

# Find your way to omnichannel marketing with WiFi VAS

Linkyfi



Product overview

## INTRODUCTION

In this day and age those who don't use the latest technology, quickly fall behind. Free WiFi has long since been much more than just a perk for visitors. Now, it is a way for businesses to gather customer insights that ensure better marketing; a data-mine that companies dig in to make better business decisions; a roadmap for cities and venues that want to grow smarter.

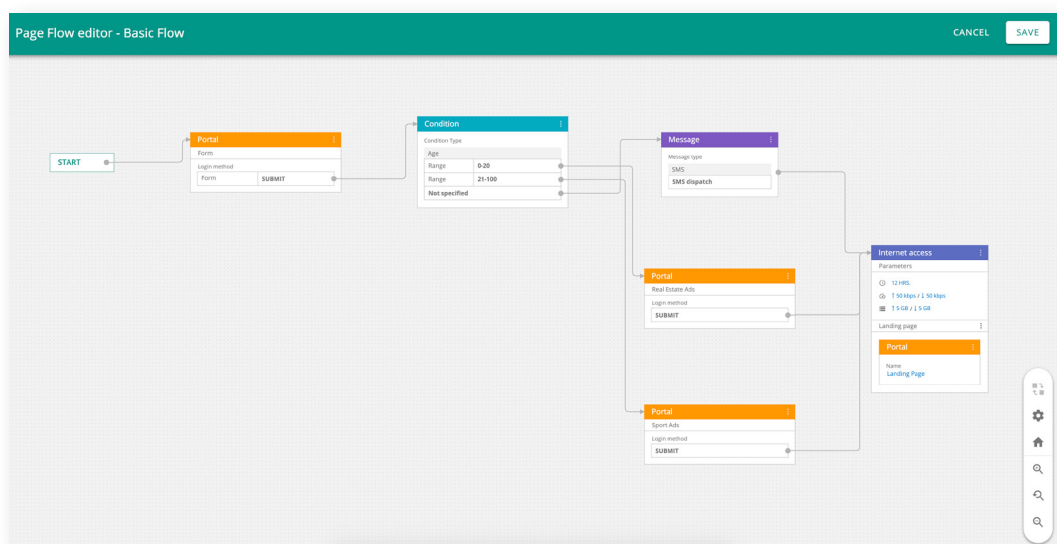
Linkyfi product suite is a set of tools for guest WiFi management, indoor location, and occupancy management that makes all that possible.

## OUR PRODUCT

### Linkyfi

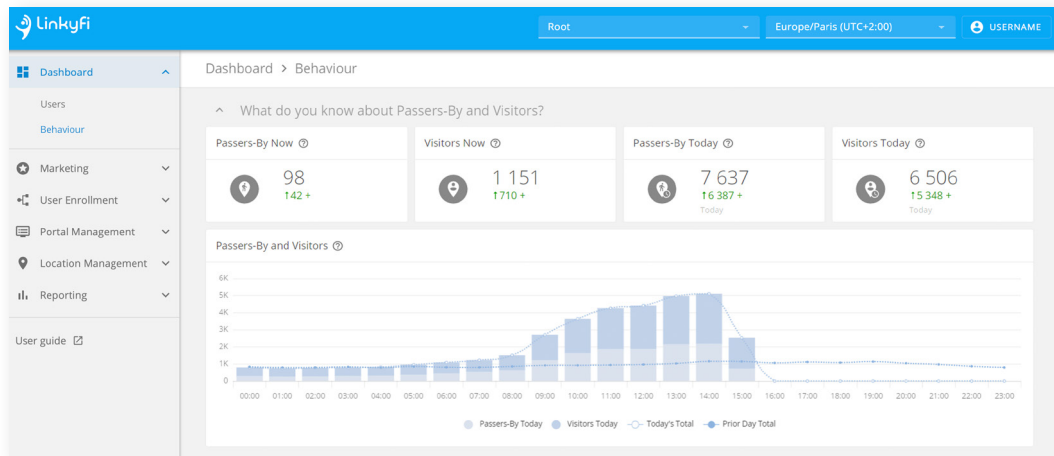
Linkyfi is a public WiFi management platform that unlocks the door to omnichannel marketing. An incredibly versatile and flexible tool, it makes it possible to create **designated captive portals and landing pages**, as well as **rule-driven authentication flows**.

On top of that, it collects a breadth of information – from the basics, like length of stay, to personal data and online activities. Your business can then use it through a **marketing engine** that will take your promotional activities to the next level, or you can integrate it with an external CRM.



## Linkyfi Location Engine

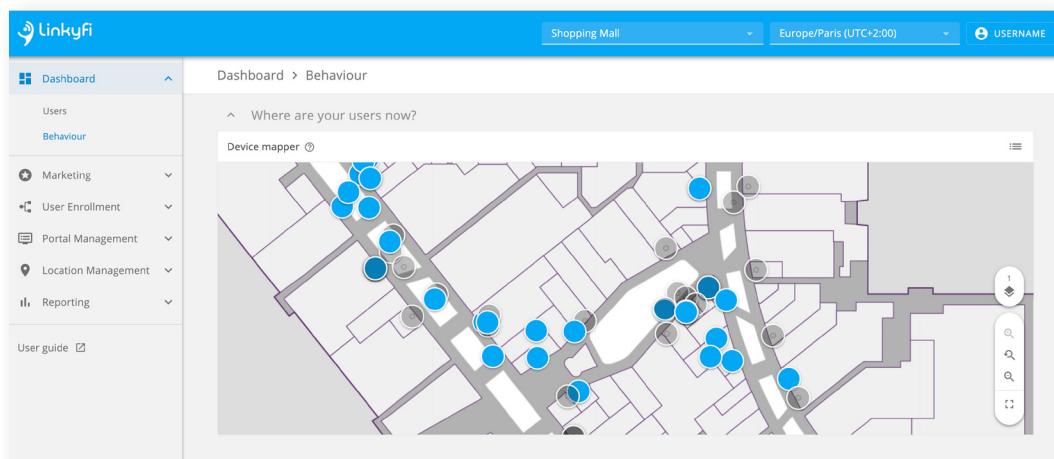
Linkyfi Location Engine is an intelligent solution for locating and tracking WiFi- and BLE-equipped devices. It presents **real-time and historical data** on smart charts and heat maps that demystify guest behavior through machine learning-based trend recognition and prediction. This makes it possible to optimize space, adjust flows, prevent congestion and improve overall visitor experience.



