

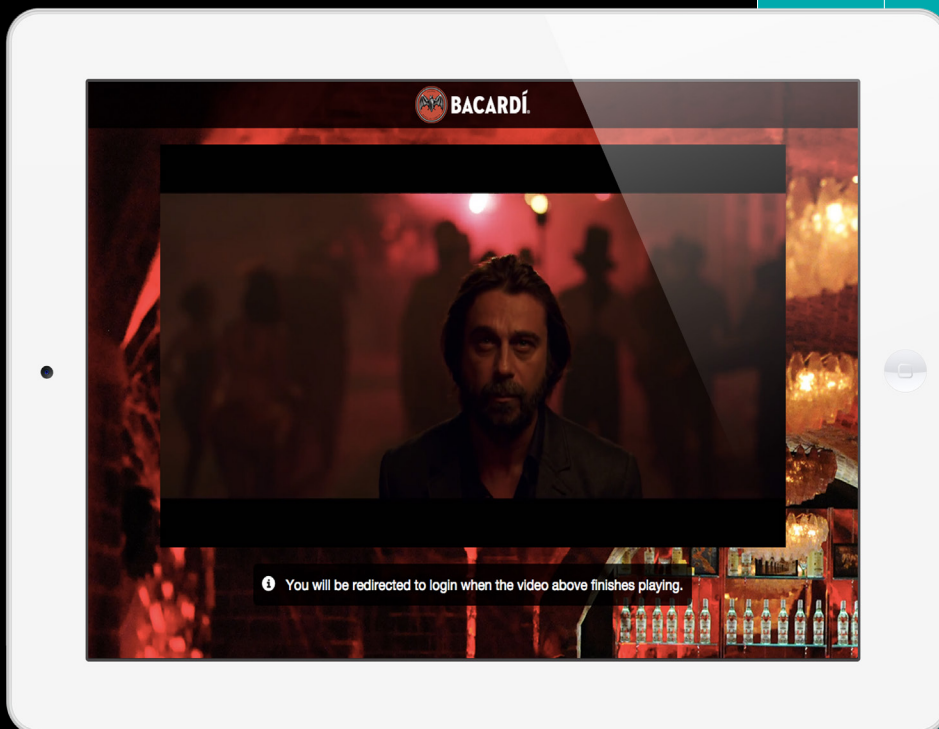
Encapto WiFi

OVERVIEW

One-stop user engagement, configuration, reporting and control for your WiFi network.

Built by WiFi integrators with ten years' experience in building sophisticated WiFi networks.

- Custom user journeys
- Flexible licensing
- Per user time, data, and speed limits
- Multi-tenanted
- White-labelled
- Network, function and site delegation
- Single pane WLAN orchestration
- Integration with EDM, CRM, SMS engines, membership databases



USER ENGAGEMENT

Portal builder

Quick and easy creation of branded mobile responsive web authentication portals with:

- Mobile friendly interfaces
- Content Management for images and text
- Colour theming for buttons, headings links and banners
- No knowledge of html/css required

Once created, portals can be applied to one or multiple hotspots.

Campaign management

Deliver targeted advertising to users on connection to your network.

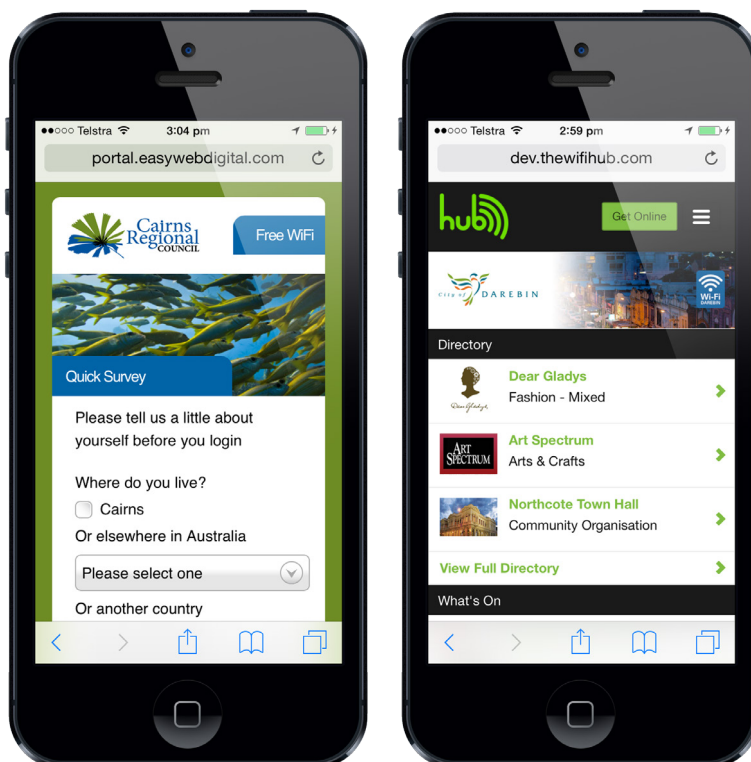
- Video and/or image view on connection
- Granular content scheduling
- Reporting and proof of play
- Full screen adverts
- Surveys and competitions
- Redirect on authentication

