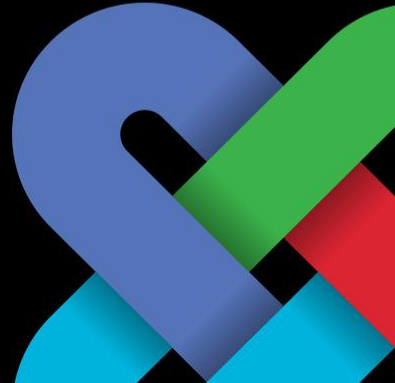




Connecting your tenants  
providing community  
engagement and insight through the cloud

Neil Vaughan	Account Director for Housing – Axonex
Tom Bane	Operations Director – Axonex
Richard Jackson	Channel Account Manager - Purple Wifi



# 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:





meraki ENTERPRISE

Network: Simulated Network - Office**Monitor**

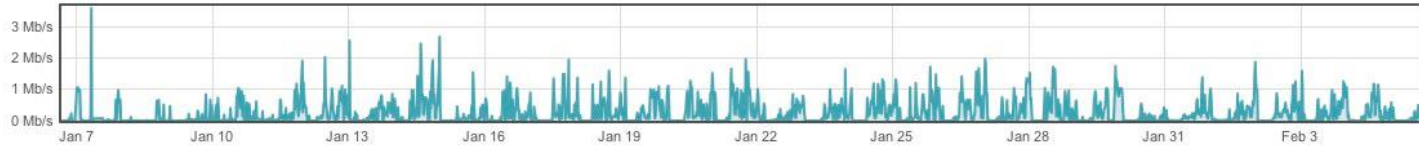
Overview  
Maps  
Access points  
Clients  
Event log  
Rogue APs  
Summary report

**Configure****Help****Network summary**

Jan 7 2010 through Feb 5 2010

[Email this report](#)[Schedule monthly emails](#)

- 2630 distinct clients transferred data over your Meraki network.
- 1313 clients used your network on an average day.
- 5.33 TB of data was transferred.

**Top APs by usage**

	Name	Model	Usage	Clients
1	<a href="#">Acme Northwest</a>	MR14	48.70 GB	103
2	<a href="#">Acme Southwest</a>	MR14	24.91 GB	192
3	<a href="#">Acme South</a>	MR14	1.00 GB	116
4	<a href="#">Acme Northeast</a>	MR14	3.28 GB	116
5	<a href="#">Acme North</a>	MR14	558.6 MB	60

**Top clients by usage**

	Description	Manufacturer	Operating system	Usage	% Usage
1	<a href="#">Dustin Freeman</a>	Apple	Mac OS X	52.73 GB	1.0%
2	<a href="#">00:1f:5d:03:dc:00</a>	Apple	Mac OS X	52.73 GB	1.0%
3	<a href="#">Bradley Stafford</a>	Apple	Mac OS X	42.34 GB	0.8%
4	<a href="#">Wayne Villarreal</a>	Hon Hai/Foxconn	Windows 7/Vista	38.72 GB	0.7%
5	<a href="#">00:26:0b:97:cf:7f</a>	Cisco Systems	Other	35.63 GB	0.7%
6	<a href="#">Leon Roach</a>	Apple	Mac OS X	35.18 GB	0.6%
7	<a href="#">Brett Bush</a>	Apple	Mac OS X	32.71 GB	0.6%
8	<a href="#">Vincent Meyer</a>	Apple	Mac OS X	32.41 GB	0.6%
9	<a href="#">Benjamin Herrera</a>	Intel	Windows 7/Vista	31.47 GB	0.6%
10					

**Top operating systems**

	Operating system	# Clients ▼	% Clients	Usage	% Usage
1	Mac OS X	903	34.3%	3.24 TB	60.8%
2	Apple iPhone	529	20.1%	51.55 GB	0.9%
3	Windows 7/Vista	453	17.2%	1.57 TB	29.5%
4	Other	447	17.0%	98.04 GB	1.8%
5	Windows XP	249	9.5%	355.18 GB	6.5%
6	Debian-based Linux	7	0.3%	332.5 MB	0.0%

# LET'S FIND OUT MORE



Meraki

# Internet of Everything

39%  
of the world  
**population**  
is connected

Technology  
powers  
80%  
of **business  
processes**

13B  
connected  
**things**

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.





