



WiFi Engage Features and Pre-Requisites

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

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WiFi Engage Features

The WiFi Engage enables you to do the following:

- Automatically detect and engage all smart phone users with or without an app in the Wi-Fi or BLE Beacon network.
- Create captive portals that is to be display to the users 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 location elements such as location, floor, or zone.
- Connect to multiple MSEs from the WiFi Engage, simultaneously.
- Manage existing experience zones.

In the ABC shopping mall, to get free Wi-Fi, the 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 WiFi 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

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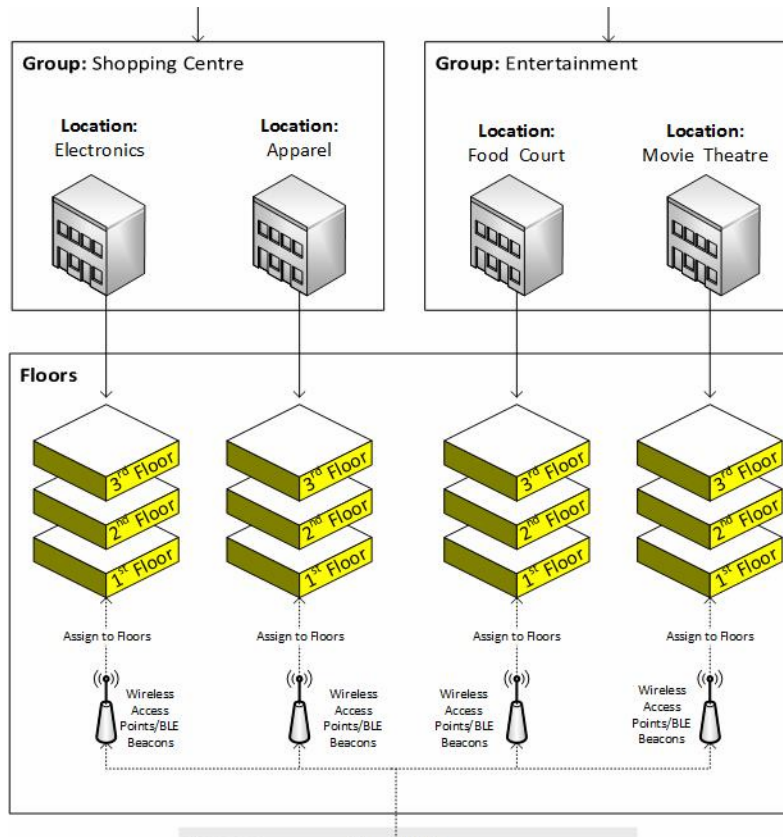
filling details such as name, e-mail address, telephone number, and so on. This information captured is stored in the WiFi Engage. When customers re-visit the mall, promotional offers are sent to the customers through push notifications, SMS, or e-mail.

The WiFi 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 WiFi 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.

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Figure 2-1 provides a pictorial representation of how the WiFi Engage would be deployed in a location.

Figure 2-1 WiFi Engage Deployment Model

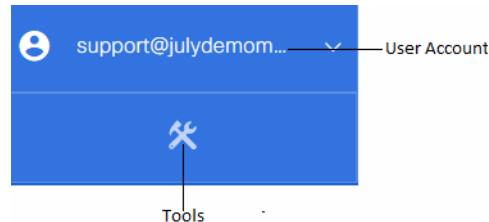


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WiFi Engage Icons

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

Figure 2-2 **WiFi Engage Icons**



- **User Account icon** — Enables you to sign out of the WiFi Engage dashboard or change the password to access the WiFi Engage account.
- **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 Enterprise Mobility Services Platform

This section describes the port configurations and bandwidth requirements to deploy the Enterprise Mobility Services Platform.

Ports and IP Addresses

The WiFi Engage is a cloud-based solution and there is no physical installation involved. However, there are certain instances, where the WiFi Engage needs to communicate with the CUWN(MSE) and vice versa. You can establish this connection through a public IP or VPN. In addition, you may have to white-list certain Enterprise Mobility Services Platform IP addresses.

The CUWN must be publicly accessible (For a default CUWN installation, the ports 80 and 443 must be open) for the following scenarios where the Enterprise Mobility Services Platform customer to establish connection to the MSE:

- Connecting to the MSE/CMX
- Importing location and access points
- Viewing MSE maps
- Publishing Proximity Rules
- Generating Reports
- Using location-based Enterprise Mobility Services Platform modules. For example, Micello WayFinder, Context Aware Container

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Enterprise Mobility Services Platform IP Addresses to White-list

To establish connection between the Enterprise Mobility Services Platform and CUWN, you must white-list certain Enterprise Mobility Services Platform IP addresses. To view the IP addresses to white-list, in the WiFi Engage dashboard, click the Configuration Instructions link in the SSIDs window.



Note

Contact Cisco for establishing a VPN connection.



Note

You don't need to have a publicly resolvable domain name to connect to the Enterprise Mobility Services Platform.

Certain domains must be white-listed in the customer infrastructure so that the MSE instances deployed with in the customer network must be able to communicate to the Enterprise Mobility Services Platform analytical and notification servers. To know the domains to be white-listed, in the WiFi Engage, click the Configuration Instructions link in the SSIDs window.

Bandwidth Requirements to Deploy WiFi Engage

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

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Table 2-1 Bandwidth Responses

Bandwidth	Number of Users	Response in seconds
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
7 Mbps	20	16.98
	21	17.41
	25	13.93
	30	15.41
	31	15.21
	32	15.64
9 Mbps	33	16.31
	34	18.92
	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	

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Table 2-1 Bandwidth Responses

Bandwidth	Number of Users	Response in seconds
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

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