**C H A P T E R 1**

# Getting Started

This chapter provides an overview of the WiFi Engage, process flow, license packages, and the system requirements for the WiFi Engage with Meraki.

## Overview

The Cisco WiFi Engage is an application in the Cisco Enterprise Mobility Services Platform. The 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.

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 WiFi Engage is a Wi-Fi solution that enables you to create location-specific captive portals to provide location specific experience to the user connecting to your WiFi network. This application also has a beacon feature that enables to you to detect the customers in your business premises and send notifications to them using the engagement rules. Organizations can push personalized content to visitors and customers on their mobile devices to create new opportunities for engagement and revenue.

The major functionalities of the WiFi Engage includes:

# Enable to Display Captive Portals Based on Rules

The captive portal refers to the portal that appears for a user who accesses your Wi-Fi from a particular location with a specific Wi-Fi network ID (SSID).

The end users of this captive portal are internet users who connect to the Internet through Wi-Fi or mobile devices from a public Wi-Fi network at airports, malls, hotels, and so on.

The WiFi Engage enables you to create Captive Portal Rules that define the captive portals for various customers, locations, and period for an SSID. You can configure to display a captive portal based on the location, number of visits by the customer, type of customer, app status of the customer, and so on. The portal also serves as a gateway for visitors to gain internet access over Wi-Fi.

# Function as a WiFi Beacon to Send Notifications

The WiFi Engage also functions as a Wi-Fi based beacon that facilitates you send appropriate information to your customers, who has a Wi-Fi enabled device, when the customer is in and around your premises. The beacon functionality enables you to reach out to your customers individually with different promotions and offers. You can remind the customers about the offers available for them and their membership details. You can also set to provide offers only in certain outlets.

You can configure to send the notifications using the Engagement Rules. The WiFi Engage enables you to send the notification when a customer connects to a Wi-Fi or when a customer is with in a beacon premises.

The WiFi Engage enables you to send the notifications in the following ways:

- SMS
- E-mail
- Push notifications using apps
- API notifications using the external applications

This document describes how to use the WiFi Engage with the Meraki.

# Process Flow

The process flow for the WiFi Engage is as shown in Figure 1-1.

*Figure 1-1        Process Flow for the WiFi Engage*



# WiFi Engage License Packages

The WiFi Engage is available in three different license packages namely Base, Advance, and Enterprise. The features available for your account depends on the type of WiFi Engage license package you own.

# System Requirements

Before installing the Cisco WiFi Engage, ensure that all of the following system requirements are met.

*Table 1-1        System Requirements*

| Item | Supported Requirements |
|------|------------------------|
| Operating System | • Microsoft® Windows® XP or later<br>• Mac OS X 10.6 or later |
| Browser | Windows OS<br>• Internet Explorer version 9 or later<br>• Firefox version 30 or later<br>• Chrome version 34 or later<br>• Safari version 5.1.7 or later<br>Mac OS<br>• Firefox version 30 or later<br>• Chrome version 34 or later<br>• Safari version 5.1.7 or later |

**System Requirements**

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