for the first time, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
  - Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
An alert message appears. In addition, a studio installer .dmg file gets downloaded to the Downloads folder.
  - Step 3** Click **Cancel**.
  - Step 4** Go to the Downloads folder on your computer.
  - Step 5** Search for the studio client installer file, **Cisco EMSP Studio Installer.dmg**.
  - Step 6** Double-click the **Cisco EMSP Studio Installer.dmg** file.
  - Step 7** Follow the installation instructions.  
You must be able to install the studio client successfully.
- 

### Enterprise Mobility Services Platform Studio Already installed in the User's Machine

To launch the Enterprise Mobility Services Platform Studio on MAC OS X from the Safari browser on the user's machine, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
  - Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
The Cisco EMSP Studio Installer.dmg file gets downloaded.
  - Step 3** Go to the Downloads folder on your computer.
  - Step 4** Search for the studio client installer file, **Cisco EMSP Studio Installer.dmg**.
  - Step 5** Double-click the **Cisco EMSP Studio Installer.dmg** file.
  - Step 6** Follow the installation instructions.
-

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You must be able to install the studio client successfully.

## Installing Enterprise Mobility Services Platform Studio on MAC OS X from Chrome Browser

### First Time Installation

To install the Enterprise Mobility Services Platform Studio on MAC OS X from the Chrome browser for the first time, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
  - Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
The Cisco EMSP Studio Installer.dmg file gets downloaded.
  - Step 3** Go to the **Downloads** folder on your computer.
  - Step 4** Search for the studio client installer file, **Cisco EMSP Studio Installer.dmg**.
  - Step 5** Double-click the **Cisco EMSP Studio Installer.dmg** file.
  - Step 6** Follow the installation instructions.
- 

You must be able to install the studio client successfully.

### Enterprise Mobility Services Platform Studio Already installed in the User's Machine

To launch the Enterprise Mobility Services Platform Studio on MAC OS X from the Chrome browser on the user's machine, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
  - Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
A pop up message window appears where you need confirm whether to launch the application.
  - Step 3** Click the **Launch Application** button.  
The EMSP Studio gets launched.
- 

**Note**

If you select the “Remember my choice for all links of this type” check box, and then click the Launch Application button, the Enterprise Mobility Services Platform Studio gets launched without showing the pop-up message when you launch the Enterprise Mobility Services Platform Studio next time from the Chrome.

**Note**

If you select the “Remember my choice for all links of this type” checkbox, and then click the “Do Nothing” button, the EMSP Studio client never gets launched on the Chrome browser.

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## Installing Enterprise Mobility Services Platform Studio on MAC OS X from Firefox Browser

### First Time Installation

To install the Enterprise Mobility Services Platform Studio on MAC OS X from the Firefox browser for the first time, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
  - Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
The Cisco EMSP Studio Installer.dmg file gets downloaded.
  - Step 3** Go to the **Downloads** folder on your computer.
  - Step 4** Search for the studio client installer file, **Cisco EMSP Studio Installer.dmg**.
  - Step 5** Double-click the **Cisco EMSP Studio Installer.dmg** file.
  - Step 6** Follow the installation instructions.
- You must be able to install the studio client successfully.
- 

### Enterprise Mobility Services Platform Studio Already installed in the User's Machine

To launch the Enterprise Mobility Services Platform Studio on MAC OS X from the Firefox browser on the user's machine, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
  - Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
A dialog box appears,
  - Step 3** Click **Choose**, and select the application **Cisco EMSP Studio**, and click **OK**.  
The EMSP Studio application gets launched.
- 

**Note**

If you select the “Remember my choice for emsp studio links” check box before clicking the OK button, then the Enterprise Mobility Services Platform Studio gets launched without showing the dialog box when you launch the Enterprise Mobility Services Platform Studio next time.

---



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## Installing Enterprise Mobility Services Platform Studio on Windows or XP Operating System from Safari Browser

### First Time Installation

To install the Enterprise Mobility Services Platform Studio on the Windows operating system from the Safari browser for the first time, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
  - Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
The studio client installation.zip file gets downloaded to your Downloads folder.
  - Step 3** Extract the zip file, and double-click the **Cisco EMSP Studio Installer.exe**, and follow the installation instructions.  
You must be able to install the studio client successfully.
- 

### Enterprise Mobility Services Platform Studio Already installed in the User's Machine

To launch the Enterprise Mobility Services Platform Studio on the Windows operating system from the Safari browser on the user's machine, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
  - Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
The Enterprise Mobility Services Platform Studio must launch successfully.
- 

## Installing Enterprise Mobility Services Platform Studio on Windows or XP Operating System from Chrome Browser

### First Time Installation

To install the Enterprise Mobility Services Platform Studio on Windows operating system from the Chrome browser for the first time, perform the following steps:

- 
- Step 1** Log in to [/emsp.cisco.com](http://emsp.cisco.com).
  - Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
The Studio client installation.zip file appears with a security warning. Two options, "Discard" and "Keep" are available to choose.
  - Step 3** Choose **Keep**.  
The EMSP Studio Installer.zip gets saved to the Downloads folder.
  - Step 4** Extract the .zip file, double-click the **Cisco EMSP Studio Installer.exe**, and follow the instructions.

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You must be able to install the studio client successfully.

---

## Enterprise Mobility Services Platform Studio Already installed in the User's Machine

To launch the Enterprise Mobility Services Platform Studio on the Windows operating system from the Chrome browser on the user's machine, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
- Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
A pop up message window appears to confirm the launch of the application.
- Step 3** Click the **Launch Application** button.  
The Enterprise Mobility Services Platform Studio gets launched.
- 

**Note**

If you select the “Remember my choice for all links of this type” check box, and then click the Launch Application button, the Enterprise Mobility Services Platform Studio gets launched without showing the pop up message when you launch the Enterprise Mobility Services Platform Studio next time from the Chrome.

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**Note**

If you select the “Remember my choice for all links of this type” check box, and then click the Do Nothing button, the EMSP Studio client never get launched from the Chrome browser.

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## Installing Enterprise Mobility Services Platform Studio on Windows or XP Operating System from Firefox Browser

### First Time Installation

To install the Enterprise Mobility Services Platform Studio on Windows operating system from the Firefox browser for the first time, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
- Step 2** In the Enterprise Mobility Services Platform, click **Launch Studio**.  
The studio client installation .zip file gets downloaded to the Downloads folder.
- Step 3** Extract the zip file, and double-click the **Cisco EMSP Studio Installer.exe**, and follow the installation instructions.  
You must be able to install the studio client successfully.
-

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## Enterprise Mobility Services Platform Studio Already installed in the User's Machine

To launch the Enterprise Mobility Services Platform Studio on the Windows operating system from the Firefox browser on the user's machine, perform the following steps:

- 
- Step 1** Log in to [emsp.cisco.com](http://emsp.cisco.com).
- Step 2** In the Enterprise Mobility Services Platform main window, click **Launch Studio**.  
The Launch Application window appears. This window shows the path of the Enterprise Mobility Services Platform Studio installed on your computer.
- Step 3** Click **OK**.
- 

**Note**

If you select the “Remember my choice for emsp studio links” checkbox, and then click OK, the Enterprise Mobility Services Platform Studio gets launched without showing the pop up message when you launch the Enterprise Mobility Services Platform Studio next time from the Mozilla Firefox.

