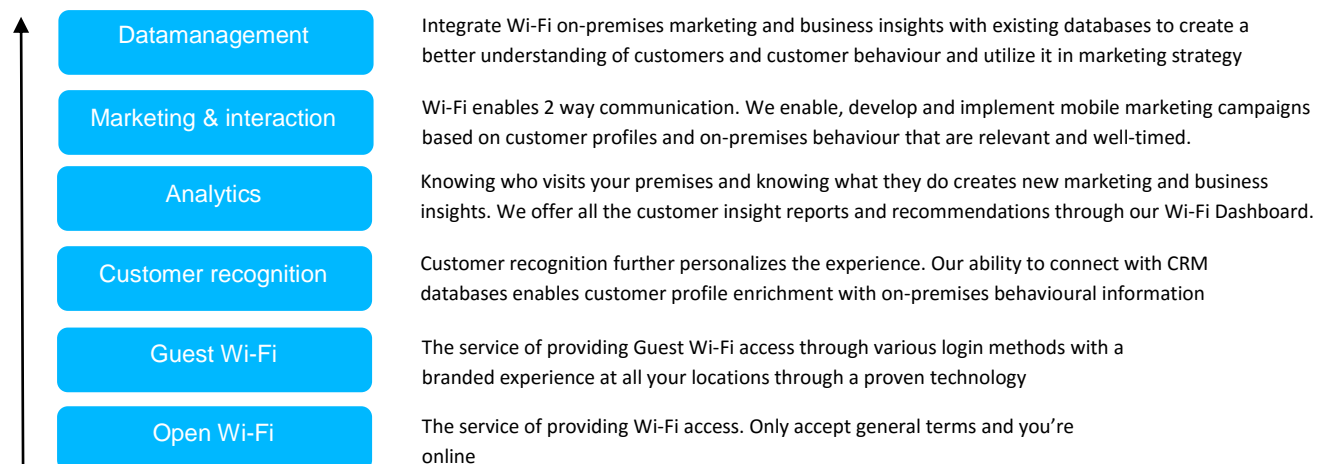# Picopoint's Business

Picopoint offers ambitious clients a new and flexible touchpoint to generate long-term value through on-premises Wi-Fi with smart campaign- and analytic tools.

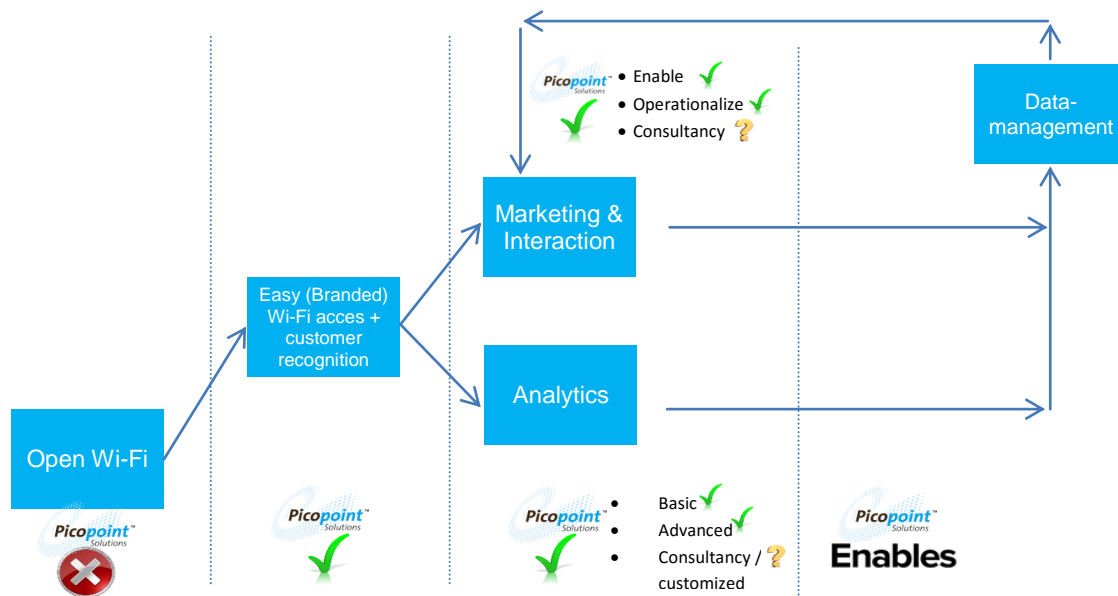### What if you could manage your instore traffic like online marketing?

People these days are almost always online, we all know that. And when online on a mobile device they are always looking for free Wi-Fi. On a lot of premises it is even taken for granted that there is free Wi-Fi, such as in restaurants, bars, at events and even in public transportation. Wi-Fi is attractive for people because of quality of the reception, the speed and the lack of concern about data packages. So a lot of businesses have invested in offering Wi-Fi as a service or are in the process of doing so. They want a stable and reliable service, creating a friendly environment for their customers. But what if Wi-Fi can be more? What if you could manage your instore traffic like online marketing?

Picopoint transforms rudimental (guest) Wi-Fi from an expense to a cost effective and powerful marketing tool. We enable businesses to not only offer a service to customers visiting their stores, branches, events or locations, but to also recognize their customers on-premises, to further enrich and integrate the customer database with on-premises behaviour and to create more interaction and eventually increase sales. In short you can now manage your on-premises traffic like online marketing: more insights + more interactions + more sales.