# 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

**CISCO Meraki** Network: Meraki Corp

Access points > 4 D10

Configuration | [Edit configuration](#)

MAC address: 00:18:0a:36:1f:4c  
Serial number: Q2ED-JFUA-AUZR (MR24)  
Tags: Meraki-Corp  
SSIDs: 2 enabled, 1 disabled [Show »](#)

Status

LAN IP 1: 10.92.129.222 (via DHCP)  
Gateway: 10.92.171.70.168.155  
Public IP: 184.23.135.130 (via DHCP)  
Usage: 107 clients transferred  
Channels: 6, 149  
Ethernet 1: 1000 Mbit, full duplex  
Port 39 / FD 4.1  
History: [Event log](#)  
Configuration status: Up to date

Live tools

Current clients **11**

Channel utilization

Reboot AP

AP Model	Uptime	Usage	Organization	Power	Signal
ESLVAx220v2	21 hours	2.47 GB	Meraki-Corp	149	36 dB
EROMANx220	23 hours	1.68 GB	Meraki-Corp	149	28 dB
HGARCHAx220	25 hours	474.1 MB	Meraki-Corp	149	42 dB
TRUECKERx220	18 hours	426.4 MB	Meraki-Corp	149	34 dB

# Provisioning and Deployment

- Provision New Devices

Add to ...

