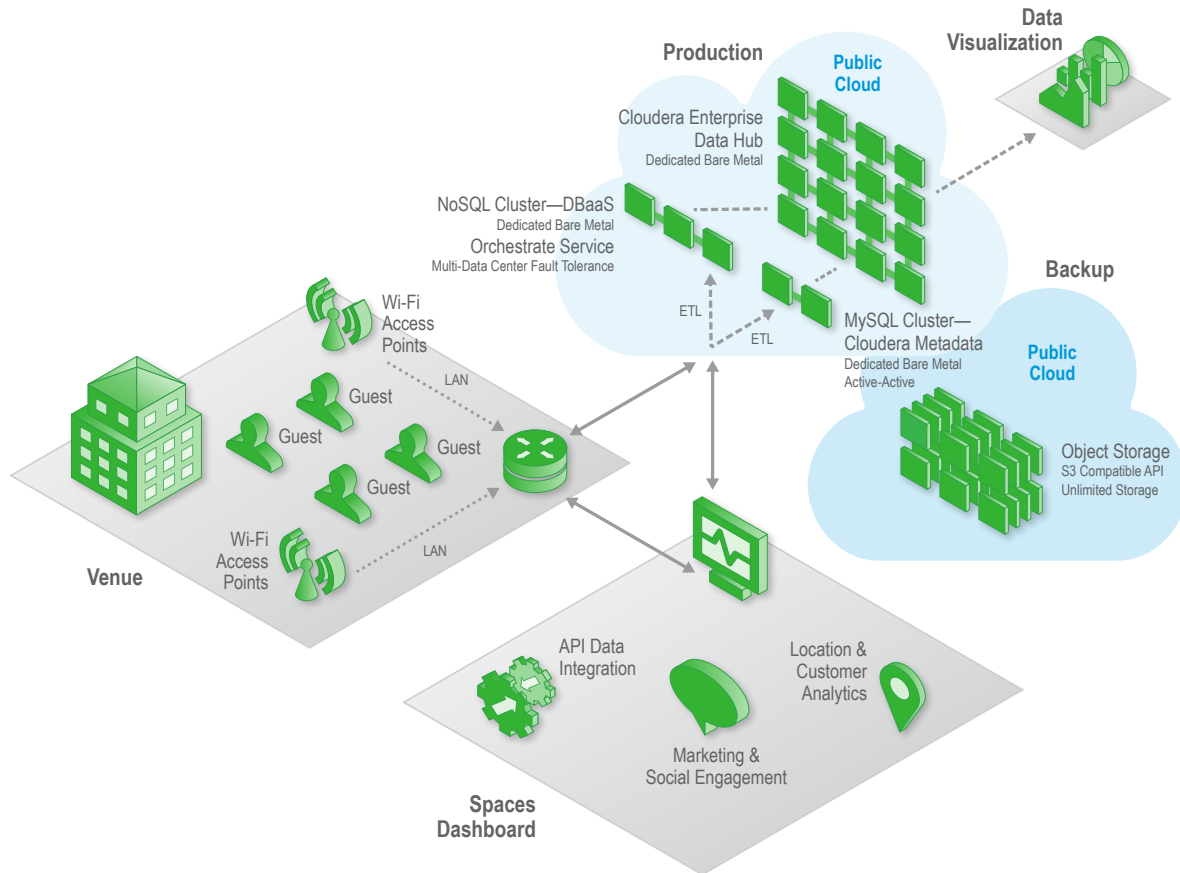


CenturyLink® Location-Based Analytics

Location-Based Analytics solution combines Wi-Fi access technologies and managed services with powerful location and customer analytics, social engagement and marketing tools to help businesses gain insights into real-time data and create highly personalized experiences for customers within their venue.



A comprehensive solution that includes all necessary hardware, software licenses, analytics dashboard, installation, maintenance and 24/7 proactive application management, monitoring and support. Combining Wi-Fi access technologies and managed services with powerful location and customer analytics, social engagement and marketing tools to help businesses gain insights into real-time data and create highly personalized experiences for customers in their venues.

Fast and secure Wi-Fi features for easily connecting devices

- Wireless LAN, MX Security Appliances, Ethernet Switches, SM Mobile Device Management
- Scales to thousands of sites for enhanced coverage
- Traffic acceleration, RF optimization and application-aware QoS for high-throughput, high-density WLAN
- Device-aware security, firewall and content filtering
- Layer 7 application awareness
- Flexible authentication and access control
- Fully HIPAA / PCI compliant (level 1 certified)
- Managed Wi-Fi and Application services for ensuring optimal uptime and resiliency of your Wi-Fi environment and analytics and marketing portal

CenturyLink® Location-Based Analytics

Flexible reporting features for deep analytical insight

- Detailed real-time and historical reports for geo-fencing, zone-flows and heat mapping
- Presence analytics track all devices present, including those not logged onto Wi-Fi
- Reports can be viewed online, exported as PDFs and CSV format
- Marketing reports including audience behaviors and conversion rates
- API function allows you to import/export data from/to other data sources, like your CRM, ERP and eCommerce store

Flexible reporting features for deep analytical insight

- Send email and text promotions to different audience types
- Logic flows for building automated behavioral campaign sends
- Social engagement tools for encouraging customer referrals and reviews
- Simple drag & drop landing page and campaign builder templates
- Custom branded sign-in and landing pages
- Off-set costs by selling 3rd party advertising space on landing pages