Connecting your tenants
providing community engagement and insight through the cloud

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What’s driving the need to be better connected?

Government Benefit Changes

Pervasive Social media

Growth in web enabled devices
What are we doing

- Managing; Telephone Calls, Email, Web Chat, Facebook, Twitter all in one simple to use Contact Centre Platform:

- Offering internet access across a distributed landscape easily by deploying infrastructure that’s managed in the cloud. Offering scale without an overhead on your resource:

- Offering tenant self sign on to guest services by using their social media login (Facebook), reporting on adoption, project success, RIO:
LETS FIND OUT MORE
Internet of Everything

39% of the world population is connected

13B
connected things

Technology powers

80% of business processes

More data in one year than in previous 5000
The Unstoppable Internet

- Internet usage has risen from 16m to 35.7m within this time in the UK
- 73% of the UK Population is Online
- Number 1 technology we cannot do without.
INTERNET SERVICES OFFERED TO YOUR CUSTOMERS

- Keep in touch with Customers
- Management of Service
- Deployment of Service
- Content Controls
- Ease of Use
- Rental Payments via Internet
- Improve Prospects of Tenants
- Assist/Comply with Government Policy
Cisco Meraki – Delivers through Simplicity

- Manageability
- Scalability
- Cost Savings

- Turnkey installation and management
- Integrated, always up to date features
- Scales from small to large scale deployments
- Reduces operational costs
Bringing the Cloud to Your Networks
Provisioning and Deployment

- Provision New Devices

<table>
<thead>
<tr>
<th>Network</th>
<th>Model</th>
<th>Claimed on</th>
<th>Order number</th>
<th>Country</th>
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<tbody>
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</table>
Provisioning and Deployment

- Templates
Firewall and Traffic Shaping

- L3 Rules
- L7 Rules
- Bandwidth Control

<table>
<thead>
<tr>
<th>Firewall &amp; traffic shaping</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSID: Axonex Demo WiFi</td>
</tr>
</tbody>
</table>

### Firewall

#### Layer 3 firewall rules

<table>
<thead>
<tr>
<th>#</th>
<th>Policy</th>
<th>Protocol</th>
<th>Destination</th>
<th>Port</th>
<th>Comment</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ALLOW</td>
<td>Any</td>
<td>Local LAN</td>
<td>Any</td>
<td>Wireless clients accessing LAN</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Allow</td>
<td>Any</td>
<td>Any</td>
<td>Any</td>
<td>Default rule</td>
<td></td>
</tr>
</tbody>
</table>

Add a layer 3 firewall rule

#### Layer 7 firewall rules

<table>
<thead>
<tr>
<th>#</th>
<th>Policy</th>
<th>Application</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Deny</td>
<td>HTTP hostname...</td>
<td>e.g. “google.com”</td>
</tr>
</tbody>
</table>

Add a layer 7 firewall rule

### Traffic shaping rules

- **Per-client bandwidth limit**: unlimited
- **Per-SSID bandwidth limit**: unlimited
- **Shape traffic**: Don't shape traffic on this SSID
Firewall and Traffic Shaping

- L3 Rules
- L7 Rules
- Bandwidth Control
Fast Feature Deployment

- Features automatically introduced
- Wish List on every page for customers

Recent Examples:

- Bluetooth Low Energy
- HotSpot 2.0
- Customisable VPN
- Templating
In Summary

It’s that fantastic a Solution – Try it......you’ll buy it
For Housing
What is Purple WiFi?

A secure and legally compliant guest WiFi that delivers analytics and a range of communication tools.

- Boost your social profile and communicate with your tenants via social platforms
- Communicate with your tenants in real-time
- Understand more about your tenants and who they are
- Secure and legally compliant WiFi
- Available in many different languages
The Customer journey, in summary

Purple WiFi delivers real value to any business providing public WiFi access

- Easy log in
- Accept terms
- Free WiFi
- Deliver information
- Socially engaged
- Email marketing
- Better communication
The Customer log in process

The splash screen can be completely customised with your branding, we would work with you to get the creative right for you.

- Information about the company
- Social feeds
- Prompt to download app
- Provide tenant online services
- Measure success and engagement
- Advertising and promotions
- Local information
The Customer log in process

The Customer logs in using either social media or via a short form, or we can redirect to your app

- Facebook
- Twitter
- Google
- Instagram
- Form
The Customer must agree to the terms and conditions

We can then collect the following details from your tenants:

- Name
- Age
- Gender
- Location
- Email address
- Mobile number

You can now communicate more effectively, Test things out and measure the results
The Customer log in process

Engage tenants via social media or an app

On their first visit the tenant could be prompted to follow your social media pages, download an app, or register for services.

On subsequent visits tenants can be shown a different, relevant message.
The Customer log in process

Once logged in the Customer is either taken to a banded landing page or another website of choice.

- Information abut the HA
- Tenant services
- Social feeds
- Advertising and promotions
- Local information
- Ways to engage online
- FAQs
What data is collected and what can you do with it?

Identify and segment your tenants

Profile your tenants
Demographic information such as age, gender, location and contact details

Visit frequency & behaviour
By recording the MAC address you can see how often someone is online and for how long

Actionable insights
By knowing your tenants better and how they interact with you will allow you to segment and communicate more effectively
Learn more about your tenant base

Wireless analytics brings an unprecedented level of insight when it comes to consumers.

Geo-fencing allows zones to be overlaid onto a map of the venue.

By setting up areas to monitor, businesses can see instantly who is in the space and where, allowing messages to be triggered as they move into different areas of the building or as they dwell in a particular zone.
For social housing
Thank you for using our free WiFi service. We have a range of online services to help keep you up-to-date with the changes in benefits and to help make life a little bit easier.

Pay your rent online quickly and easily with allpay

FREE boiler check - find out more
Plus Dane Group installs Purple WiFi and Cisco Meraki
Neil Hill, Plus Dane Group: “Looking for a way to give free internet access to tenants…easy to use, with no intervention from the IT team to get tenants online”
“Purple WiFi offered me the perfect solution. I’ve been delighted with the service from both Purple WiFi & Cisco Meraki.”
Thanks for listening

@purplewifi
Any Questions?