



www.surfsonix.com

"BEYOND HSIA" EXPERIENCE



These amazing smart features are the building blocks of "Beyond HSIA Experience"

- **Loyalty Program:** Build effective loyalty program to convert one-time visitors into loyal customers. Digitally enroll users or integrate with Loyalty App.
- **Analytics and Reports:** Know your customers' behaviour and improve your business
- **Social Media:** Allow Guest WiFi access through social media and promote your brand
- **Next Generation Marketing:** Use social media & targeted e-marketing to influence audiences. Drive revenues with Location Based Services.
- **Presence and Location Analytics:** Drive response by targeting visitors when they are nearby. Track visitors behaviour by their dwell time, repeat vs new etc. Enhance customer engagement with heat map analytics.
- **Robust Security:** Intelligent and advance security to protect your businesses and customers.

What is "Beyond HSIA" Experience?

Traditional HSIA solution limit themselves with Internet Access control, bandwidth management and basic security. With Surfsonix, we have gone beyond these limits. The smart features of Surfsonix allows the venue owners to improve their business and generate revenues, even with Free WiFi. Our USPs are: Create Brand Awareness, WiFi Monetization, Analytics, Deep rich Customer Engagement, Micro Targeting, Adaptive Security and Cloud based Centralized Management.

SURFSONIX CUSTOMER ENGAGEMENT MODEL

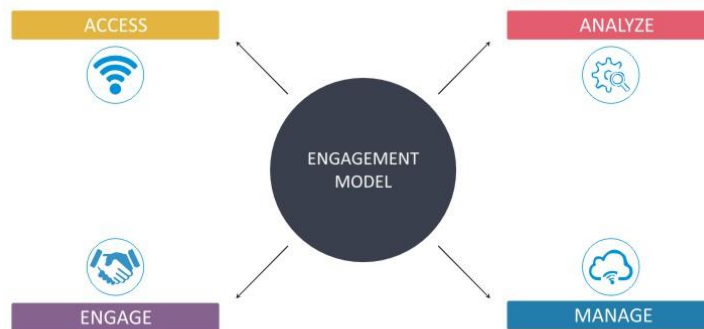
Surfsonix Customer Engagement Model is based on the following theme of "Access, Analyze, Engage and Manage", resulting in several benefits like enhanced visitors engagement, higher guests satisfaction, more revenues for the businesses etc.

Access: Provide visitors with easy and secure WiFi experience across all locations and collect valuable users data.

Analyze: Know your visitors behaviour in physical spaces with rich analytics and plan your businesses accordingly.

Engage: Increase customer loyalty and grow your business with promotions and offers.

Manage: Manage your customers and venues across the globe using our cloud-based portal.



INCREASE GUESTS SATISFACTION AND REVENUE

The image displays three screenshots of the Surfsonix interface. The top-left screenshot shows a 'Dynamic AD Popper' with a yellow starburst, overlaid on a restaurant scene. The top-right screenshot shows a 'Sub-location Module' with a yellow starburst, displaying a grid of venue options like 'Guest Room', 'Meeting Room', 'The Gallery/Lobby', 'Accents', 'Yacht', 'Urban Lounge', 'SPA', 'The Social Room', 'Marine Social', and 'Ginger'. The bottom screenshot shows a 'Campaign Manager' with a yellow starburst, displaying a promotional offer for 'ginger live asian life' with a 'Book now!' button.

CUSTOMER ENGAGEMENT AND WIFI MONETIZATION TOOLS

- ▶ Social Media Marketing: Promote your brand, generate buzz, drive key engagement metrics including reach, likes and shares.
- ▶ Dynamic AD Popper: Engage customers with relevant ADs during login. The frequency of Ad display is configurable (one time, multiple days or repeated at certain intervals).
- ▶ Sub-Location: Know guests' behaviour – place of visit, frequency of visit, up-sell services to guest, Cross promotion of venues/outlets, different splash/landing page per sub-location – display promotions and offers.
- ▶ Built-in Campaign Manager: Send promotions and offers with built-in the campaign manager. Get reports and statistics of campaigns sent.

