



Preface

This preface describes the audience, organization, acronyms, and conventions used in the Cisco WiFi Engage with CUWN Configuration Guide.

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Audience

This guide is intended for site producers who create web portals using the WiFi Engage with Cisco Unified Wireless Network (CUWN). For example, a portal administrator who manages the portal content.

This guide is also meant for business and store administrators who use the WiFi Engage to create the proximity rules to send notifications to customers and business users, or account managers who manage the WiFi Engage user accounts.

Document Organization

Chapter Number	Chapter Title	Description
Chapter 1	Getting Started	Provides information on the process flow and system requirements for the Cisco WiFi Engage.
Chapter 2	WiFi Engage Features and Pre-Requisites	Provides information on various WiFi Engage features and the pre-requisites to deploy the WiFi Engage.
Chapter 3	Location Hierarchy in the WiFi Engage	Provides information on how to define the WiFi Engage location hierarchy for the CUWN.
Chapter 4	Defining Captive Portal Rules to Display Captive Portals	Provides information on the captive portal rules that you can define to configure the captive portals.
Chapter 5	Defining the Engagement Rule to Send Notifications	Provides information on the engagement rules that you can define to send notifications to the customers and business users.
Chapter 6	Defining the Profile Rules to Manage Tags	Provides information on the profile rules that you can define to create tags, or to modify the existing tags.
Chapter 7	Creating and Managing Portals	Provides an overview of various portal modules and its usage.
Chapter 8	Managing Existing Experience Zones	Provides information on how to view and manage the existing experience zones.
Chapter 9	Managing the WiFi Engage Configurations	Provides information on how to manage the groups, locations, floors, apps, and so on in the WiFi Engage.
Chapter 10	Reports	Provides information on the WiFi Engage reports.
Chapter 11	Managing Users and Accounts	Provides information on how to manage the WiFi Engage users, WiFi Engage accounts, and MSE/CMX accounts.

Document Conventions

Convention	Description
Boldface	Commands, command options, and keywords are in boldface .
<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.

List of Acronyms and Abbreviations

Table i-1 List of Acronyms and Abbreviations

Acronym	Expansion
ACL	Access Control List
BLE	Bluetooth Low Energy
CUWN	Cisco Unified Wireless Network
CNA	Captive Network Assistant
EMSP	Enterprise Mobility Services Platform
RSSI	Received Signal Strength Indication
MSE	Mobility Service Engine
SSID	Service Set Identifier
UUID	Universally Unique Identifier
WLC	Wireless LAN Controller

Related Documentation

Cisco Enterprise Mobility Services Platform SDK Guide - Refer to this document for information on integrating the EMSP Software Development Kit (SDK) for iOS and android apps. You can access the document from the EMSP dashboard if you have an EMSP SDK license.

Send documentation comments to emsp-docfeedback@cisco.com