

Cisco Enterprise Mobility Services Platform

Transform In-Venue Customer Experience

Product Overview

Identify and acquire customers. Discover new insights. Deliver personalized engagement—across all your locations. The Cisco[®] Enterprise Mobility Services Platform (EMSP) is cloud software that uses your wireless infrastructure to create captivating mobile experiences. Engage customers in their journeys from Wi-Fi onboarding to personalized engagement to post-visit surveys.

With EMSP, you can:

- Acquire customers through Wi-Fi onboarding. Get more customers to connect through a simplified onboarding experience.
- Gain actionable insights. Know your customers—who they are, what they do, where they go, and how long they stay.
- Personalize customer engagement based on insights and location. Deliver content and promotions that are most relevant across multiple channels.
- Create loyal customer relationships by rewarding repeat customers with superior experience and offers.
- Differentiate your brand with compelling experiences.

EMSP is flexible, extensible and scalable to use across all your locations and tailor to your business goals.

Key Features and Capabilities

Customer Acquisition Through Wi-Fi Onboarding

Identify and acquire new customers through simplified Wi-Fi onboarding.

- **Welcoming captive portal that builds your brand**

Create captive portals that are in line with the look and feel of your brand. Build and manage as many portals you need based on location, Service Set Identifier (SSID), or even per event.
- **Optimized Wi-Fi onboarding for comprehensive in-venue customer acquisition**

Increase adoption with a minimal number of clicks to Wi-Fi provisioning. Onboarding options include authentication through phone numbers, emails, and social login including Google+, Facebook, LinkedIn, and Twitter. When customers return, they are automatically authenticated. You can further personalize the Wi-Fi onboarding process based on location and user information.
- **Easy location hierarchy setup**

Set up a logical location hierarchy based on how you want to gain Insights and engage with your customers or import an existing location hierarchy from the infrastructure. Get started quickly by importing your access points and Bluetooth low-energy (BLE) beacons added to the new locations created.

- **Multilanguage support**

Create captive portals in multiple languages. Use the EMSP engagement rules engine to display the captive portal in customers' preferred languages.

Reports and Analytics

Gain actionable insights about your customers

- **Visitor behavior and preferences**

Use the dynamic reporting and analytics tool to better understand visitor behavior and preferences. Measure visitor authentication success across social login, Short Message Service (SMS), custom form, and more. Segment the results based on customer demographics to better understand preferences. Gain insights into customer behavior with detailed engagement rules analysis. Learn which content and offers are effective, when, and where. Analyze repeat frequency, dwell time, and exit surveys.

- **Insights augmented with enterprise user identity**

Add customer information from your loyalty and CRM systems to gain deep insights into a specific customer or a group of customers. Discern loyal customer behavior.

Context-Aware Engagement

Turn insights into action by delivering personalized mobile experiences that engage your customers in context on their mobile devices

- **Proactive, personalized engagement**

Using the EMSP engagement rules engine, engage your customers based on who they are, where they are, what they are doing, and how long they've been doing it. For example, you can set rules to push a coupon to a repeat visitor at a specific location based on dwell time. The powerful, yet easy to use engagement rules engine, gives you drop-down options to easily select the criteria you want to apply. You can set rules based on EMSP customer profiles, such as name, email, phone number, etc. You can also augment the user information with your enterprise data from your loyalty database and CRM systems.

- **Multichannel notifications**

Use the best available channel based on location, user preferences, and behavior to initiate the engagement including SMS, email, and application push notification.

- **Trigger notification**

Notify employees based on the criteria set using the EMSP engagement rules engine. Act on insights immediately.

- **Make your mobile apps in-venue location-aware**

Get the most out of your mobile native app investments. With EMSP software development kits (SDKs), you can embed in-venue location awareness into your mobile apps. Enable easy-to-use Wi-Fi on boarding with pre-provisioned Wi-Fi profiles from your mobile apps. In the venue, push EMSP engagement on mobile apps with BLE technology and Wi-Fi.

Enterprise Connectivity Through APIs

Connect to enterprise systems using APIs. Customer profile data gained from Wi-Fi on boarding can be posted to loyalty and CRM systems using APIs.

- **APIs for enterprise systems (loyalty and CRM)**

Post user profile data gained from the EMSP on-boarding process to your loyalty and CRM systems using APIs. Understand and complete your omnichannel strategy by filling the missing gap—your in-venue visitors. Reap the benefits by engaging your customers on a more personalized level.

- **Enterprise rules triggered through APIs**

Extend your business rules to EMSP. Use the engagement rules engine to trigger an action based your business rules.

Cisco EMSP Packages and Licensing

Enterprise Mobility Services Platform is purchased as a hosted software subscription on an annual basis in increments of 1-, 2-, 3- and 5-year terms. Cisco Enterprise Mobility Services Platform is available in three packages, Base, Advanced, and Enterprise to meet your business goals:

Base

Value: Customer acquisition and insights

Customers looking to:

- Enable compliance based phone numbers based authorization through one-time passwords (OTPs)
- Identify users in venue by a personal identity
- Create rules to collect insights
- Acquire users for batch export to third-party systems

Advanced

Value: Multichannel smart engagement

Customers looking to:

- Acquire and engage in-venue users
- Create rules for insights and real-time post to Business Intelligence systems
- Deliver smart content for engagement from campaign management systems using smart link
- Auto-provisioning of Wi-Fi for application users for location-based experience and engagement

Enterprise

Value: Enterprise identity to in-venue users

Customers looking to:

- Identify users with enterprise identity tags, such as loyalty IDs
- Deliver Wi-Fi sign-in, engagement, and insights based on enterprise identity

With the enterprise version, customer-profile data gained from Wi-Fi on boarding can be posted to loyalty and Customer Relationship Management (CRM) systems using APIs.

The features of each package are listed in the following Table 1.

Table 1. Description and Comparison of License Options

Features	Base License	Advanced License	Enterprise License
Customer acquisition	Included	Included	Included
Reports and analytics	Included	Included	Included
Insights into rules-driven customer behavior	Included	Included	Included
Export of customer data	Included	Included	Included
Multichannel engagement (SMS, Email, applications)		Included	Included
Smart content delivery from campaign systems		Included	Included
Rules driven API post to third-party systems		Included	Included
SDK for easy Wi-Fi on-boarding for application users		Included	Included
Location-based application push notification with SDK		Included	Included
Import enterprise identity from CRMs and loyalty platforms to EMSP			Included

Cisco Services

Together with our partners, we provide a portfolio of end-to-end services and support that help you deliver innovative mobile experiences to customers and employees while lowering your TCO and increasing business agility. Our Cisco Mobility Experience Services helps reinforce your overall enterprise mobility strategy and support your business initiatives. Our services help define metrics to track business impact, so you can start achieving your business, IT, and operational outcomes.

Cisco Capital

Financing to Help You Achieve Your Objectives

Cisco Capital[®] financing can help you acquire the technology you need to achieve your objectives and stay competitive. We can help you reduce capital expenditures (CapEx), accelerate your growth, and optimize your investment dollars and ROI. Cisco Capital financing gives you flexibility in acquiring hardware, software, services, and complementary third-party equipment. And there's just one predictable payment. Cisco Capital financing is available in more than 100 countries. [Learn more.](#)

For More Information

For more information about the Cisco Enterprise Mobility Services Platform, visit <http://www.cisco.com/go/emsp>.



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