VERTICALS COVERED

Surfsonix is a smart internet access solution for different industries, designed to support thousands of users in wireless & wired networks. Optimized for high performance and scalability, it is a service-rich, resilient, and flexible HSIA gateway that enables next-generation wireless networks, smart devices and applications across all the verticals. With its exceptional features like AAA, intelligent Bandwidth Management, customizable Landing Page/Portal, WiFi & Social Analytics, and Users demographics reports with detailed analytics of visitors' behavior, it allows the venue owners to provide highly reliable, robust & cost efficient internet services and simultaneously turn the venues into revenue sources.



WHAT MAKES US DIFFERENT?

SMART AND NEXT GENERATION FEATURES

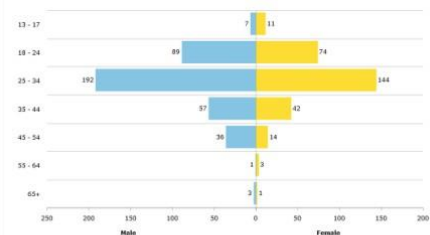
- Analytics and Reports
- Smart Marketing
- VIP Guest recognition and notification
- Loyalty App and Program Integration
- Presence Analytics
- Location Analytics
- Sub- Location Reports
- Adaptive Security
- Intelligent Bandwidth Management
- Real Plug and Surf
- Seamless Roaming
- Application Visibility & Control
- Social Media
- Multi-layer Operation
- Users Data Collector
- Swift VPN
- Dynamic AD Popper
- Dynamic Splash Page
- Network Monitoring
- Multiple Sources of Authentication
- Cloud based Centralized Management
- 30+ PMS Support
- Comprehensive Reports
- User Friendly Admin Interface

SERVICE
QUALITY
SATISFACTION
LOYALTY
SUPPORT
COMMUNICATION
FEEDBACK
TRUST

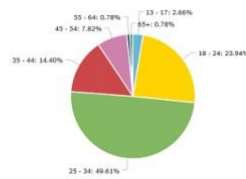


DETAILED ANALYTICS AND REPORTS

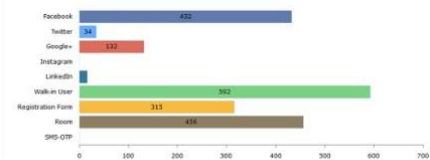
Total WiFi Users - Gender vs Age



Age



Visitor sources



Visitor Sources By Gender



WHY CHOOSE US?

- Reliable & Scalable Solution
- Peace of Mind
- Excellent Customer Support
- Cost Effective Solution
- User Friendly
- Raises Revenue
- Increases Overall Guests Internet Experience

"Surfsonix is an amazing HSIA solution which exceeded our expectations. It's highly advance analytics & reporting features coupled with next generation marketing tools takes the "guests engagement" to the next level. The system is robust, scalable and extremely user friendly. The cloud based SiFi module makes management exceptionally easier from any place."

- Sanil Kumar, IT Manager
- Dubai International Hotel
- Dubai International Airport

TESTIMONIALS

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- Shaibu Thomas
- Cluster Information Technology Manager
- Crowne Plaza Hotel & Staybridge Suites

"The HSIA solution is features rich, adaptable & extremely user friendly. Allowing visitors to access the Internet through Mobile App was really challenging and we are happy that Surfsonix fulfilled our requirements. It is really a smart HSIA solution."

- Aliasgar Bohari
- Director - IT
- Zulekha Healthcare Group

"With the explosion of smart mobile devices, it was quite challenging to manage bandwidth efficiently across all the platforms. With Surfsonix Smart HSIA solution we have not only addressed these challenges successfully but also able to provide Quality of Services to the Rewards members. The system is guest friendly with dynamic and customizable splash page."

- Shanu Ammuni
- Director of Information Technology
- Abjar Hotels International



GET IN TOUCH

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