UnclaimUnusedUsedBoth

Search inventory

Download as CSV

Claim


Existing network

Axonex Meraki SecureApp Demo

New network

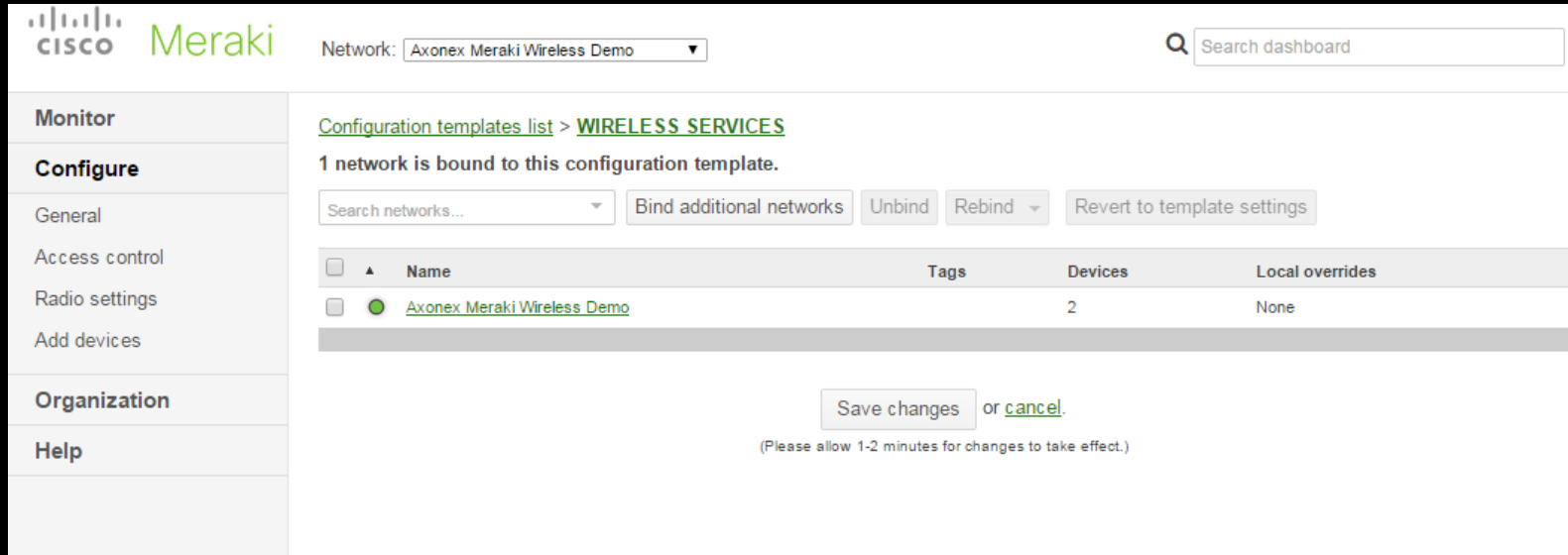
Add to existing

	Network	Model	Claimed on	Order number	Country	
AM	<a href="#">Axonex Meraki Wireless Demo</a>	MR34			GB	
8C	—	MR24	6/14/2013 1:57 AM	4C294AAA	GB	
A3	—	MR24	6/14/2013 1:57 AM	4C294AAA	GB	
<input type="checkbox"/> 00:18:0a:3e4AAA	Q2ED-D832-4AAA	—	MR24	6/14/2013 1:57 AM	4C294AAA	GB
<input checked="" type="checkbox"/> 00:18:0a:3e4AAA	Q2ED-D8J3-4AAA	—	MR24	6/14/2013 1:57 AM	4C294AAA	GB
<input type="checkbox"/> 00:18:0a:3e4AAA	Q2ED-D9NY-4AAA	—	MR24	6/14/2013 1:57 AM	4C294AAA	GB
<input type="checkbox"/> 00:18:0a:3e4AAA	Q2ED-DA2J-4AAA	—	MR24	6/14/2013 1:57 AM	4C294AAA	GB
<input type="checkbox"/> 00:18:0a:3e4AAA	Q2ED-DANT-4AAA	—	MR24	6/14/2013 1:57 AM	4C294AAA	GB
<input type="checkbox"/> 00:18:0a:3e4AAA	Q2ED-DD3T-4AAA	—	MR24	6/14/2013 1:57 AM	4C294AAA	GB

 axonex

# Provisioning and Deployment

- Templates



The screenshot displays the Cisco Meraki dashboard interface. At the top, the Cisco Meraki logo is on the left, and a search bar labeled 'Search dashboard' is on the right. Below the logo, the network is identified as 'Axonex Meraki Wireless Demo'. A left-hand navigation menu includes sections for 'Monitor', 'Configure' (with sub-items: General, Access control, Radio settings, Add devices), 'Organization', and 'Help'. The main content area shows the 'Configuration templates list' for 'WIRELESS SERVICES'. It states '1 network is bound to this configuration template.' and provides a search bar for networks, along with buttons for 'Bind additional networks', 'Unbind', 'Rebind', and 'Revert to template settings'. A table lists the configuration templates, with one entry: 'Axonex Meraki Wireless Demo' (indicated by a green dot), which has 2 devices and no local overrides. At the bottom, there are 'Save changes' and 'cancel' buttons, followed by a note: '(Please allow 1-2 minutes for changes to take effect.)'

Network: Axonex Meraki Wireless Demo

Search dashboard

Monitor

Configure

General

Access control

Radio settings

Add devices


Organization

Help

Configuration templates list > WIRELESS SERVICES

1 network is bound to this configuration template.

Search networks... Bind additional networks Unbind Rebind Revert to template settings

<input type="checkbox"/>	Name	Tags	Devices	Local overrides
<input type="checkbox"/>	 Axonex Meraki Wireless Demo		2	None

Save changes or cancel.

(Please allow 1-2 minutes for changes to take effect.)

# Firewall and Traffic Shaping

- L3 Rules
- L7 Rules
- Bandwidth Control

## Firewall & traffic shaping

SSID: Axonex Demo WiFi

### Firewall

Layer 3 firewall rules ⓘ

#	Policy	Protocol	Destination	Port	Comment	Actions
	<span>Allow</span>	Any	Local LAN	Any	Wireless clients accessing LAN	
	Allow	Any	Any	Any	Default rule	

[Add a layer 3 firewall rule](#)

Layer 7 firewall rules

#	Policy	Application		Actions
1	Deny	<span>HTTP hostname...</span>	<span>e.g. "google.com"</span>	<span>↕</span> <span>✕</span>

[Add a layer 7 firewall rule](#)

### Traffic shaping rules

Per-client bandwidth limit unlimited details ☐ Enable SpeedBurst

Per-SSID bandwidth limit ⓘ unlimited details

Shape traffic Don't shape traffic on this SSID

# Firewall and Traffic Shaping

- L3 Rules
- L7 Rules
- Bandwidth Control

## Firewall & traffic shaping

SSID: Axonex Demo WiFi

### Firewall

Layer 3 firewall rules ⓘ

#	Policy	Protocol	Destination	Port	Comment	Actions
	<span>Allow</span>	Any	Local LAN	Any	Wireless clients accessing LAN	
	Allow	Any	Any	Any	Default rule	