---

## Uninstalling the Enterprise Mobility Services Platform Studio from the WindowsX Operating System

To uninstall the Enterprise Mobility Services Platform Studio from the Windows Operating System, perform the following steps:

- 
- Step 1** Go to Control Panel.
- Step 2** Choose **Programs > Uninstall a program**.
- Step 3** Right-click **Cisco EMSP Studio Installer**, and click **Uninstall/Change**.

**Note**

Ensure that you delete “Cisco EMSP Studio Installer”, not “Cisco EMSP Studio”.

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- Step 4** In the IzPack - Uninstaller dialog box that appears, select the **Force the deletion of C:\Program Files\Cisco EMSP Studio Installer** check box.

- Step 5** Click **Uninstall**.

All the references of the Enterprise Mobility Services Platform Studio gets deleted from your computer.

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## Developing Mobile Sites

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This chapter provides information on how to develop mobile sites using the Enterprise Mobility Services Platform Studio.

- [Mobile Sites Window, page 3-1](#)
- [Page Editor Window, page 3-1](#)
- [Developing Sites, page 3-5](#)

### Mobile Sites Window

The Mobile Sites window is the main window of the Enterprise Mobility Services Platform Studio. This window lists all the mobile site projects and within each project, the list of mobile sites along with their states, the number of users currently working on a site, and their names.

### Page Editor Window

When you double-click a mobile site in the Mobile Sites window, the Page Editor window appears. You can use the Page Editor window to edit the pages of your mobile site.

The Page Editor window consists of the following panels:

- [Module Panel, page 3-2](#)
- [Canvas Panel, page 3-3](#)
- [Edit Panel, page 3-4](#)

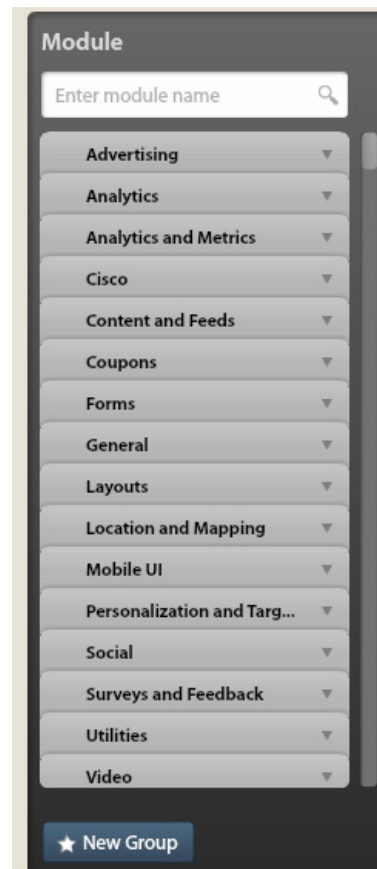
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## Module Panel

The Module panel in the Enterprise Mobility Services Platform Studio main window consists of various modules which are used to add features to a mobile site. The modules are ready-to-use functional UI elements that are customizable. The modules are grouped under various module groups. The modules available in the Enterprise Mobility Services Platform Studio can be distinguished as custom modules and Out-of-Box modules.

You can add these modules into a site page to add features to a mobile site. For more information on the Studio modules, see the *Cisco Enterprise Mobility Platform Studio Modules Guide*.

**Figure 3-1**      **Module Panel**



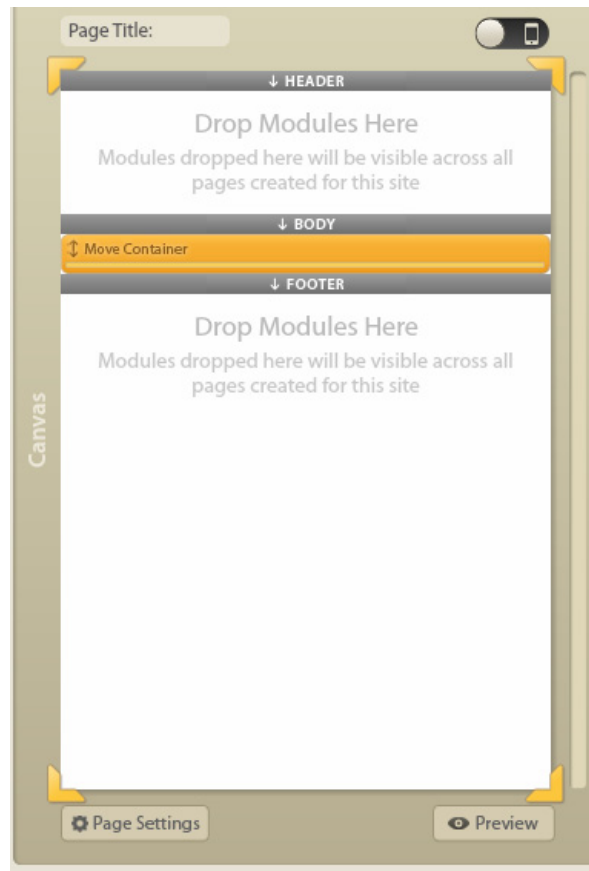
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## Canvas Panel

The Canvas is a panel in the Enterprise Mobility Services Platform Studio main window where you can design the layout of your mobile site and add content to it using the Studio modules. This panel provides visual experience of the modules. The Canvas consists of the following sections: Header, Body, and Footer. The modules added to the header and footer appear on all the pages of the site. The modules are dragged and dropped into these sections as per the requirement for the mobile site.

The Canvas panel has a Preview button that provides the preview of the site when modules are added into it. The Canvas has the following two types of modes: Touch Mode and Non Touch Mode.

