



## Defining the Location Hierarchy

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This chapter describes the WiFi Engage features and how to setup the location hierarchy in 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 campus, floor, or zone.
- Connect to multiple MSEs from the WiFi Engage simultaneously.
- Manage existing experience zones.

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## Defining the Location Hierarchy

The WiFi Engage enables you create the same location structure you have configured in the MSE/CMX. For using most of functions of the WiFi Engage such as proximity rules, you must have the location hierarchy defined.

Each WiFi Engage customer is provided with a default customer name and this customer name acts as the top element of the WiFi Engage location hierarchy. You can add MSEs to the location hierarchy under this customer name. You can then import MSE campuses. When you import a MSE campus, its buildings and floors are also imported. You can create zones at building or floor level by grouping the access points. You can group the location elements at customer name, MSE, or campus level. You can also rename the customer name.

You can create proximity rules such as captive portal rule, engagement rule, and profile rule, and view maps, and users at customer name, MSE, group, campus, location, floor, or zone level. The number of proximity rules, maps, and users for each element in the location hierarchy are displayed against that particular element. For example, the number of proximity rules, maps, and users for a group are shown against that group in the location hierarchy.



### Note

For a WiFi Engage account with existing experience zones, you can view and edit the experience zones for each location element from the location hierarchy.

To create the location hierarchy for your MSE, perform the following steps:

1. [Accessing the WiFi Engage, page 2-2](#)
2. [Adding a MSE Account, page 2-3](#)
3. [Adding a Campus to the MSE, page 2-3](#)

## Accessing the WiFi Engage

Cisco provides the user credentials to each customer of the WiFi Engage.

To access the WiFi Engage, 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 account, and click the arrow button to sign in.
- Step 3** Click the **WiFi Engage** icon.
- Step 4** From the Select Customer drop-down list, choose the customer name corresponding to the CUWN, and click **Proceed**.

The WiFi Engage dashboard appears.

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## Adding a MSE Account

To create the location hierarchy in the WiFi Engage, first you must add the MSE account of which you want to import the location elements to the location hierarchy. When you add a MSE, the WiFi Engage is automatically connected to that MSE. The WiFi Engage enables you to add multiple MSEs to the location hierarchy so that you can connect to multiple MSEs simultaneously.

To add a MSE, perform the following steps:

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- Step 1** In the WiFi Engage dashboard, click **Manage Locations**.
  - Step 2** In the Locations page, click the **More Actions** icon at the far right of the customer name.
  - Step 3** Click **Add MSE**.
  - Step 4** In the Add MSE window that appears, perform the following steps:
    - a. In the Display Name text field, enter the name that must display for the MSE in the location hierarchy.
    - b. In the URL text field, enter the URL for the MSE account that you want to add to the location hierarchy.
    - c. In the User Name field, enter the user name to connect to the MSE account.
    - d. In the Password field, enter the password to connect to the MSE account.
    - e. Click **Add**.The MSE appears in the location hierarchy under the customer name.
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### Note

The WiFi Engage will not allow you to add two MSEs with the same access point.

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You can add the MSE under the customer name, or under a group with the customer name. That is, if you are creating a group with the entire location elements including the customer name, you can add MSEs to that group.

## Adding a Campus to the MSE

The WiFi Engage enables you to maintain the campus, building, and floor structure followed for the location hierarchy in the MSE. After adding a MSE to the location hierarchy, you can import its campuses, and the associated buildings and floors.

To import a campus and its associated buildings and floors to the location hierarchy, perform the following steps:

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- Step 1** In the WiFi Engage dashboard, click **Manage Locations**.
  - Step 2** In the Locations page, click the **More Actions** icon at the far right of the MSE for which you want to add the campus.
  - Step 3** Click **Add Campus**.
  - Step 4** In the Add Campus window that appears, select the campuses that you want to add to the location hierarchy.

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The Add Campus window appears with all the available campuses for that MSE account. If you select a campus, its buildings and floors appears to the right of the campus.



**Note** If you do not want to add a particular building or floor of a campus to the location hierarchy, you can remove it by unselecting the corresponding check box. If required, you can add it to the location hierarchy any time later. For more information on adding a building to a campus or adding a floor to a building, see the Cisco WiFi Engage with CUWN Configuration Guide.

**Step 5** Click **Add**.

The campuses added gets listed in the location hierarchy along with its associated buildings and floors.



**Note** In the CUWN, ensure that there is no duplicate for a building name under a campus.

## Creating Zones and Adding Access Points

You can group the access points of a building or floor using zones. You can create the zones at building or floor level.



**Note** You cannot modify the access points for a floor.

To create a zone for a building or floor, perform the following steps:

**Step 1** In the WiFi Engage dashboard, choose **Manage Locations**.

**Step 2** In the Locations page, click the **More Actions** icon at the far right of the building or floor under which you want to create the zone.

**Step 3** Click **Add Zone**.

**Step 4** In the Add Zone window that appears, perform the following steps:

- a. In the Enter Zone Name Here text field, enter a name for the zone.
- b. In the Select Access Points area, select the check box for the access points that you want to add to the zone.
- c. Click **Add**.



**Note** When you add an access point of a building or floor to a zone, that access point will not be available for that building or floor. The access points added to a zone will not be available for other zones.

## Creating Groups

You can group the MSEs or campuses in the location hierarchy. You can create a group even at the customer name level. You can also create sub groups under these groups. For example, you can group the Campus1 and Campus 2 under one group and Campus 3 and Campus 4 under another group.

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Grouping enables you to create proximity rules specific to that group.

To create a group for a location element, perform the following steps:

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- Step 1** In the WiFi Engage dashboard, click **Manage Locations**.
  - Step 2** In the Locations page, click the **More Actions** icon at the far right of the customer name, MSE, or campus under which you want to add the group.
  - Step 3** Click **Create Group**.
  - Step 4** In the window that appears, perform the following steps:
    - a. Enter a name for the group.
    - b. Select the locations elements that you want to add under this group.



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**Note** The location elements available for selection depends upon where you are adding the group in the location hierarchy.

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- c. Click **Create**.
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**Note** You can add more location elements to a group at any time. You can add only those location elements that are defined in the MSE/CMX.

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**Note** To import the access points, the MSE must be publicly accessible. For a default CUWN installation, the ports 80 and 443 must be open.

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## Defining Metadata for a Location Element

The WiFi Engage enables you to define metadata for a location element using variables. You can define the metadata at customer name, organization, location, or floor level. You can also define metadata for groups and zones. You can use this metadata for filtering the locations when creating the proximity rules. For example, if you want to categorize your locations as corporate branch, division branch, and local branch, then you can define a location metadata with key as Branch and values as CB, DB, and LB respectively. Then, you can use this metadata to filter the locations when creating the proximity rules.

To define a metadata for a location element, perform the following steps:

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- Step 1** In the WiFi Engage dashboard, click **Manage Locations**.
  - Step 2** In the Locations page, click the **More Actions** icon at the far right of the location element (MSE, campus, location, and so on) for which you want to add the location metadata.
  - Step 3** Click **Add/Edit Metadata**.
  - Step 4** In the Add Metadata window that appears, perform the following steps:
    - a. Click the + button.
    - b. In the Key text field, enter a name for the variable key.

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- c. In the Value text field, enter a value for the variable key.
  - d. Click **Save**.
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**Note**

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You can delete a location metadata by clicking the Delete button for that metadata.

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