[Add a layer 3 firewall rule](#)

Layer 7 firewall rules

#	Policy	Application		Actions
1	Deny	<span>HTTP hostname...</span>	<span>e.g. "google.com"</span>	<span>↕</span> <span>×</span>

[Add a layer 7 firewall rule](#)

### Traffic shaping rules

Per-client bandwidth limit

unlimited

[details](#)

☐ Enable SpeedBurst

Per-SSID bandwidth limit ⓘ

unlimited

[details](#)

Shape traffic

Don't shape traffic on this SSID



# 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

**purplewifi**  
harder working wireless



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



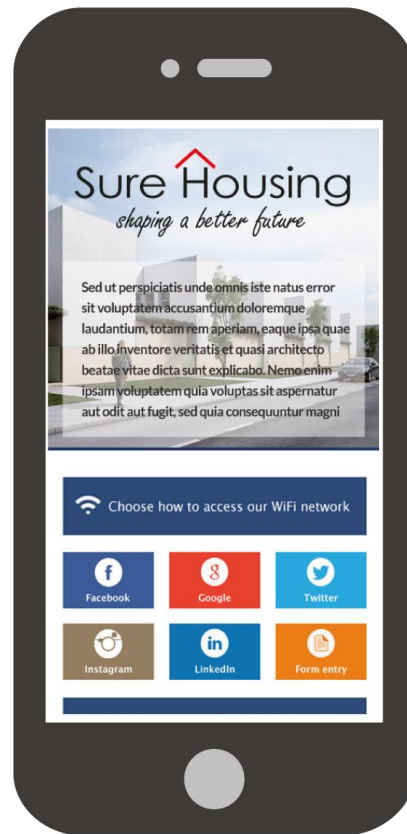
Understand more about your tenants and who they are



Secure and legally compliant WiFi



Available in many different languages



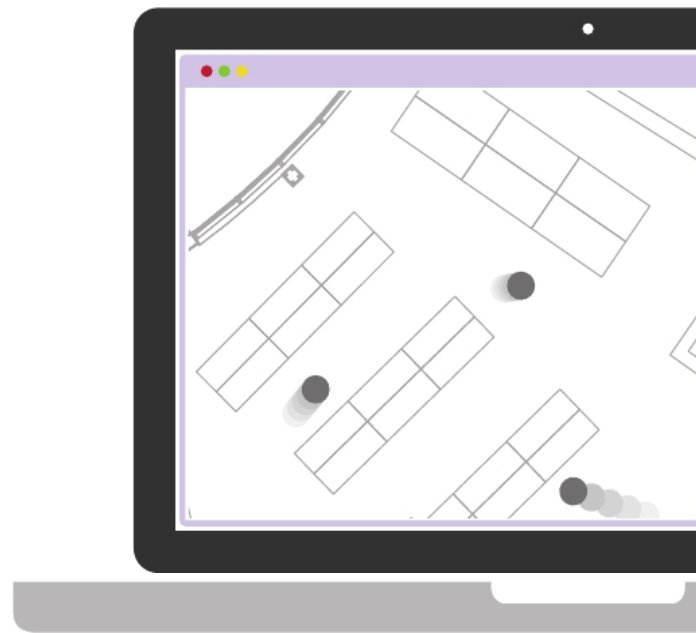
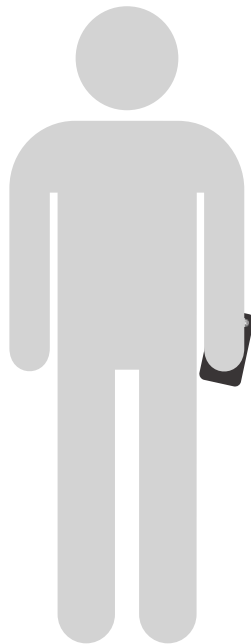
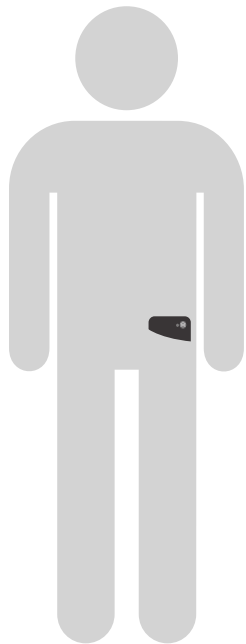