**Figure 3-2** Canvas Panel

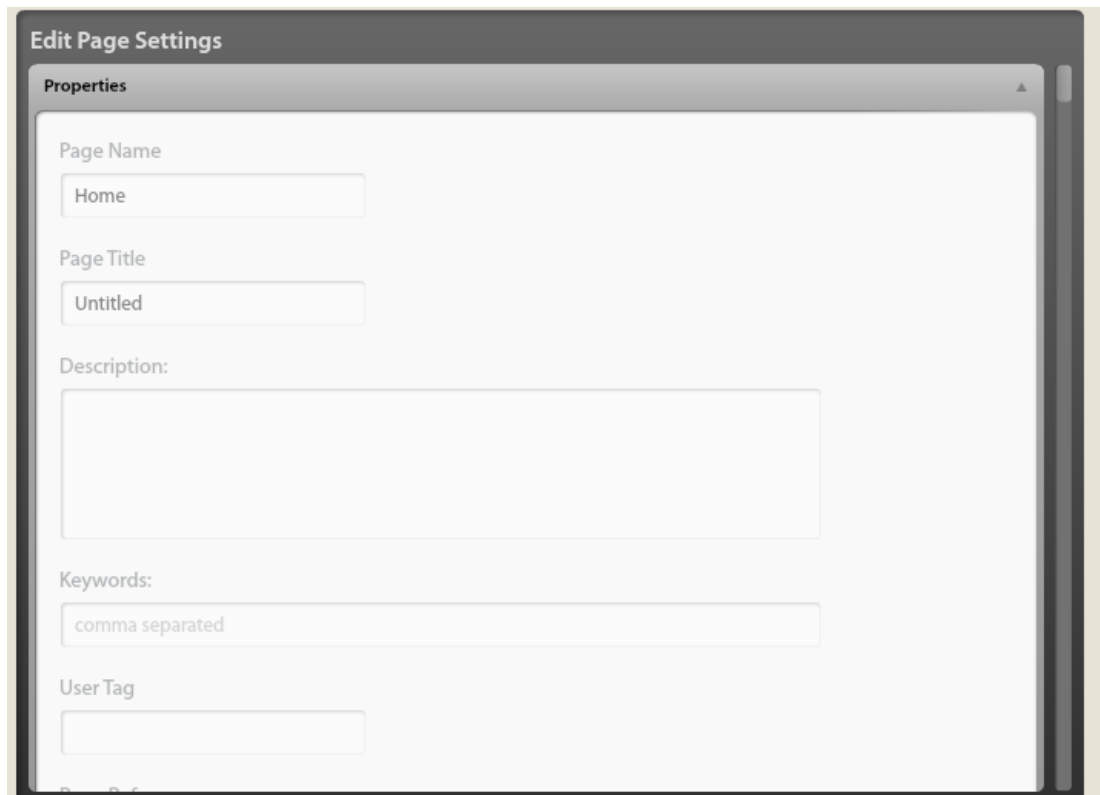


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## Edit Panel

The Edit panel is used to define the properties of the pages and modules. You can configure the properties of a module such as, style, layout, background, border, paddings, and so on in this panel.

**Figure 3-3** *Edit Panel*



The image shows a screenshot of the 'Edit Page Settings' panel. The panel has a title bar 'Edit Page Settings' and a sub-header 'Properties'. Below the sub-header, there are several input fields: 'Page Name' with the value 'Home', 'Page Title' with the value 'Untitled', 'Description:' with an empty text area, 'Keywords:' with the value 'comma separated', and 'User Tag' with an empty text field. The panel has a scroll bar on the right side.



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## Developing Sites

The Enterprise Mobility Services Platform Studio enables you to create mobile sites. You can create a new mobile site, define layout for the site, add content using the modules, and configure the properties of the modules.

To develop a mobile site in the Enterprise Mobility Services Platform, perform the following steps:

1. [Creating a New Site, page 3-5](#)
2. [Configuring the Site Properties, page 3-5](#)
3. [Adding Pages to a Site, page 3-6](#)
4. [Configuring the Page properties, page 3-7](#)
5. [Enhancing the Site Page with the Studio Modules, page 3-8](#)
6. [Previewing a Site Page, page 3-10](#)
7. [Linking the Pages, page 3-11](#)
8. [Previewing a Site, page 3-11](#)
9. [Publishing the Site, page 3-12](#)
10. [Viewing a Site URL, page 3-12](#)

## Creating a New Site

The Enterprise Mobility Services Platform enables you to create mobile sites that perform consistently on multiple mobile devices. You can also use these sites as splashing page for your Wi-Fi connections.

To create a new site, perform the following steps:

- 
- Step 1** In the Mobile Sites page, click **Create New Site**.
- Step 2** In the Create New Site window that appears, perform the following steps:
- a. In the Site Name text field, enter the site name.
  - b. From the Project drop-down list, choose the project in which you want to create the site.



**Note**

---

If you have the admin rights to create projects, a Create New Project check box appears in the window. When you select this check box, the Project drop-down list gets replaced with the Project text field.

---

- c. Click **Create**.

The site is created.

## Configuring the Site Properties

The Site Settings window enables you to configure the site details such as, site name, site description, keywords, estimated page views, and so on. You can define a custom URL for the site and add favicon images. You can also configure style properties for the site.

To configure the site properties, perform the following steps:

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- 
- Step 1** In the Mobile Sites window, right-click the site for which you want to configure the properties.
- Step 2** Click **Site Settings**.
- Step 3** In the Site Settings window, configure the various properties for the site in the respective fields.
- 

### Site Properties

The following table lists the site properties

**Table 3-1 Site properties**

Property	Description
Site Name	The name you want to define for the site.
Site Description	A brief description about your mobile site. This description shows up in the search results along with the title. It is placed within the head tag in the HTML code of your mobile site. The site description should be concise and to the point. <b>Note</b> Add a short description creatively to include one or two key words.
Keywords	The keywords for which the site is to be displayed when searching for a site using a search engine. The keywords help you to optimize search engine searches. <b>Note</b> The keywords need to be comma separated.
Enter Estimated Page views	The number of views expected for this site.
Ask me every time when making this site Live	To ask for your confirmation each time you publish the site.

## Adding Pages to a Site

The mobile pages are created within the sites. Normally, a mobile site is a set of site pages. When you create a new site, only the home page is created by default. If you want to add more pages to the site, you need to create those pages.

To create a new page, perform the following steps:

- 
- Step 1** Open the site to which you want add the page, and click **New Page**.  
The Create New Page window appears.
- Step 2** In the Page Name text field, enter the name for the page, and click **Create**.  
A new page is created for your site.
-

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## Configuring the Page properties

After adding a page to a site, you must configure the required properties for that page. The page settings window enables you to do the following:

- Define page properties such as page name, page title, and Page Path URL.
- Use Page Metadata option to declare certain variables and their values that can be used in modules such as Omniture, Dart, Menu Bar Container, and Stories.
- Configure the style properties for the entire page.

To configure the page properties, perform the following steps:

- 
- Step 1** Open the page for which you want configure the properties.
- Step 2** In the Canvas panel, click **Page Settings**.
- Step 3** In the Edit Page Settings panel that appears in the right of the Canvas panel, configure the page properties:
- Step 4** Click **Save**.
- 

### Page Properties

The following table lists the page properties

**Table 3-2** Page properties

Property	Description
Page Name	The name you want to define for the page.  For easy management of sites, use appropriate and easily understandable names for your mobile web pages. Moreover, distinct names for your mobile web pages help differentiate one page from another.
Page Title	The title for the page. When you open a page, this title appears in the canvas panel.  A page title communicates what that page is about and is considered to be one of the most important elements as far as Search Engine Optimization (SEO) is concerned. The page title shows up in search results. In addition, it appears at the top of your web browser, communicating to the user what the page is about.
Description	A description about this page. This may help for future reference.
Keywords	The keywords for which the page is to be displayed when searching for the page.  <b>Note</b> The keywords need to be comma separated.
User Tag	The user tags for this page.

