



Release Notes for the Cisco Enterprise Mobility Services Platform Release 3.0

Release Month: August, 2016

Contents

This document describes the system requirements, new features, enhancements, and known issues for the Cisco Enterprise Mobility Services Platform. Use this document in conjunction with the documents listed in the [“Support” section on page 9](#).

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Introduction to the Enterprise Mobility Services Platform

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.

With this software platform, you can create captive portals or splash pages for guest Internet access and authentication. You can also develop native and web-based mobile apps, or add context-awareness to your existing mobile apps. Organizations can push personalized content to visitors and customers on their mobile devices to create new opportunities for engagement and revenue.

Enterprise Mobility Services Platform helps you:



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- Quickly build context-aware mobile experiences using drag-and-drop design tools.
- Simplify Internet access and authentication with custom or social Wi-Fi access.
- Send personalized notifications to visitors based on their real-time location.
- Easily integrate mobile experiences with your existing native apps using SDKs.

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.

System Requirements

This section lists the hardware requirements, operating systems, software requirements, and browsers for the Enterprise Mobility Services Platform.

Table 1 *System Requirements for the Enterprise Mobility Services Platform (WiFi Engage, Studio, SDK, and API)*

| Item | Supported Requirements |
|-------------------------------|---|
| Hardware | <ul style="list-style-type: none"> • 1 GHz processor • 1 GB RAM • 16 GB hard disk |
| API Network (For WiFi Engage) | <ul style="list-style-type: none"> • MSE 7.1 or later |
| Operating System | <ul style="list-style-type: none"> • Microsoft® Windows® XP or later • Mac OS X 10.6 or later |
| Browser | <p>Windows OS</p> <ul style="list-style-type: none"> • Internet Explorer version 9 or later • Firefox version 30 or later • Chrome version 34 or later • Safari version 5.1.7 or later <p>Mac OS</p> <ul style="list-style-type: none"> • Firefox version 30 or later • Chrome version 34 or later • Safari version 5.1.7 or later |
| Runtime Environment | Adobe Air version 3.0 or later |
| Java | Version 6.0 |
| Mobile SDK | iPhone OS 6.0 or later, Android 2.3 or later |

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New Features

WiFi Engage

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WiFi Engage

There is a complete redesign of the user interface and application architecture for the WiFi Engage for this release. The following new features are available in the WiFi Engage:

Rule Based Engagement

The major functionalities of the WiFi Engage such as displaying captive portals and sending notifications now function based on the proximity rules with filtering capabilities. You now have the following three type of proximity rules:

- Engagement Rule- To send notifications and to call external APIs.
- Captive Portal Rule- To display the captive portals.
- Profile Rule- To tag customers.

Support to Send Notifications (SMS/E-mail/Push Notifications and API Calls)

The WiFi Engage now supports to send notifications to the customers and business users such as employees when the customer is within your business premises. A new option, Engagement Rule, is introduced to the WiFi Engage to engage with the customers. The filtering capabilities of this rule is capable to target customers based on the location, time and duration of visit, tags, visit frequencies, Wi-Fi connectivity or proximity to the BLE beacon, and so on.

For customers, you can send the notifications through e-mail, SMS, or push notifications. For business users you can send the notifications through e-mail, SMS, and external APIs.

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Captive Portal Rule

A new option, Captive Portal Rule, is added to the WiFi Engage to display the captive portals. The Captive Portal Rule enables you to display the captive portals in a more personalized manner to your customers using its filtering capabilities. Depending upon your business requirement, you can configure the captive portal rule to display the captive portal based on the location, type of customer, number of visits, and so on. Previously, the captive portals were displayed using the Experience Zones.

Profile Rule

A new option, Profile Rule, is introduced to the WiFi Engage to target customers and tag them. The tags are used to group the customers. The tags enable you to filter the target customers. Depending on your requirement, you can group the customers based on the location, type of customer, number of visits, and so on.