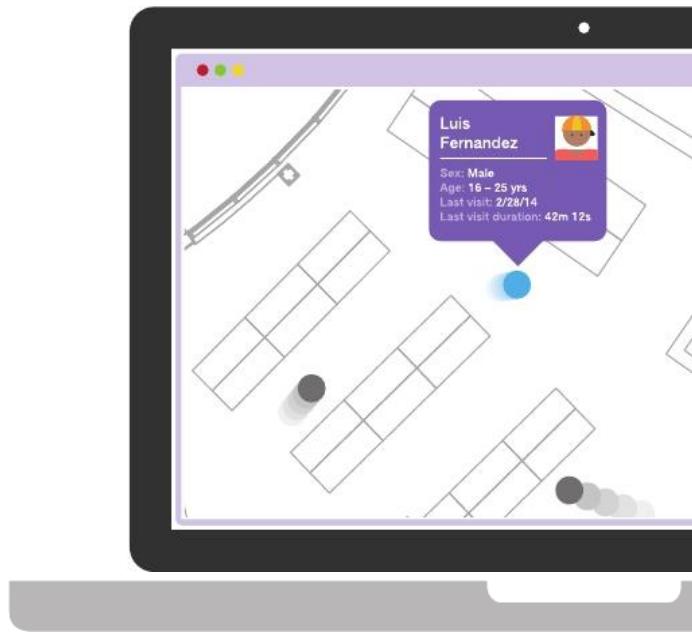
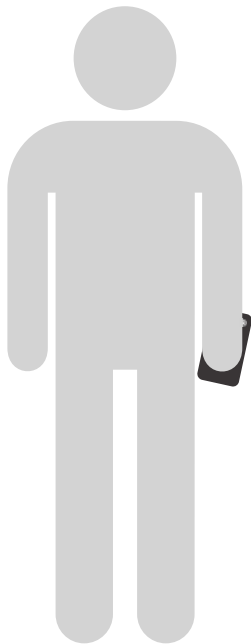
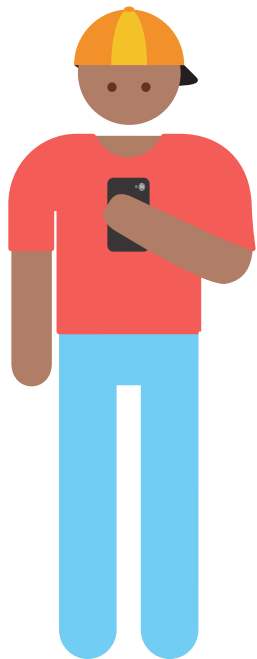
# The Customer journey, in summary

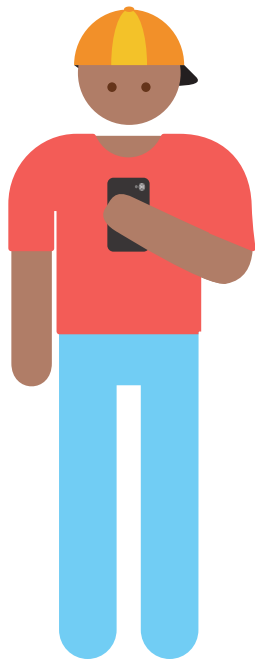
Purple WiFi delivers real value to any business providing public WiFi access