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**Table 3-2 Page properties**

<b>Property</b>	<b>Description</b>
Page Reference	The page references for this page.
Page Path URL	A name that must appear in the URL instead of the actual page name.
Page Metadata	To define the variables/constants and their values that should be passed to other modules. You can use the +Add button to add the metadata.
<b>Style</b>	
Font Family (Touch)	The font family that you want to apply for the content in this page for touch devices.
Font Family (Non-touch)	The font family that you want apply for the content in this page for non-touch devices.
Font Size (Touch)	The font size that you want to apply for the content in this page for touch devices.
Font Color	The font color that you want to apply for the content in this page.
Link Color	The color for the links in this page.
Background Color	The background color for the page.
Add Background Image	To add an image as background for the page. You can add the image using the Upload Image button.
Background repeat	The format in which the background image is to be repeated in the background.
Background Scroll	Whether to display the entire background image in the page or to display part by part as the user scrolls the page.
Horizontally Align Background Image	The type of horizontal alignment for the background image.
Vertically Align Background Image	The type of vertical alignment for the background image.
Margin (Px) Touch	The space between the module boundary and sides of the device screen for touch devices.
Margin (Px) (Non-touch)	The space between the module boundary and sides of the device screen for non-touch devices

## Enhancing the Site Page with the Studio Modules

The modules are ready-to-use functional UI elements that are customizable. They are reusable and have been optimized for touch and non-touch experiences on any device. They handle content, layouts, and functionality based on the device capability. You can add content to your web page using Enterprise Mobility Services Platform modules.

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## Out- of- Box and Custom Modules

The Enterprise Mobility Services Platform Studio includes a set of out-of-the-box (OOB) modules that enable the site producer to build and manage sites.

The OOB modules are readily available modules that can be added to a site page to build a site. The OOB modules are categorized under various module groups.

The Custom modules are created by Cisco based on the customer requirement. These modules are usually provided only to that particular customer. The custom modules are upgraded only based on enhancement requests from the customer.

You can create your own module groups with the modules that you frequently use or want to reuse. For example, if you want to use a Picture Gallery module in various sites that you create, after configuring the picture gallery for a site page you can save it under a module group. Next time when you need a picture gallery module, you can use this configured module. This avoids making the same configurations repeatedly.



---

**Note**

You cannot edit the OOB module groups.

---

Some of the modules available in the Enterprise Mobility Services Platform Studio are:

- Google Analytics
- Picture Gallery
- Barcode Generator
- Form Container
- Grid Layout
- Context Aware Container
- Micello Wayfinding

The Enterprise Mobility Services Platform Studio consists of various modules that enable to add the following features to your mobile site:

- Analyze data and generate reports.
- Display advertisements on the mobile sites.
- Display pictures from albums in the mobile sites.
- Create table to display data in rows and columns.
- Add forms to the mobile sites to collect data.
- Control layout of the sites.
- Add way-locators and maps in the mobile sites.
- Personalize the content available in the site.
- Configure to show or hide the content on your site based on conditions.
- Access various social networking sites from the mobile sites.
- Conduct surveys.
- Enhance the user interface features of the site page.
- Enhance portals created using the WiFi Engage.

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For more information on the EMSP Studio OOB modules, see the *Cisco Enterprise Mobility Services Platform Studio Modules Guide*.

To add a module to a site page, perform the following steps:

- 
- Step 1** Open the site page in which you want to add the module.
- Step 2** In the Module panel, enter the name of the module that you want to add to the page.  
The module appears.
- Step 3** Drag and drop the module in to the page in the Canvas panel.  
The Module settings panel appears.
- Step 4** Configure the properties of the module in the respective fields.
- Step 5** Click **Save**.
- 



### Note

The content and layout of the header and footer of the Home page is reused by all the pages of your mobile site. Any change you make here affects all other pages on your mobile site. However, you can hide individual modules on a specific page. For more information, see the [“Hiding a Module” section on page 4-10](#).

---

## Previewing a Site Page

After adding all the required modules to a page, preview the page to know how the page appears to the end user. Previewing the page enables you to ensure that the layout and content of the page are appropriate. You can preview the page for the following devices and dimensions:

- iPhone (640\*1136 Pixels)
- Nexus 4 (768\*1280 Pixels)
- Galaxy S4 (1080\*1920 Pixels)
- Lumia 520 (480\*800 Pixels)
- Blackberry Q10 (720\*720 Pixels)

To preview a page, perform the following steps:

- 
- Step 1** Open the page of which you want to view the preview.
- Step 2** In the Page Editor window, click **Preview**.
- Step 3** From the drop-down list on the right, choose the type of phone for which you want to view the preview.  
The preview for the page appears.
- 



### Note

The default view is Portrait. You can choose to view your site in landscape mode by switching the Orientation button in the Preview page.

---

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## Linking the Pages

After creating all the required pages and adding necessary modules to the, you must link the pages in a site using the various link modules available in the Studio. You can use link modules such as Links, Link Button, and so on. For example, if you have two pages in your site, the home page and another page p2, link the home page to p2 using the Links module so that the p2 appears when you click the link for the P2 in the home page.

To link the two pages of a site, perform the following steps:

- 
- Step 1** Open the page from which you to link to the other page.
  - Step 2** In the Module panel, enter **Links**.
  - Step 3** Drag and drop the **Links** module in to the page.
  - Step 4** In the Edit Links panel that appears, expand the Main window.
  - Step 5** In the Link Label text field, enter a name for the link.
  - Step 6** In the Target Link field, enter the path to the target page.  
Use the Browse button to locate the target page.
  - Step 7** Click **Save**.

Similarly, you can link the site pages to one another based on your requirement.

---

## Previewing a Site

After adding all the required pages to a site, preview the site to verify the layout and appearance of the modules.

You can preview the mobile site for the following devices and dimensions:

- iPhone (640\*1136 Pixels)
- Nexus 4 (768\*1280 Pixels)
- Galaxy S4 (1080\*1920 Pixels)
- Lumia 520 (480\*800 Pixels)
- Blackberry Q10 (720\*720 Pixels)

To preview a mobile site, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site that you want to preview.
  - Step 2** Click **Preview**.
  - Step 3** From the drop-down list on the right, choose the type of phone for which you want to view the preview.  
The preview for the site appears.
-

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## Publishing the Site

You can make the sites available to the users by publishing the sites. We recommend you to preview the site to verify the content and layout before publishing the site.

To publish a site created in the Studio, perform the following steps:

- 
- Step 1** Open the site that you want to publish.
  - Step 2** In the Page Editor window, click the **Draft** icon.
  - Step 3** Click **Make Site Live** to publish the site.



---

**Note** The published mobile sites are usually locked to prevent the users from making unwanted changes.

---

## Viewing a Site URL

For each site you create, an URL is generated by the Studio. You can use this URL to view the site. The Studio enables you to send the URL of a site through e-mail. You can also generate QR code for site pages.