You can also use the Profile Rule to add additional customers to an existing tag or remove certain customers from an existing tag.

You can work with tags in the following ways:

- Using the Profile Rules you can create a tag for a particular type of customer and target that tag.
- You can add more customers to the existing tags, or remove customers from an existing tag.

New Location Hierarchy Structure

The Locations window in the WiFi Engage now displays the locations in a multi-level hierarchy structure to better represent the locations in the real world.

In the WiFi Engage, you can now maintain the same location hierarchy structure configured in the wireless network such as Meraki or MSE/CMX.

For CUWN, you can maintain the “MSE-Campus-Building-Floor” structure that is followed in the MSE/CMX. For Meraki, you can maintain the “Organization-Network-Floor” structure that is followed in the Meraki.

In addition, you can create Groups and group the locations based on your preference.

The Zone option enables you to group the access points at location or floor level.

Location Based Proximity Rules/Maps/Users

You can create proximity rules, configure maps, add dashboard users, and define location metadata for single or multiple location elements such as location, floor, zone, and so on in the location hierarchy. You can then manage these configurations independently.

The total number of proximity rules, maps, and dashboard users for each location element such as group, location, floor, and so on is displayed against that location element in the Location Hierarchy window.

Support for Multiple MSE Accounts and Meraki Organizations

The WiFi Engage now enables you add multiple MSE accounts and Meraki organizations to the location hierarchy so that you can connect to multiple Meraki organizations or MSE accounts, simultaneously. Previously, you could connect only to one Meraki organization or MSE account.

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BLE Beacon Support

The WiFi Engage is now capable to detect the presence of a customer in a BLE Beacon enabled premises. You can integrate your BLE Beacon with the WiFi Engage and configure to send the notifications to the customers or business users based on the proximity of the customer to the BLE Beacon.

You can also use BLE Beacon to create tags using the profile rules.



Note

This feature requires the latest EMSP SDK (to be integrated with the native app), which will be made available in the next EMSP release.

Manually Uploading Location Hierarchy Information for MSE/CMX

The WiFi Engage now enables you integrate with MSE/CMX without physical connectivity. You can now directly import the CMX API output to dashboard. However, this mode is not recommended as you can not take advantage of the automatic sync capabilities of the WiFi Engage (to keep WiFi Engage in sync with the configurations of MSE/CMX).

Metadata for Location Elements

You can define metadata for the location elements in the location hierarchy using variables. Metadata in the WiFi Engage is used to filter the locations when creating the proximity rules such as captive portal rule, engagement rule, or profile rule. You can define the metadata for the location elements in the location hierarchy for the MSE account or Meraki organization.

Smart Links Support

The Smart links are URLs which carry the customer or device specific information that is generated using the data collected from the customers. The links which are configured in the portal, API URLs, and URLs embedded inside notification can now support smart links.

The WiFi Engage uses the "\$" symbol to auto suggest the parameters that you can use. The supported parameters are:

- macAddress
- encryptedMacAddress
- deviceSubscriberId
- firstName
- lastName
- email
- mobileNumber
- gender
- optInStatus
- Business Tag - <Name of the business tag>
- Location Metadata - <Name of the location metadata>

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Data Capture Module

A new module, Data Capture, is added to the WiFi Engage to capture the customer details. This module is available for Hard SMS with OTP Verification and Email authentications.

Using this module, you can create a data capture form with the following fields:

- First Name
- Last Name
- Email
- Mobile Number
- Gender
- Business Tags

When the customer attempts Hard SMS with OTP Verification or Email authentication process, the data capture form is displayed to the customer, if configured. The internet is provisioned after filling the data capture form.

You can use this customer details to make accurate business engagements.

Enhancements

Enterprise Mobility Services Platform Dashboard

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EMSP Studio

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Enterprise Mobility Services Platform Dashboard

The following enhancements are made to the Enterprise Mobility Services Platform:

Platform Changes

The core EMSP platform architecture is upgraded to better suit the latest mobile web and apps.