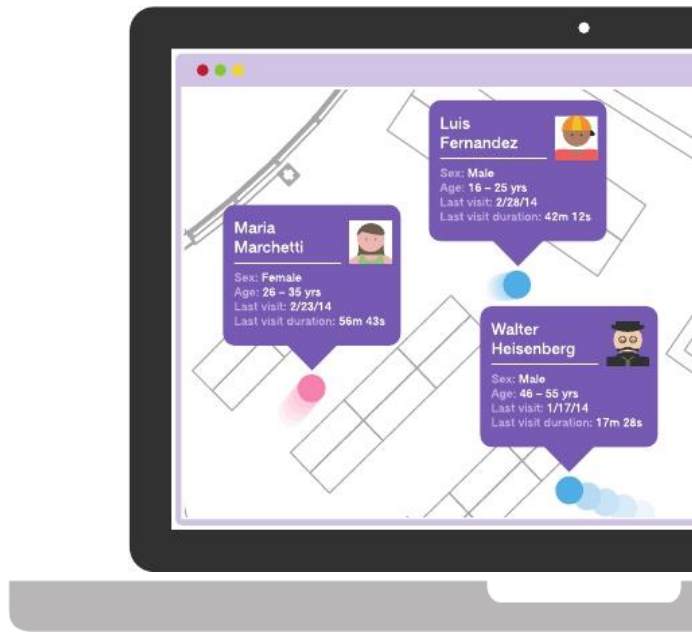
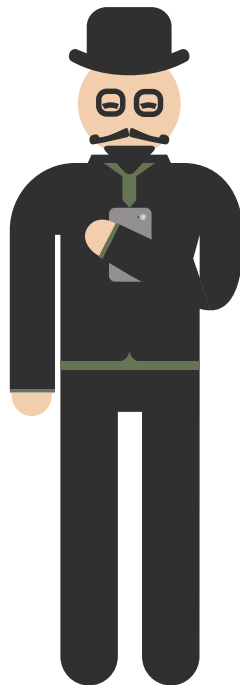
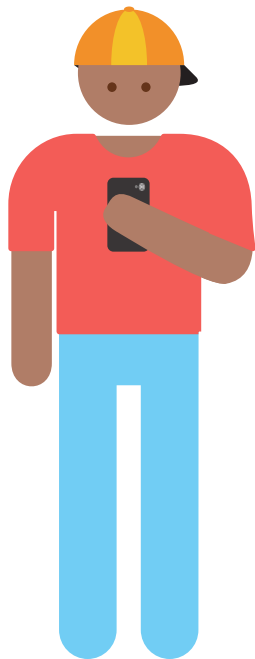