To view the URL for a mobile site, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site for which you want to view the URL.
  - Step 2** Click **Preview**.
  - Step 3** In the Preview window, the URL for the site appears in the URL field.
- 



---

**Note** To preview the URL for a page, view the preview window for that page.

---





## Managing Sites and Pages

---

This chapter provides information on how to manage the sites and pages created using the Enterprise Mobility Services Platform Studio. This chapter also provides certain use cases where you can use the modules.

- [Managing the Pages for a Site, page 4-1](#)
- [Switching the Device Mode for a Page, page 4-2](#)
- [Managing the Styles, page 4-3](#)
- [Managing the Sites, page 4-5](#)
- [Managing the Modules, page 4-9](#)
- [Recommended Modules for Various Use Cases, page 4-14](#)
- [Enhancing the WiFi Engage Portals, page 4-16](#)
- [Using the Page Metadata Option, page 4-16](#)
- [Search Engine Optimization, page 4-16](#)
- [Connecting to the CUWN or Meraki, page 4-17](#)

### Managing the Pages for a Site

The Page Manager option enables you to manage the pages for a site. The Page Manager lists all the pages that constitute a mobile site. The Page Manager window also displays the hierarchical structure of modules with nested inner pages that modules use.

To view the page manager of a site, perform the following steps.

- 
- Step 1** In the Mobile Sites window, right-click the site for which you want to view the page manager, and click **Open Page Manager**.

The Page Manager window for the site appears.

---

The Page Manager enables you to do the following:

- [Create a New Page, page 4-2](#)
- [Duplicate a Page, page 4-2](#)
- [Edit the Pages, page 4-2](#)

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- [Rename the Pages](#), page 4-2
- [Delete the Pages](#), page 4-2
- [Preview the Pages](#), page 4-2
- [Add User Tags, Page reference, and page path URL for a page](#), page 4-2

### Create a New Page

You can create a new page for the site using the **New Page** button in the Page Manager window.

### Duplicate a Page

You can duplicate a site page using the **Duplicate** button that appears in the right pane of the Page Manager window.

### Edit the Pages

You can edit the page settings of a site page using the **Edit** button that appears in the right pane of the Page Manager window.

### Rename the Pages

You can rename the page names using the **Rename** button that appears in the right pane of the Page Manager window.



#### Note

---

You cannot rename the home page of a site.

---

### Delete the Pages

You can delete a page of a site using the **Delete** button that appears in the right pane of the Page Manager window.



#### Note

---

You cannot delete the home page of a site.

---

### Preview the Pages

You can preview a page using the **Preview** button that appears in the right pane of the Page Manager window.

### Add User Tags, Page reference, and page path URL for a page

You can add the user tag, page reference, and page path URL for a page in the User Tag, Page reference, and Page Path URL text fields that appears in the right pane of the Page Manager window.

## Switching the Device Mode for a Page

The Enterprise Mobility Services Platform Studio provides a switch in the Canvas panel using which you can switch between touch and non-touch modes for a page. You can preview how a page appears in a device mode by clicking the respective mode in the switch.

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To switch the mode of a page, perform the following steps:

- 
- Step 1** Open the page for which you want to change the mode.  
The page appears in the Canvas panel.
- Step 2** In the switch button that appears at the right top of the Canvas panel, click the mode that you want to apply.
- 

## Managing the Styles

The Enterprise Mobility Services Platform enables you to define the styles at site-level, page-level, and module-level. The style properties configured at module-level overwrite the configurations at the page-level. Similarly, the style configurations at the page-level overwrite the configurations at the site-level.

- [Defining the Styles for a Site, page 4-3](#)
- [Defining the Styles for a Page, page 4-4](#)
- [Defining the Style for a Module, page 4-4](#)

## Defining the Styles for a Site

The Enterprise Mobility Services Platform Studio enables you to define style parameters such as, font family (touch and non-touch), font size, font color, link color, background color, background image, margin pixels (touch and non-touch), and so on for a site.

To define the styles for a site, perform the following steps:

- 
- Step 1** In the Mobile Sites window, click the site for which you want to define the style.
- Step 2** From the More Actions drop-down list, choose **Site Settings**.  
The Site Settings window appears.
- Step 3** Click **Page Style**.
- Step 4** Configure the properties for the pages of this site in the respective fields.
- Step 5** Click **Done**.  
Styles for the site are defined.
- 



**Note**

The style defined here is applicable for all the pages of the site. If you are defining the style for an individual page, this style settings is overwritten for that page with the configuration made at page-level.

---

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## Defining the Styles for a Page

The Enterprise Mobility Services Platform Studio enables you to define style properties such as, font family (touch and non-touch), font size, font color, link color, background color, background image, background image, margin (touch and non-touch), and so on for a site page.

To define the styles for a page, perform the following steps:

- 
- Step 1** Open the site page for which want to configure the properties.
  - Step 2** In the Canvas panel, click **Page Settings**.
  - Step 3** In the Edit Page Settings panel that appears, expand **Style**.
  - Step 4** Configure the style properties for the page in the respective fields.
  - Step 5** Click **Save**.

Styles for the page are defined.

---



**Note**

To open an inner page of a site, right-click the site, and click Open Page Manager. In the Page Manager window, click the page for which you want to configure the properties. The page appears in the Page Editor window.

---



**Note**

If you configure the style properties for a page, the styles defined at site-level are not applied to this page.

---

## Defining the Style for a Module

The Enterprise Mobility services Platform enables you to configure various style properties for a module.

To configure style for a module in a page, perform the following steps:

- 
- Step 1** Open the site page in which the module exists.
  - Step 2** In the Canvas panel, click the module in the page for which you want to configure the style properties.
  - Step 3** In the Edit panel, configure the style properties for the module in the respective fields.
  - Step 4** Click **Save**.



**Note**

If you configure the style properties for a module, the styles defined for the page are not applied to this module.

---



**Note**

When you add a module to a page, the properties to configure for the module appear in the edit panel.

---

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## Managing the Sites

This section describes various actions that you can perform for a site created using the Enterprise Mobility Services Platform.

- [Locking a Site, page 4-5](#)
- [Renaming a Site, page 4-5](#)
- [Duplicating a Site, page 4-6](#)
- [Uploading Favicons for a Site, page 4-6](#)
- [Deleting a Site, page 4-6](#)
- [Creating the Custom URL for a Site, page 4-7](#)
- [Draft and Live Sites, page 4-7](#)
- [Updating a Live Site, page 4-8](#)
- [Refreshing the Mobile Sites Window, page 4-8](#)
- [E-mailing a Site URL, page 4-9](#)
- [Generating QR Code for a Site, page 4-9](#)

### Locking a Site

To protect a site from making unwanted changes by anyone, the Enterprise Mobility Services Platform enables you to lock a site.

To lock a site, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site that you want to lock.
- Step 2** Click **Lock**.
- 



**Note** After locking a site, the Unlock option is available in the right-click menu for a site. You can unlock a site using this option.

