C H A P T E R 2

Defining the Location Hierarchy

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 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 network, floor, or zone.
- Connect to multiple Meraki organizations from the WiFi Engage simultaneously
- Manage existing experience zones.

Defining the Location Hierarchy

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 Meraki Organization to the location hierarchy under this customer name. You can then import Meraki networks. When you import a Meraki

network, its floors are also imported. You can group the access points and create zones at network or floor level. You can group the location elements at customer name, or organization 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, organization, group, network, 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 organization, perform the following steps:

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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.

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 Meraki, and click **Proceed**.

The WiFi Engage dashboard appears.

Connecting to the Meraki Network

To define the location hierarchy, you must connect to your Meraki account. You also need a connection to the Meraki, to create captive portal rules and edit the experience zones.

To connect to the Meraki, perform the following steps:

Step 1 In the WiFi Engage dashboard, click the Wi-Fi icon that appears in the left pane.

The Meraki Settings dialog box appears.

Step 2   Click **Connect account**.

Step 3   Enter the username and password for your Meraki account, and click **Connect account**.

Step 4   In the Connect Account screen that appears, click **Continue**.

Now, the WiFi Engage is connected to the Meraki account specified.

> **Note**   You can disconnect from a Meraki account and connect to a different Meraki account using the Meraki Account Settings button.

Adding a Meraki Organization

To create the location hierarchy in the WiFi Engage, first you must add the Meraki organization of which you want to import the location elements to the location hierarchy.

> **Note**   The WiFi Engage enables you to add multiple Meraki organization to the location hierarchy so that you can connect to the multiple Meraki organizations simultaneously.

To add a Meraki organization, perform the following steps:

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, and click **Add Meraki Org**.

Step 3   In the Add Meraki screen that appears, from the Select Organization drop-down list, choose the Meraki organization that you want to add to the location hierarchy.

Step 4   Click **Add**.

Adding a Network to the Meraki organization

The WiFi Engage enables you to maintain the network, and floor structure followed for the location hierarchy in the Meraki. After adding a Meraki organization to the location hierarchy, you can import its networks, and the associated floors.

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

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 Meraki organization for which you want to add the network.

Step 3   Click **Add Network**.

Step 4   In the Add Location window that appears, select the networks that you want to add to the location hierarchy.

The Add Network window appears with all the available networks for that Meraki organization. If you select a network, its floors appears to the right of the network.

> **Note** If you do not want to add a network or floor 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 network or floor to the location hierarchy, see the Cisco WiFi Engage with Meraki Configuration Guide

Step 5 Click **Add**.

The networks added gets listed in the location hierarchy along with its associated floors.

> **Note** In the Meraki, ensure that the network name is not duplicated.

Creating Zones and Adding Access Points

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

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

To create a zone for a network 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 network 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 network or floor to a zone, that access point will not be available for that network or floor. The access points added to a zone will not be available for other zones.

Creating Groups

You can group the Meraki organizations or networks in the location hierarchy. You can also create sub groups under these groups. For example, you can group the Network 1 and Network 2 under one group and Network 3 and Network 4 under another group.

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

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

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 or Meraki organization 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.

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

   c. Click **Create**.

> **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 Meraki.

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, network, 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:

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 (organization, network, 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.

   c. In the Value text field, enter a value for the variable key.

   d. Click **Save**.

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