# The Customer log in process

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







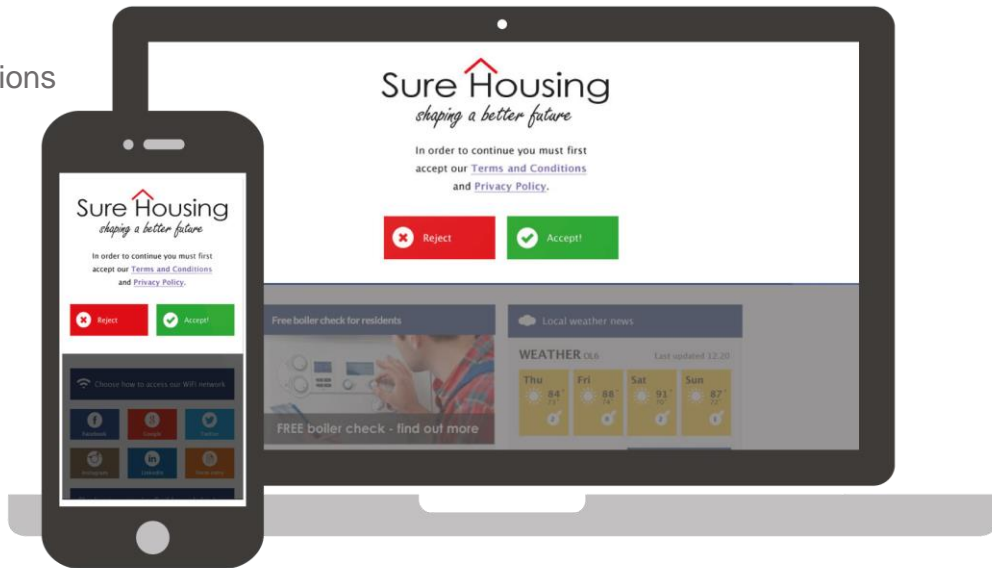
# The Customer log in process

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



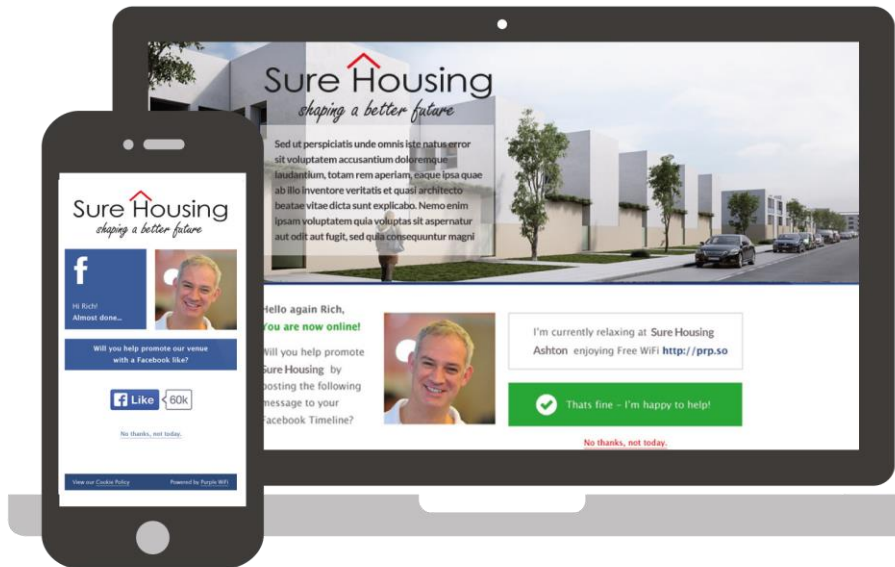


# The Customer log in process

## 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 branded landing page or another website of choice.

- Information about the HA
  - Tenant services
  - Social feeds
  - Advertising and promotions
  - Local information
- Ways to engage online  
FAQs



