purplewifi
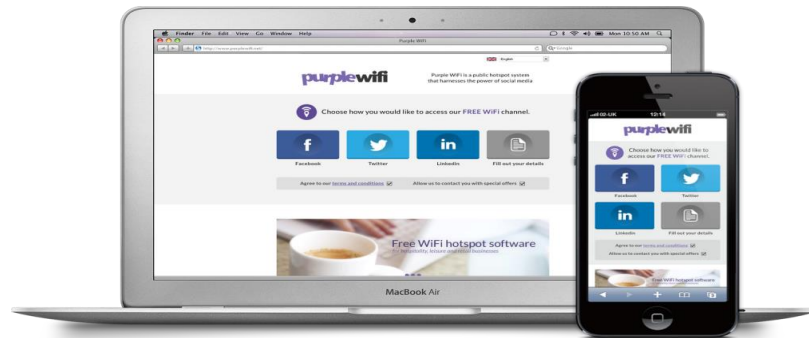
Sophisticated and bespoke public WiFi solution

In sectors such as Retail, Hospitality, Leisure, Healthcare and Education one of the key determining factors of which WiFi provider to choose, is the ability to add value. Purple WiFi is completely cloud based and offers stability to deliver on opportunities across the scale. It is a powerful, secure and feature packed platform with features such as social login, enhanced social media interaction content filtering and real-time insight and analytics.

It is natively integrated with the majority of the enterprise WiFi manufacturers and can be enabled with existing infrastructure or through our partners for new installs.
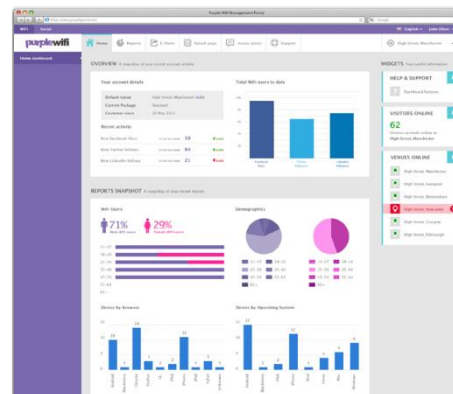
Simple WiFi login with Social media

Access to Purple WiFi is via social media channels including Facebook, Twitter, and LinkedIn. Users are asked to like or follow your page to gain access and have the option to post a message of your choosing to their timeline.

This provides a wealth of social exposure and continuous marketing to your customers and their connections.
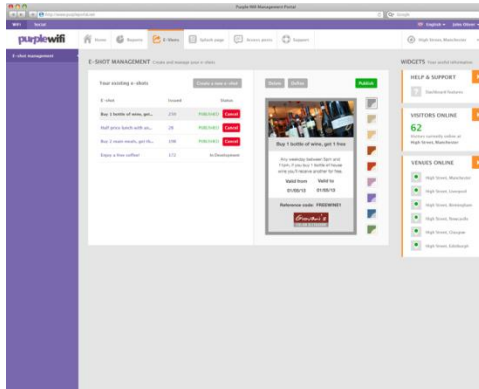
Reporting and data segmentation

Purple WiFi collects a range of invaluable data through the social media integration or form based login, including email, location, gender and age to mention a few. All of this can be accessed in real time through the Purple Portal tool which provides a wealth of reporting about your users.

 You can also segment and monitor activity, including WiFi usage, number of visits and social media reach.
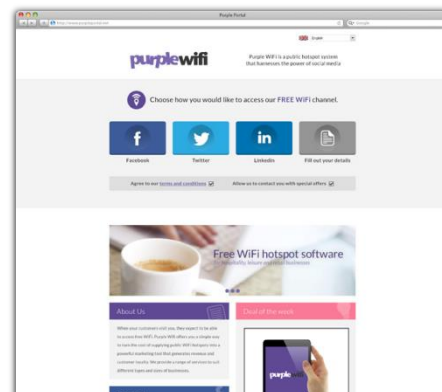
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Real-time vouchers

With the wealth of data being collected about your users you are able to reward them by creating coupons or vouchers based on gender, age, number of visits, dwell time and other variables.

These can be sent to people via email and can be triggered real-time whilst customers are in your venue.

Advertising and commercial opportunities

Your uniquely branded landing page offers potential to support current offers and promotions or provide suppliers and partners with promotional space to drive customer loyalty and generate upsell opportunities.

Click through reporting on advertising banners will demonstrate a clear ROI, providing valuable information to external advertisers.

Security and content filtering

Highly manageable security ensures only appropriate content is accessed, including child safe filtering and port blocking to prevent peer to peer downloading of illegal content.

As members of the Internet Watch Foundation, we ensure continuous updates to block blacklisted URL's..

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