Data capture

- Deploy customisable surveys at logon.
- Standard questions including age and gender for demographic analysis.
- View data from reporting module or export to other systems.

Social media integrated

- Connect with customers using social media logins.
- Gain visitor insights through demographic and interest data.



MANAGEMENT & REPORTING

Advanced network management

Our modular approach makes running your network simple.

- Tag almost any element to find and group hotspots, devices, campaigns, authentication methods, portals, and more.
- Assign portals, authentication methods, campaigns, and terms to one or more hotspots with a few simple clicks.

Nested user permissions

Marketing department requires access to run a user survey? Local manager needs to update a portal at one site? Encapto nested permissions make it easy to assign one or more functions, sites, or networks to another system user at the click of a button.

Reporting and analytics

Comprehensive WiFi reporting featuring:

- Live and historical data
- Device type
- Browser versions
- Time online
- Data downloaded/uploaded
- New users
- Return users
- Web sites visited
- Visitation and other location information

White labelled

Set up multiple clients on a single account, each with unique functionality, branding and colour theming.



ACCESS CONTROL

All the authentication methods you need

- Click and go
- Unique or shared passwords
- Paid access
- Social media logon
- Email registration access
- Data capture (survey or registration)
- SIP2 database integrated
- Encrypted access

Tiered user limits

Time, download and speed limits for each authentication method facilitate tiered WiFi access.

ENCAPTO LOCATE

Location targeting and analytics to increase ROI

- Visitor analytics to optimise any space
- Content delivery by location
- Customer insight through visitation patterns
- Dynamic zones for analysis and targeting



Scalable

- Modular approach means expanding your network or adding new functionality is quick, easy and cost-effective.
- Pay-as-you-grow licensing facilitates entry into a fully featured WiFi management platform at a manageable price point.



Flexible

- Onsite or cloud hosted.
- Flexible to fit your network model.
- Integration friendly for CRM, marketing, OSS/BSS, payment gateways



Reliable

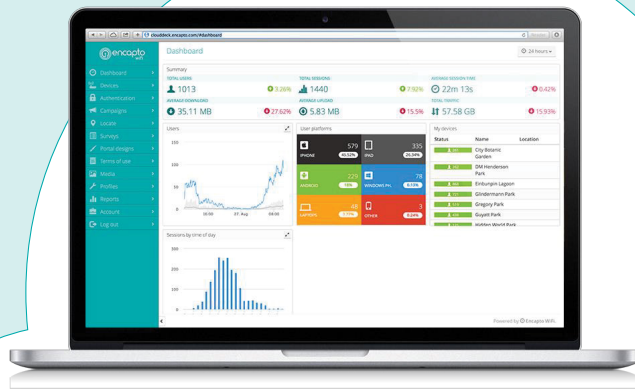
- Built on carrier class standards AAA RADIUS.
- Serves millions of WiFi sessions a month across the world.
- Built on Amazon's AWS cloud, with a 99.99% uptime guarantee.