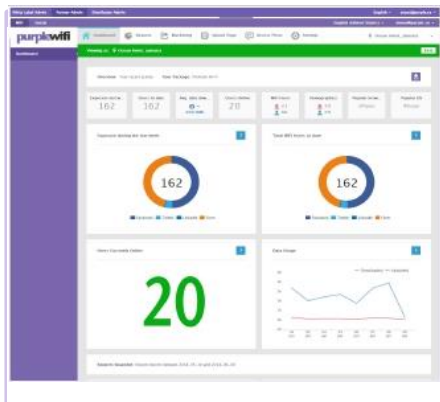


# What data is collected and what can you do with it?

Identify and segment your tenants

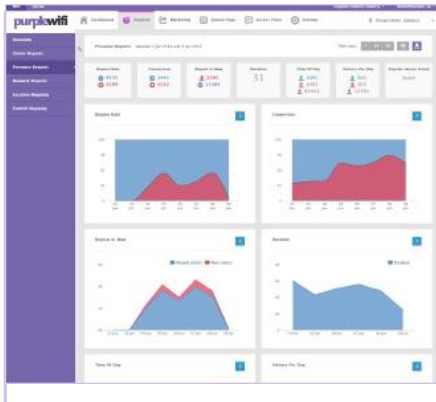
## Profile your tenants

Demographic information such as age, gender, location and contact details



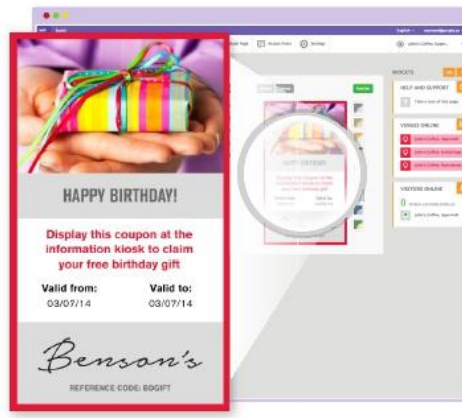
## Visit frequency & behaviour

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



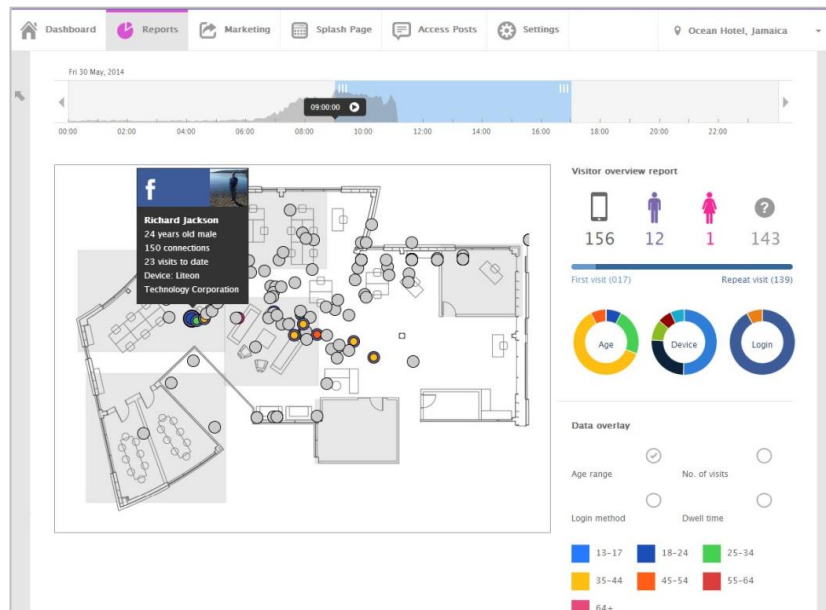


# Learn more about your tenant base

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.

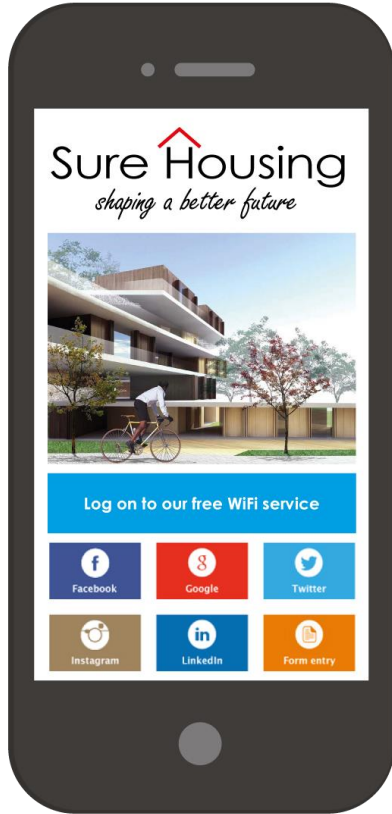
By setting up areas to monitor, businesses can see instantly who is the space and where, allowing messages to be triggered as they move into different areas of the building or as they dwell in a particular zone.

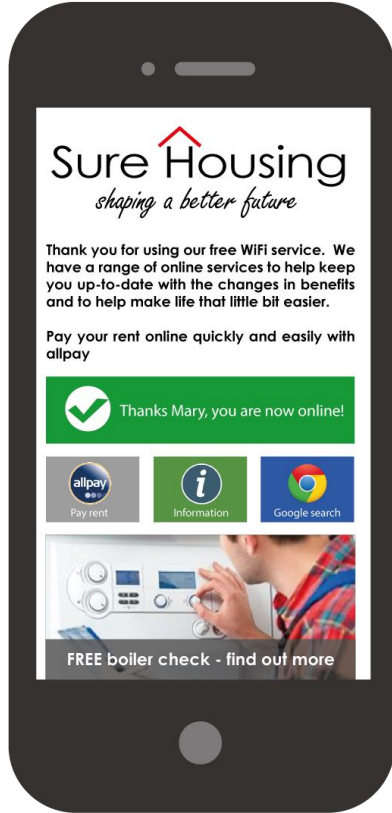


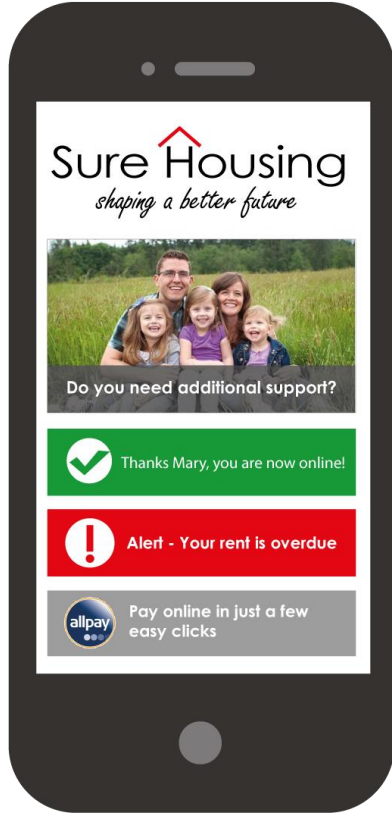
For social housing













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  
?