---

### Renaming a Site

To rename a site, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site that you want to rename.
- Step 2** Click **Rename**.
- Step 3** Enter the new name in the text enabled field.
-

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## Duplicating a Site

If you want to use a site in multiple projects, you can create the site and duplicate it. This enables you to avoid to do the same configurations again.

To duplicate a site, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site that you want to duplicate.
  - Step 2** Click **Duplicate**.
  - Step 3** In the Create New Site window that appears, do the following:
    - a. In the Site Name, enter a name for the duplicate site.
    - b. From the Project drop-down list, choose the project for which you want the site.
    - c. Click **Create**.

The Page Editor window appears for the duplicate site created.

---

## Uploading Favicons for a Site

A favicon is an image that represents a site when it is bookmarked. In the mobile touch devices, the favicon appear as a short-cut icon in the home screen. The images need to be in the PNG or GIF format.

You need to add separate images for various types of devices. For iOS and android devices, you can add an image of 129\*129px. For blackberry and non-touch devices, you need to add the image of 16\*16px.

To add a favicon for a site, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site for which you want to add the favicon.
  - Step 2** Click **Site Settings**.
  - Step 3** Click the **Favicon** tab.
  - Step 4** In the 129\*129px tab, click **Upload** to upload the favicon image for the iOS and android devices.
  - Step 5** Click the **16\*16px** tab.
  - Step 6** Click **Upload** to upload the favicon image for the blackberry and non-touch devices.
  - Step 7** Click **Done**.

## Deleting a Site

To delete a site, perform the flowing steps:

- 
- Step 1** In the Mobile Sites window, right-click the site that you want to delete, and click **Delete**.
  - Step 2** In the Confirm Delete dialog box that appears, click **Delete**.
-

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**Note**

We recommend not to delete Live sites unless unavoidable.

## Creating the Custom URL for a Site

The Enterprise Mobility Services Platform Studio enables you to add short and friendly URL for your mobile sites. The URLs are autogenerated for the mobile sites. If you want to replace it with a URL of your own choice, you can create a custom URL. The custom URL redirects to the published URL of a site.



**Note**

You can create custom URL only for the live sites.

To create a custom URL for a site, perform the following steps:

- Step 1** In the Mobile Sites window, right-click the site for which you want to create the custom URL, and click **Site Settings**.
- Step 2** Click the **URL** tab.
- Step 3** Click the **URL's** tab.
- Step 4** Click **+ADD NEW CUSTOM URL**.
- Step 5** From the Select a domain drop-down box, choose the domain for the URL.
- Step 6** Enter the custom URL in the adjacent text field.
- Step 7** From the Map this domain to page drop-down box, choose the site page that you want to map to this URL.  
For example, the home page of a site.
- Step 8** Click **OK**.

## Adding Domain Names for the Custom URL

A URL consists of a valid domain name and the path. If you want to add the URL to a different domain than `https://emsp.cisco.com`, you can add the domain in the Add New Domain tab.

After the domain name is entered, a notification is sent to Cisco. The new domain name will be active only after Cisco approves it. Contact Cisco for more information.

After the domain name is approved by Cisco, the domain name is listed in the “Select a domain” drop-down box for selection.

## Draft and Live Sites

When you create a site in the Enterprise Mobility Services Platform Studio, it is created as a draft site. When you preview a draft site, the label “This is a draft site” appears at the top of the site. To make the site live, you must publish the site. After publishing, the label “Draft Site” will not appear in the site.

The URL of a site changes when it is published. So, ensure to publish a site before sharing the URL of a site.

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Once a site is created and saved, it is assigned an Retailer-Property-Site (RPS) path. When you preview the site, the RPS path (URL) is displayed in the preview page. The suffix of the URL contains a number. For example: `/s/188334/Home`. If the number is prefixed by an underscore, it is a draft site. If the number has no prefix, the site is live.



### Note

Do not use the preview url of a site to link to live site. A draft site is only meant for review. The draft site may be missing many functionalities like load handling ability, analytics, and so on. Make the site live before connecting another live site to it.

## Updating a Live Site

The Enterprise Mobility Services Platform Studio enables you to update the published sites if you have the required privileges.

To update a live site, perform the following steps:

**Step 1** In the Mobile Sites window, right-click the live site that you want to update.

**Step 2** Click **Update**.

The Page Editor window for the site appears, with the site name suffixed with “Update”.



### Note

In the Mobile Sites window, the updating version of site appears under the live site name.

**Step 3** Make the necessary changes to site.

**Step 4** In the Mobile Sites window, right-click the updated version of the site, and click **Make Site Live**.



### Note

The Make Site Live option is also available in the Mobile Sites window in the More Actions drop-down list.

**Step 5** In the Go Live window that appears, click **OK**.

**Step 6** Click **OK**.

The live site gets updated with the changes. Now, the update version of the site is not displayed under the site name.

## Refreshing the Mobile Sites Window

If the EMSP Studio is accessed by multiple users, you may have to refresh the Mobile Sites window to view the updated site list.

To refresh the mobile sites list, click the Refresh button in the Mobile Sites window.



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## E-mailing a Site URL

After creating a site, the Enterprise Mobility Services Platform Studio enables you to e-mail the site URL.

To e-mail a site URL, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site of which you want to send the URL, and click **Preview**.  
The preview page that appears.
  - Step 2** In the Email text field, enter the e-mail ID to which you want to send the URL.
  - Step 3** Click **Send URL**.
- 

## Generating QR Code for a Site

The Enterprise Mobility Services Platform enables you to scan the QR code of a site using a QR code reader on your mobile device.



**Note** To use this feature, you need to have a QR code reader app installed on your mobile.

---

To scan the QR code of a site, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site of which you want to scan the QR Code.
  - Step 2** Click **Preview**.
  - Step 3** Open the QR code reader app on your mobile.
  - Step 4** In the preview page, focus the mobile on the area labeled “Use the QR Code Reader application in your mobile device to quickly access this URL”.  
The mobile scans the QR code and displays the message whether to open the URL.
  - Step 5** Click **OK**.  
The portal is opened in your mobile screen.
- 

## Managing the Modules

This section describes various actions that you can perform for a module in the Enterprise Mobility Services Platform Studio page.

- [Duplicating a Module, page 4-10](#)
- [Deleting a Module, page 4-10](#)
- [Hiding a Module, page 4-10](#)
- [Creating the Module Groups, page 4-11](#)
- [Creating the Feeds for a Module, page 4-11](#)

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- [Managing the Inner Pages for the Modules, page 4-13](#)

## Duplicating a Module

To duplicate a module in a page, perform the following steps:

- 
- Step 1** Open the page in which you want to duplicate the module.  
The Page Editor window appears.
- Step 2** In the canvas panel, right-click the module that you want to duplicate, and click **Duplicate Module**.