The building blocks

Datamanagement	Integrate Wi-Fi on-premises marketing and business insights with existing databases to create a better understanding of customers and customer behaviour and utilize it in marketing strategy
Marketing & interaction	Wi-Fi enables 2 way communication. We enable, develop and implement mobile marketing campaigns based on customer profiles and on-premises behaviour that are relevant and well-timed.
Analytics	Knowing who visits your premises and knowing what they do creates new marketing and business insights. We offer all the customer insight reports and recommendations through our Wi-Fi Dashboard.
Customer recognition	Customer recognition further personalizes the experience. Our ability to connect with CRM databases enables customer profile enrichment with on-premises behavioural information
Guest Wi-Fi	The service of providing Guest Wi-Fi access through various login methods with a branded experience at all your locations through a proven technology
Open Wi-Fi	The service of providing Wi-Fi access. Only accept general terms and you're online

Picopoint delivers

Picopoint delivers per building block

Easy access branded Guest Wi-Fi

The service of providing Guest Wi-Fi access through various login methods with a branded experience at all your locations through a proven technology. Customer recognition further personalizes the experience. Our ability to connect with CRM databases enables customer profile enrichment with on-premises behavioural information.

- With our proven technology we provide a reliable and high-quality wireless network connection that meets the highest security requirements.
- We create a one-time login via your own "branded" landing page. Once logged in customers can stay logged in.
- Management with a Wi-Fi portal: manage users, sessions and bandwidth usage easily with our cloud-based Wi-Fi portal.
- Our technology supports many different login methods, such as sign in via e-mail, Facebook, SMS login, vouchers, mobile app login and Bring Your Own Device (BOYD).
- But it also allows for logging in with a Customer Loyalty card, customer ID, Company/School ID numbers or Hotel room number. This also allows for integration with CRM databases.

Analytics

Knowing who visits your premises and knowing what they do creates new marketing and business insights. We enable doing for on-premises analysis what google analytics does for websites. We offer all the customer insight reports and recommendations through Picopoint Wi-Fi Management Analytics (company branded it desired). Picopoint Wi-Fi Management Analytics is our online dashboard for gaining insight in the behaviour of the customers who utilize your Wi-Fi network. It

allows easy access to useful marketing intelligence about your locations, your network and your users.

Premium service

With our Premium service you will get intelligence reports such as:

- On-premises customer activity: See active sessions, the total amount of users and new signups for all your locations at a glance. Find out when your location is most crowded, and watch your user base grow. What users are new, and who are returning.
- Location information: Get an idea of the number of active users per location that are currently using your Wi-Fi service, and quickly access useful location information.
- Visitor Demographics: know your visitors. Learn about their gender and age. Did you see a high amount of males in your bar during last sports event? Or did a large number of females visit your shop during last holiday season?
- Device Information: Keep tabs on the devices your visitors use when they visit, their Operating Systems, the sites they navigate to, and more.
- Login Methods: Your visitors can log in to your Wi-Fi service through one or many different login methods that you choose. Keep track of popular login methods to give your visitors the best browsing experience.
- Data Usage: You can see ups and downs in the data usage. Stay on top of your network capacity. You can also keep track of outage or abuse of the service.

Deluxe service

Our deluxe service enables customers to delve in to the collected data on their own. Get access to the data. You will be able to do anything you like with it. Enrich it, make your own queries and get the most out of your customer behaviour.

Advanced analytics

Additionally we offer customized advanced Marketing intelligence, designed to tackle specific intelligence needs, like heat mapping and track and tracing

Analytics consultancy (Optional for the future)
Picopoint enables thorough analyses of customer behaviour, as google analytics enables this for online traffic and website management. Additionally customers might have the need for support when analysing this received data and translating it to actionable knowledge for marketing, communications and process improvement purposes. Picopoint delivers (or organise) the capabilities for consultancy on analytics.

Marketing & Interaction

Enable
Picopoint enables 2 way communication over Wi-Fi and with it the development and implementation of mobile marketing campaigns based on customer profiles and on-premises behaviour that are relevant and well-timed.

Operational support

Picopoint offers operational support in executing marketing and communication campaigns. We support customers by building landing pages, communications messages (IT-wise) and mobile applications.

Consultancy (optional for the future)

- Uploading on Wi-Fi network. Picopoint specialises in getting an higher Wi-Fi penetration on-premises. This way customers get the maximum potential out of the Wi-Fi network in terms of insights, interactions and sales.
- Picopoint specializes in on-premises mobile marketing creatively and strategically. We develop campaign concepts with our customers and integrate them in the omni channel marketing strategy. These campaigns or aimed at increasing sales, loyalty or other objectives depending on the customer (e.g. public transportation)

Examples of marketing and interaction

- SMS Campaigns: SMS campaigning via mobile phone numbers.
- E-mail Campaigns: E-mail campaigning via e-mail address and opt-in option.
- Action Page: Action page after login procedure (customer contact in venue).
- Facebook Campaigns: Facebook campaigning via Facebook login.
- Loyalty Card Login: Add value to your existing loyalty card by allowing users to log in with it.
- Loyalty Scheme: Grant discount in response to the usage of Wi-Fi.
- QR Codes: Promote QR codes in shops.

Datamanagement

Picopoint enables a more complete form of data management than before. Our services provides customers with more information on their customers on-premises behaviour than they ever had. Our ability to recognise their customers and link the data with their CRM data allows for customer profile enrichment with on-premises behavioural information. This creates a better understanding of customers and their behaviour, which can be utilized in the marketing strategy or for process improvement.