FEATURE SUMMARY

Multi-platform Support	- Support for a large range of existing hardware vendors including Ruckus, Cisco, Meraki, Aruba, Mikrotik and more - Built-in support for vendor functionality such as presence analytics and location services - Use existing WLAN controller and Wireless Access Points	✓
Cloud Deck Management	- Manage wireless networks from a web browser using the Encapto Cloud Deck control panel - Manage local Encapto powered Intelligent Gateway Appliances from the Cloud Deck - Responsive Cloud Deck UI for on-the-go updates to your networks from tablet or smartphone devices - Distributed globally with Amazon's AWS cloud for low latency and high availability 99.99% uptime	✓
Encapto Powered Gateway Appliance	- True Network Access Server (NAS) model as used in carrier class networks - Desktop or rack mount form factor - Support over 100,000 concurrently connected users - Install between Wireless LAN and Internet gateway - Manage from the Cloud Deck or as a completely standalone deployment	✓
AAA RADIUS Compliant	- Built on fully featured AAA RADIUS standards - Deploy complex RADIUS features at the click of a button within the Cloud Deck control panel - Control time online, speed and data use – single or multi-use access and refresh functionality - Highly scalable with support for 100s of thousands of concurrent connection per site	✓
Authentication Methods	- Click to go – accept user terms and conditions then click login - Social Media Login - Credit Card Payments – Support for basic PayPal and other merchant gateway services - Credential based – unique pincards, shared passphrase and username and password - Verified email authentication - External DB Auth – use connectors to authenticate WiFi users against external systems e.g. 3M SIP2 for libraries, cashless transaction systems (RFID cards), hospital inpatient systems and hotel reservations systems. - Campaign Login – require users to watch an advert and/or complete a survey as a condition of login - Flexible access control supporting any combination of time, download and rate limiting for individual connected users - Use multiple authentications methods per captive portal each with their own session limits	✓

FEATURE SUMMARY CONT.

Campaign Manager	• Serve advertising and collect data from users on connection • Schedule full screen adverts, video and surveys to groups of hotspots • Upload content to the Encapto core and schedule across your network • Intelligent user recognition - select how often data collection questions or Ads will be displayed to each user • Share of Voice (SoV) distribution for multiple advertising campaigns at a single site • Proof of Play reporting	✓
User Surveys	• Create custom surveys as compulsory or optional part of authentication • Use question logics to ask individual users questions one or more times according to a schedule • Deploy standard questions for demographic analysis • Analyse results within Cloud Deck or export to third party systems	✓
Reporting and Analytics	• Customisable dashboard for at-a-glance activity across networks • Core reporting data include device type, browser type, time online, bandwidth, new vs. repeat users, total sessions, time of day usage and more • Add data from campaign Ad views, surveys and location analytics • Report on individual or aggregates of sites	✓
Nested User Permissions	• Slice and dice access to Encapto features and network segments • Publish only the functionality required to individual site administrators and marketing users • Multiple users with different permissions at any one hotspot, or group of hotspots	✓
Multitenanted	• Manage thousands of sites with individualised settings - portal content, WiFi session controls and access to reporting • Apply common settings to any network segment using Encapto's unique device profiling feature	✓
White Label	• Customise and brand the Cloud Deck control panel on a per user basis • Build custom mobile responsive captive portals with no knowledge of web design • User definable terms and conditions	✓
Content Filtering	• Enforce content filtering across hotspot networks using Encapto predefined templates • Custom whitelist/blacklist content filtering on a per network basis for more granular control over content • Custom blocked domain redirect page on a per hotspot basis	✓



CLOUD DECK MANAGEMENT USER INTERFACE

Delegation and UI Branding

WLAN Network
Configuration

Auth Methods &
Session Definition

Reporting and
Analytics

Captive Portal
Build and Assign

Campaign Manager

HS2.0 Passpoint
Online Sign Up
Configuration

ENCAPTO CORE

WLAN Orchestration
Layer 2 and 3 Site
Provisioning

RADIUS Server
AAA – User
Onboarding, EAP,
Accounting,
Dynamic Policy

Location
Analytics and
Segmentation

Content
Management
Scheduling and
Triggering

User Profiling
Data Capture

NETWORK ACCESS SERVER/ WLAN CONTROLLER

Captive Portal
Redirect

Access Point
Provisioning

SSID
Management

Session Limit
Control

OSS/BSS,
PCRF, PCEF

Loyalty/
Membership

External
RADIUS/
DIAMETER

WiFi Vendor
Location
Analytics

Social Media
Platform

CRM or EDM
System

Advertising
Platform

SMS Engine

THIRD PARTY PLATFORMS

Tenant A

Tenant B

Tenant C

— ENCAPTO
COMMUNICATIONS
— API — RADIUS

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