## Deleting a Module

To delete a module in a site page, perform the following steps:

- 
- Step 1** Open the site page.  
The Page Editor window appears.
- Step 2** In the Canvas panel, right-click the module that you want to delete, and click **Delete Module**.  
The module gets deleted.
- 



**Note** The Delete button also appears when you place the mouse over a module.

---

## Hiding a Module

The modules that are used in the header and footer sections of a home page appear in all the pages of the site. However, you can hide a module in the header or footer sections in a specific page.

To hide a module in a specific page, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site, and click **Open Page Manager**.
- Step 2** In the Page Manager window, right-click the page for which you want to hide the module, and click **Edit**.  
The page opens in the Page Editor window.
- Step 3** Click the module that you want to hide.  
The Edit Panel for module appears.
- Step 4** Select the **Hide on this page** check box that appears in the edit panel title bar.
- Step 5** Click **Save**.
-

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## Creating the Module Groups

The Enterprise Mobility Services Platform enables you to reuse the configured modules whenever required. You can add the modules that you want to reuse to a module group and use it in the site pages based on the your requirement.

To create a module group and add modules to it, perform the following steps.

- 
- Step 1** Open a site page in which you want to use the module.
  - Step 2** In the Module panel, enter the name of the module that you want to add to the page.
  - Step 3** Drag and drop the module in to the page.
  - Step 4** In the Edit panel that appears, configure the properties of the module in the respective fields.
  - Step 5** Click **Save**.
  - Step 6** In the Module panel, click **New Group**.
  - Step 7** In the Create New Group window that appears, enter a name for the module group, and click **Save**.
  - Step 8** Right-click the module you have previously configured, and click **Add to Group**.
  - Step 9** In the Add this Module to Group window that appears, do the following:
    - a. From the Add to Group drop-down list, choose the module group you have previously defined.
    - b. In the Save WiFiBeaconExperience module as text field, enter a name for the module.
    - c. Click **Add to Group**.

The module appears in the module group in the Module panel.

- Step 10** Open another page in which you want to add the same module.
- Step 11** Drag and drop the module in to the page from the module group.



---

**Note** You can make configuration changes to this module for this page.

---

Similarly, you can use the module whenever required.

## Creating the Feeds for a Module

The Feeds enable you to add dynamic content in a site created using the Enterprise Mobility Services Platform Studio. For example, if you have a section in your site that shows articles, you may want to update these articles without having to update and deploy the site every time. So, modules that handle dynamic content require feeds to function.

You can create feeds for a module using the Feed Editor option available in the Enterprise Mobility Services Platform.

The main functionality of feed is the content management. The Feeds help you manage the content of a site page by optimizing the use of available space and time. The feeds also ease the replacement of the content.

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The Feed Editor enables you to create feeds for the modules based on pre-defined feed templates. Every feed-driven module has an associated feed template in the Feed Editor. For example, the Stories Module has a Stories feed template in the Feed Editor. This Stories feed template in the Feed Editor is used to create feeds for the Stories module. The feed template determines how the dynamic content is organized in a feed so that a module can use that feed and display that content on your site.

If you want show ten stories through a site that are quite large, ideally, you must add 10 Stories modules in the site. This consumes lot of space and effort, and the end user needs to scroll a lot to view the required story. The Enterprise Mobility Services Platform enables you resolve this using a single feed. You can create a Stories feed using the Cisco Feed Editor, and can add each story as a feed item. When you add the Stories module to a site page, you can define the number of stories to initially display in the site page. The remaining stories will be in the inner pages. At the maximum, only the thumbnail, title, picture, and short description of the story is displayed in the site page. When the end user press the story, the detailed story appears. To view the remaining stories, the end user can use the More link. Similarly, the end user can navigate through all the stories using the navigation buttons, and press the required story to view the detailed description for the story. Also, you can easily replace the stories in a site by changing the content of the feed items.




---

**Note**

The feed configurations for each module varies.

---

The following are some of the use cases of feeds:

- To manage the display of the content in a page.
- To provide multi-floor and multi-building support for wayfinding

The following are some of the modules that requires feeds:

- Micello Wayfinding
- Stories
- Shows
- Picture Gallery
- Schedule
- Data Table
- RSS Feed Editor
- POI Locator
- Quiz
- Carousel
- Videos
- Mark Favourites
- Rotate 360 Degree
- Jump Menu




---

**Note**

The feed template differs for each of these feed modules.

---

To create a feed for a module, perform the following steps:

---

**Step 1** Log in to [emsp.cisco.com/](http://emsp.cisco.com/).

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**Step 2** In the Cisco Enterprise Mobility Services Platform main window that appears, click **Feed Editor**.  
The Feeds page appears.

**Step 3** Click **Add New Feed**.

**Step 4** In the Create Feed Item page that appears, do the following:

- a. From the Feed Template drop-down list, choose the type of feed template you want.




---

**Note** Each module has its own feed template.

---

- b. In the Feed Name, enter a name for the feed.

- c. Click **Create**.

The feed created gets listed in the Feeds page.

**Step 5** Click the link for the feed that you have created.

**Step 6** In the page that appears, click **Add New Feed Item**.

**Step 7** In the Create Feed Item page that appears, enter the feed details, and click **Create**.

The feed gets listed in the Feeds page.

**Step 8** Repeat the steps 3 to step 7 for each feed item.

For example, if you want to add 10 stories to a Stories module, add each story as a feed item. You can replace these stories with new ones whenever required thereby reduce the time required to update the site.

**Step 9** Click the **Publish** link for the feed.




---

**Note** If you are making any changes to a feed, you must re-publish it to reflect the changes.

---

### Hiding a Feed Item

The Feed Editor enables you to create multiple feed items for a feed in advance and save them for future use. You can choose to hide certain feed items if you do not want to display the content now. To hide a feed item, select the feed items that you want to hide, and click the Hide Selected Items button.

### Viewing the Feed URL

To view the feed URL for a feed, click the View link for that feed. The URL for the feed appears in the address bar.

## Managing the Inner Pages for the Modules

In the Enterprise Mobility Services Platform Studio, certain modules have in-built inner pages. There are various types of inner pages that can be associated with a module. For example, in the Stories module that are two types of inner pages. One is the details page which contains the detailed description of each story and the other is the more page that contains the list of remaining stories that are not initially displayed in the site page.

You can modify the inner pages of a module to enhance it with additional modules or style.

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To edit an inner page of a module, perform the following steps:

- 
- Step 1** In the Mobile Sites window, right-click the site for which you want to edit the inner page.
- Step 2** Click **Open Page Manager**.
- Step 3** In the Page Manager window, double-click the inner page that you want to edit.  
The Page Editor window for the inner page appears.
- Step 4** Make the necessary configurations in the respective fields in the Edit Page Settings panel, and click **Save**.



**Note** You cannot edit the content of the inner page.

---

## Recommended Modules for Various Use Cases

The Enterprise Mobility Services Platform Studio provides various modules that enables you to add various features to a mobile site such as, text links, menu bars, pictures, containers, maps, way locators, and so on. For detailed description of each module, see the *Cisco Enterprise Mobility Services Platform Studio Modules Guide*.