## Linkyfi Social Distancing and Occupancy Management

Linkyfi Social Distancing and Occupancy Management is the newest enhancement to our product, introduced as a response to the changing standards of public safety.

The solution makes it easy to count people in public spaces and **send alerts when occupancy thresholds are exceeded**, as well as identify and eliminate bottlenecks.



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## VERTICALS



**Retail**



**Shopping malls**



**Stadiums**



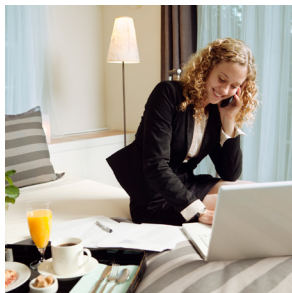
**Banks**



**Cities**



**Restaurants**



**Hotels**



**Public transport**



**Airports**

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## FEATURES

- Multiple WiFi monetization options
- Multitenancy
- WiFi reports and analytics
- Density alert
- Location-aware footfall and dwell time data
- Comparative reporting



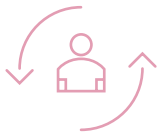
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## BENEFITS



### WiFi monetization

WiFi doesn't have to just be given to visitors for free – Linkyfi has a variety of granular pay-to-access settings. Additionally, captive portals and splash pages offer extra advertising space that can be monetized.



### Visitor insights

Data is not only a powerful business tool, it's money in the making. From business optimizations to marketing, everything is more effective if you have the right information that Linkyfi gives you.



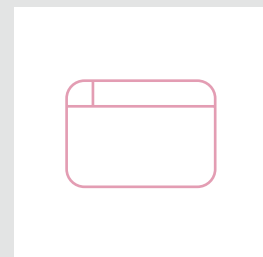
### Easy marketing

Equipped with a smart marketing engine, Linkyfi makes it possible to easily reach specific audiences through personalized emails, loyalty campaigns, and proximity-triggered push notifications.

### Whitelabel solution

Linkyfi can be resold as a whitelabel stand-alone solution or in a bundle with WiFi equipment or data services to make your offer truly stand out.

**Contact us at [sales@avsystem.com](mailto:sales@avsystem.com) to learn more.**



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## OUR SELECTED CUSTOMERS

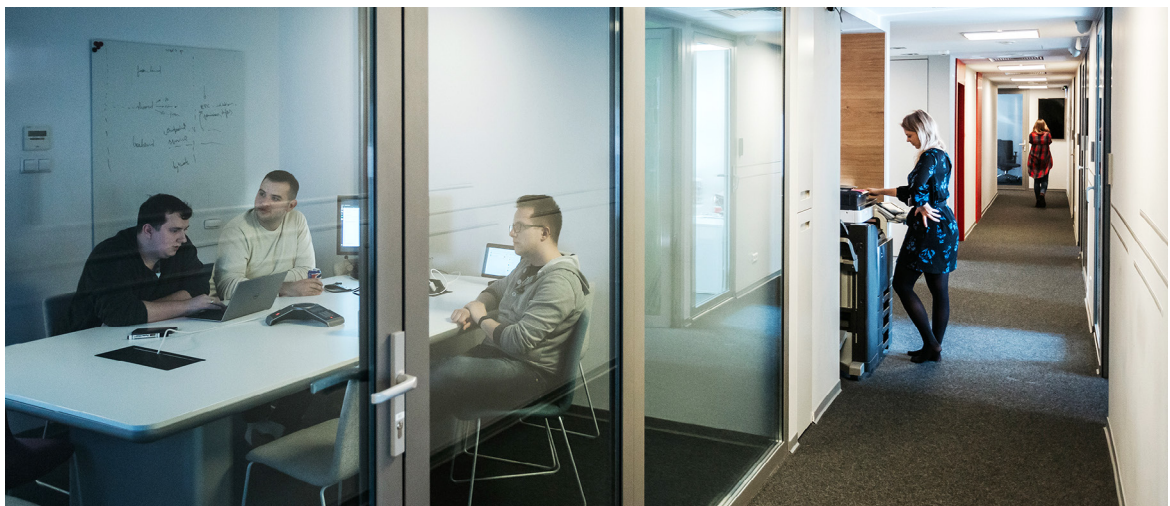


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## ABOUT AVSYSTEM

**No IoT deployment is successful without proper device management – this is what AVSystem stands for.**

With more than 100 deployments all over the world, AVSystem is an expert in its field. We help companies around the world deliver better quality of service thanks to our top-class device management solutions. We also focus on WiFi VAS & indoor location as well as other systems for SDN and NFV. Apart from creating software, we actively participate in the standardization process of the LWM2M standard to enable secure device management and service orchestration in the IoT ecosystem. 100+ large companies worldwide prove the superiority of AVSystem's technology.





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