



WiFi Engage Features and Pre-requisites

This chapter describes the WiFi Engage features, location hierarchy and configuration settings that need to be applied before deploying the WiFi Engage dashboard.

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WiFi Engage Features and Use Cases

The WiFi 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 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 Meraki organizations from the WiFi 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 WiFi Engage, ABC could collect

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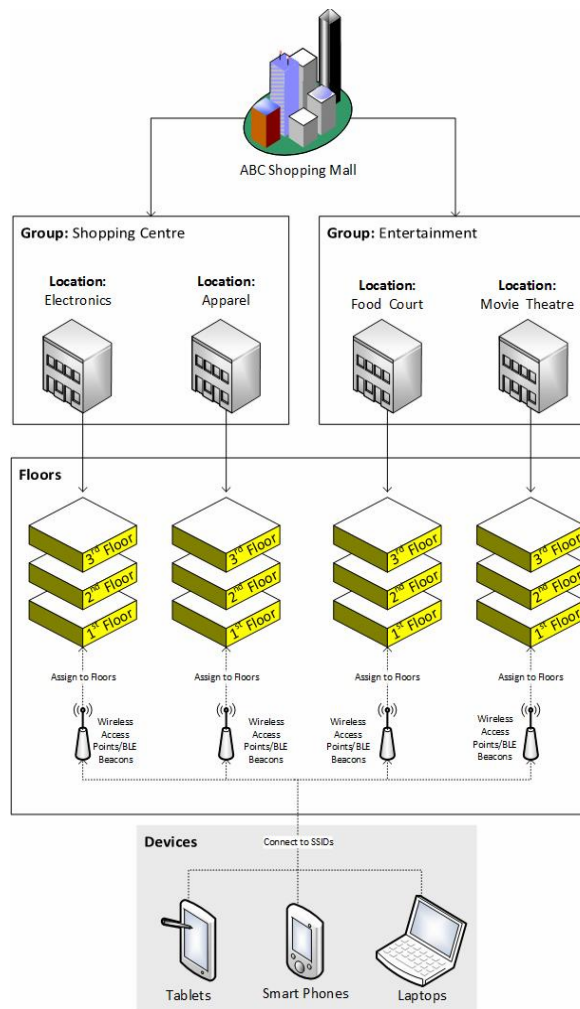
the Wi-Fi user's details through the captive portals, and utilize this details to send notifications to the customers regarding the offers and services available for them. The customers once connected to the Wi-Fi are taken to a captive portal, where they are provided with an option to register themselves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

WiFi Engage Location Hierarchy

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

Figure 2-1 WiFi Engage Deployment Model

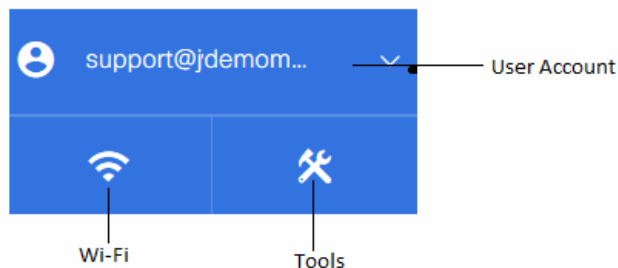


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WiFi Engage Icons

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.
- **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 WiFi Engage

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

Ports and IP Addresses

The WiFi 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 WiFi Engage. As Meraki is also cloud-based, there is no need to open any port to establish connection between Meraki and the WiFi Engage.

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Bandwidth Requirements to Deploy the WiFi 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	

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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	

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