The following is the list of certain use cases where you can use the Enterprise Mobility Services Platform Studio modules and the recommended modules for each usage..

**Table 4-1 Recommended Modules based on Use Cases**

Use Case	Recommended Modules
To analyze data and generate reports	Google Analytics, comScore, Omniture
To display advertisements	FreeWheel Ad, Interstitial
To display pictures	Picture Gallery
To include Text	Text
To add link	Links, Link Button, Jump Menu
To add menu bar	Menu Bar, Menu Bar Container and its associated modules such as, Menu Bar Image, Menu Bar Link, and Menu Dropdown.0
To insert lines or space to provide visual clarity for the content	Line Separator
To add images	Image
To add tabs	Tabs, Tab Container and its associated modules such as, Tab Link and Tab Image
To provide an expand collapse option for the content	Expand Collapse Container
To insert heading for individual sections	Section Header
To display the date and time	Date and time
To display time and days remaining for a event	Countdown

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**Table 4-1 Recommended Modules based on Use Cases**

<b>Use Case</b>	<b>Recommended Modules</b>
To display content in a dynamic way	Carousel
To add thumbnail image for inner pages	Thumbnail Link
To provide a 360 degree view of the content in the site	View 360 Degree
To list shows, events, conferences	Schedule
To insert TV shows from media channels	Shows
To include news, articles, stories, and blog posts	Stories
To insert live and dynamic content	RSS Feed Editor
To provide a Bar Code Generator	BarCode Generator
To provide a QR Code Generator	QR Code Generator
To add a form or template	Form Container and the associated Form modules.
To enable to manage the layout	Grid Layout, Landscape Takeover
To display maps	POI Maps
To add way locators	POI Locator, Micello Wayfinidng
To redirect the end user to a URL after a defined time	Schedule Redirector
To display or hide the content based on beacon	Beacon Trigger Container
To personalize the content	Add to favourite, Mark Favourites
To display or hide the content based on the type of user	Target Container, Context Aware Container
To provide contact options for the customers	Click to Call, Click to Email, Click to SMS
To conduct polling among customers	Poll
To conduct quiz	Quiz
To connect to the social networking sites	Facebook Comments, Facebook Like, FacebookLike Box, ShareV2, Twitter Buttons, Twitter Feeds
To share the contact information	Add to Contacts
To add content in the site using code	Code Snippet
To provide an option to hide the address bar	Hide Address Bar
To save content in an image format	Save Content as Image
To provide an option to switch to desktop view	Switch to Full Site
To mark a site with official Cisco branding	Powered by Cisco EMSP
To add videos from Youtube	Embed Youtube Video
To enhance the WiFi Engage portals	The modules in the WiFi Engage and WiFi Engage V2 (for sms authentication) groups

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## Enhancing the WiFi Engage Portals

The Enterprise Mobility Services Platform enables you to enhance the captive portals created using the WiFi Engage. The following are the module groups that support the portal enhancement:

- WiFi Engage
- WiFi Engage V2

For more information on enhancing the WiFi Engage portals, see the *Enterprise Mobility Services Platform Studio Modules Guide*.

The WiFi Engage V2 group supports sms-authentication for captive portals. You can enable radius-authentication in the MSE or Meraki for sms-authentication. For more information on configuring the radius-authentication in the MSE or Meraki, see the *Cisco WiFi Engage with Meraki Configuration Guide* or *Cisco WiFi Engage with CUWN configuration Guide*.

## Using the Page Metadata Option

At times, as a site owner, you may want to pass certain values from a page to certain modules, when the user consumes content on that page. For example, you may want to gather page analytical data such as page title when the user reads a story displayed by the Stories Module.

The Page Metadata option enables you to declare variables/constants and their values that should be passed to modules such as Omniture, Dart, Menu Bar Container, and so on. For example, to enable the selected state of a Menu option (created using the Menu Bar Container module), you can declare a variable in the Edit panel of the module. Then, you can declare the same variable in the Name field and the value (the name of the menu option that must stay selected) in the Value field in a page using the Page Settings option.

## Search Engine Optimization

Optimizing your mobile site for the search engines is essential if you want your mobile site to be ranked higher in the search list. Frequent updates and organizing content in a Search-Engine-friendly manner can help your site to be ranked higher. This section provides you with best practices in making your mobile sites search engine friendly.

The following are the some of the best practices to optimize your mobile sites:

- Frequently update your sites with fresh content. The search engines look for and indexes new key words from sites that are frequently updated.
- Use concise page titles (maximum of 64 characters) that best describe the content of your page.
- As search engines cannot read text on image, we recommend that you include text wherever possible instead of images. The search engines have text-based functionality and they do not index images and videos.
- In case images cannot be avoided, include alternative text (Alt text) for images. As most search engines cannot read text on images, using Alt text for images help the search engines understand the content of the image area better.
- Use appropriate keywords
- Search Engines look for links as a way to measure the popularity of your site. Linking your site with as many popular sites as possible helps your site get indexed faster.



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## Connecting to the CUWN or Meraki

The modules such as Context Aware Container, Micello Wayfinding, and so on requires the location ID for your Enterprise Mobility Services Platform account. In addition, your CUWN or Meraki needs to be added to the Enterprise Mobility Services Platform for these modules to function. To auto-generate the location ID and add your CUWN or Meraki to the Enterprise Mobility Services Platform, you need to connect to the respective network from the Enterprise Mobility Services Platform.

To connect to a CUWN account, perform the following steps:

- 
- Step 1** In the Enterprise Mobility Services Platform main window, click **WiFi Engage**.
  - Step 2** In the Select Customer drop-down box, choose the customer name for CUWN, and click **Proceed**.
  - Step 3** In the WiFi Engage main window, click the icon for the MSE settings.
  - Step 4** In the MSE settings screen that appears, click **Connect account**.
  - Step 5** In the Enter new MSE credentials window that appears, enter the URL, user name and password for your CUWN account.
  - Step 6** Click **Switch Account**.

Now, the Enterprise Mobility Services Platform is connected to your CUWN account.

---

To connect to a Meraki account, perform the following steps:

- 
- Step 1** In the Enterprise Mobility Services Platform main window, click **WiFi Engage**.
  - Step 2** In the Select Customer drop-down box, choose the customer name for Meraki, and click **Proceed**.
  - Step 3** In the WiFi Engage main window, click the icon for the Meraki settings.
  - Step 4** In the Meraki Settings window that appears, click **Connect account**.
  - Step 5** In the Meraki Account Settings window that appears, enter the user name and password for your Meraki account.
  - Step 6** Click **Connect account**.

Now, the Enterprise Mobility Services Platform is connected to your Meraki account.

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For more information on location ID and adding CUWN or Meraki to the Enterprise Mobility Services Platform, see the *Cisco Enterprise Mobility Services Platform Studio Modules Guide*.

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