



# Cloud4Wi for shopping centers

Keep your loyal shoppers coming back for more

## Overview

In the digital era, shopping centers are striving to transform their spaces to stay relevant and competitive. To enhance the value of their centers, streamline operations, and enrich offerings to retailers, they must harness the power of shopper location data.

This is where Cloud4Wi comes in.

Cloud4Wi enables shopping centers to collect valuable location data about shoppers. By leveraging this data, shopping centers can increase property value and provide retailers with deeper insights into customer behavior, driving sales and engagement, creating environments that attract both consumers and retailers.



# Benefits



## Streamlined WiFi

Easily connect shoppers, staff, and IoT devices without requiring specific technical skills



## Data compliance

Collect patron data with confidence, maintaining their trust and avoiding costly lawsuits



## Centralized management

Manage your WiFi, reducing the workload for the IT team and ensuring consistent experiences



## Powered mobile app

Integrate our WiFi mobile SDK and provide seamless in-app services, even without cellular coverage



## Seamless integrations

Easily integrate your WiFi into your existing technology ecosystem for a more personalized experience



## Vendor independence

Offer WiFi access across various manufacturers' networks, protecting existing investments



# Use cases

## SHOPPER EXPERIENCE

### Home-like WiFi

Give shoppers automatic WiFi access, facilitating effortless online connection by delivering automatic and secure WiFi connectivity through the use of captive portal and Passpoint

### Data collection

Discover who your shoppers are, their preferences and opinions, and how they behave in your centers by leveraging WiFi technology

### Digital services

Incentivize shoppers to buy new products or to adopt new services during their visit by delivering location-based information during WiFi onboarding

### In-app services

Deliver seamless in-app services and capabilities, even in areas with poor or no cellular coverage, by providing mobile app users with automatic and secure connectivity through the use of WiFi mobile SDK

### On-premises app mode

Localize in-app content and services based on the specific center shoppers visit by understanding their on-premises behaviors using WiFi mobile SDK technology

### Real-time messaging

Send timely messages triggers by shopper's entry, exit, or length of stay in the center by leveraging WiFi mobile SDK technology to understand on-premises behaviors



CONNECTED WORKPLACE

Connected visitors

Securely connect vendors, auditors, contractors, and more across the entire workplace by providing automatic and secure WiFi connectivity using a captive portal and Passpoint

Connected employees

Securely connect employees' personal devices across the entire workplace by providing automatic and secure WiFi connectivity using Passpoint and PPSK

Connected devices

Securely connect IoT and headless devices across the entire workplace by providing automatic and secure WiFi connectivity through PPSK

Shopping centers around the world trust Cloud4Wi



Ready to see Cloud4Wi in action?

REQUEST A DEMO