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Performance Enhancements

Various performance optimization, architectural, and design enhancements are done in the Enterprise Mobility Services Platform to make it more faster and user-friendly. The EMSP framework is enhanced to improve the performance, server response time, scalability, and page load time.

The Proximity Engine is redesigned to enable you create more personalized user campaigns. You can now make more accurate targeting decisions by making use of the user behavior history, and cross-channel delivery capabilities of the EMSP to deliver the right information to the appropriate customers.

EMSP Studio

The following enhancements are made to the EMSP Studio:

Deleted Outdated Modules

The following outdated EMSP Studio modules are deleted:

- Add to Contacts
- Barcode Generator
- Landscape Takeover
- QR Code Generator
- Save content as Image
- Beacon Trigger Container
- SlidingMenuV2
- Viddler Video
- SlidingMenu

WiFi Engage

The following enhancements are made to the WiFi Engage:

Support to Import the SSIDs from Multiple Meraki Organizations

The WiFi Engage enables you import the SSIDs from multiple Meraki organizations. A new drop-down list “List by” is added to the SSIDs page that lists all the organizations added to the location hierarchy. Only the Meraki organizations the user has access to are available for selection.

Experience Zones

As the Captive Portal Rule option enables you display the captive portals in a more effective manner using its filtering capabilities, the WiFi Engage no longer supports creating the Experience Zones. However, the Experience Zones that were created using the earlier versions of the WiFi Engage are still displayed and supported. The Experience Zone option appears in the WiFi Engage dashboard only if you have existing experience zones. The support for experience zone manager app is withdrawn in this release.

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Authentication Module

The following enhancements are made to the Authentication module:

Email Authentication

A new authentication type "Email" is added to the Authentication module. The Email authentication requires a valid e-mail ID to complete the authentication process.

SMS Authentication

The Hard SMS and Soft SMS authentications are not grouped together anymore. These authentication types will be available as separate options.

SMS+Social Sign-In

The SMS+ Social Sign-In option is removed from the Authentication module. If you have configured any portal with this authentication type, you may have to reconfigure it with the currently available authentication type of your preference.

OptIn Check Box

A check box "Allow users to Opt in to receive message" is available for Hard SMS with OTP Verification and Email authentication that enables you provide your customers to opt for subscriptions.

Portal Template

The WiFi Engage now provides a single portal template for creating portals. However, all the existing portals will be supported with the template they are created with.

We recommend you create new portals using the latest template to avail full advantage of the EMSP 3.0 features.

Customer Acquisition Screens

The Customer Acquisition screen now has a flat user interface with better look and feel. Earlier, pop-ups were used in the authentication process. In addition, richer onboarding experiences to capture customer data through forms are available.

Reports

The Reports section in the WiFi Engage is modified to display in a new outlook with more useful information such as customer acquisition, user activity, and customer engagement. The Customer Acquisition report provides information on the customers who have completed the authentication process in the WiFi Engage along with the OptIn status of those customers. The User Activity report displays the customer visit details such as number of visits, dwell time, and so on. The Engagement report displays the customer engagement with various menus and links in the captive portal and the count of the potential customers and devices with which you can engage.

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Known Issues

Table 2 *Known Issues in the Enterprise Mobility Services Platform*

| Description |
|---|
| <p>Destination Page Opens in CNA—When the Meraki response is delayed, the iPhone CNA breakout is not happening and the destination page is opened in the CNA. This occurrence is intermittent.</p> <p>Workaround: None.</p> |
| <p>WiFi Engage dashboard callback notifications are not getting updated in the Meraki —In the Locations window, if opted to update the notification URLs in the Meraki by clicking 'yes' in the callback notification popup, the callback notification urls are not getting updated in the Meraki.</p> <p>Workaround: Configure the callback URL in the Meraki dashboard. The callback URL can be found in the WiFi Engage Configuration Guide.</p> |

Support

The support documentation is available at <https://emsp.cisco.com>