KIWIRE®

# The Advanced Captive Portal with Wi-Fi Marketing and Analytics

KIWIRE®

# SOFTWARE OVERVIEW

01

**Platform**

Kiwire on the cloud, on premises, opt multitenant.

02

**Advanced Technology**

Various login methods, integrations and more.

03

**Wi-Fi Marketing**

Advertisement page over multiple platforms and methods.

04

**Wi-Fi Analytics**

Reporting modules to allow you analyse user behaviour and more.

KIWIRE

# KIWIRE FEATURES

### GUI interface for admin panel

Kiwire integrates with a few of useful tools designed to enhance your Wi-Fi solution

### Customizable page designer

Provide users with a variety of snippets and dynamic templates to choose from and it support bootstraps.

### Various login methods and flows

SMS / Email verification, social login, voucher login and more.

### Various integrations

SMS ,Email, PMS, E-payment gateway, Microsoft AD, LDAP and more.

### Extensive API

Formidable new API engine that provides simplicity and high performance.

### Secure and compliant

- Kiwire gives users a complete transparency of all the data collected by PDPA and GDPR.
- 2FA authentication for admin using Google Authenticator.

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# KIWIRE FEATURES

### Public Survey

Allow anyone to view & respond public survey even without connecting to their Wi-Fi hotspot.

### Boost Performance

Better back-end performance compared to previous release.

### Billing notification

Able to directly send all billing notifications to your preferred email addresses.

### Marketing Platform

- Advertisement sent over SMS, email, browsers & API.
- Surveys, coupons, smart banner

### White Label

Rebrand Kiwire to your own brand and promote your brand, where you are MSP or WISP.

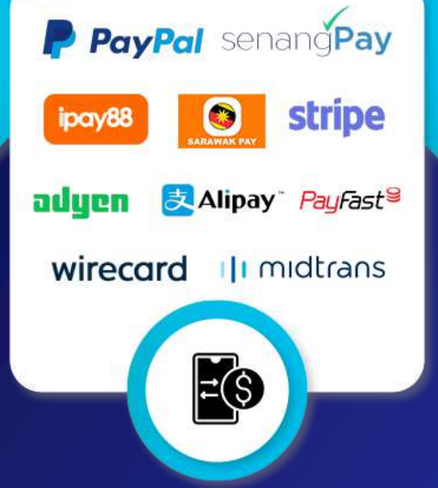
### Reporting & Analytics

- All the data captured is stored within a centralized reporting dashboard, is quick & simple
- Powerful Wi-Fi analytics to capture user data in real-time, including demographics, insights & more

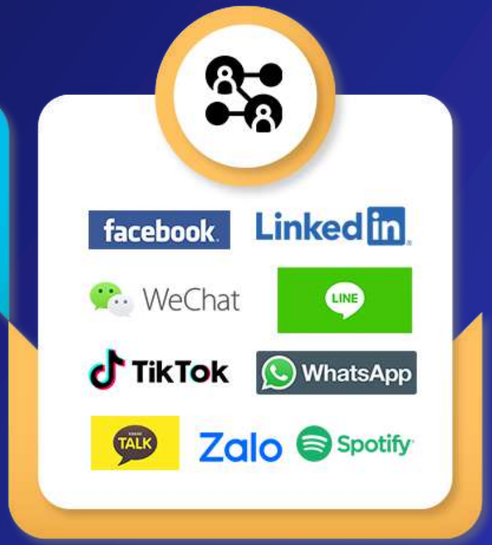
# Kiwire Interfaces

## PMS Integration

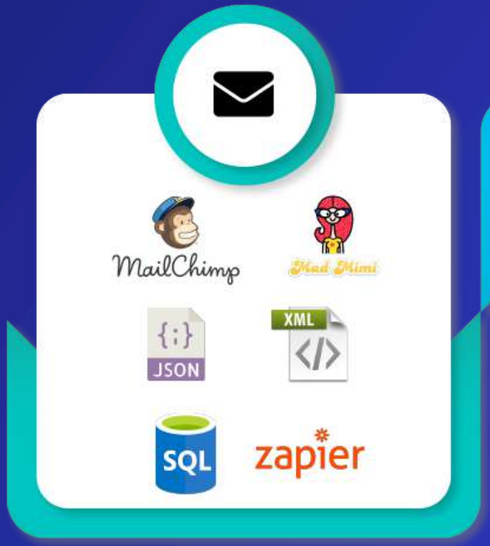
## E-Payment Gateway



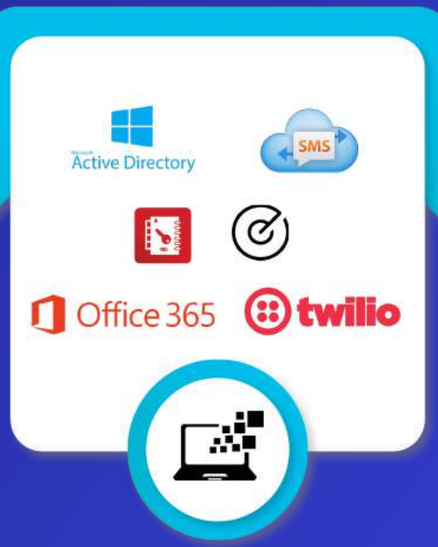

## Social Network



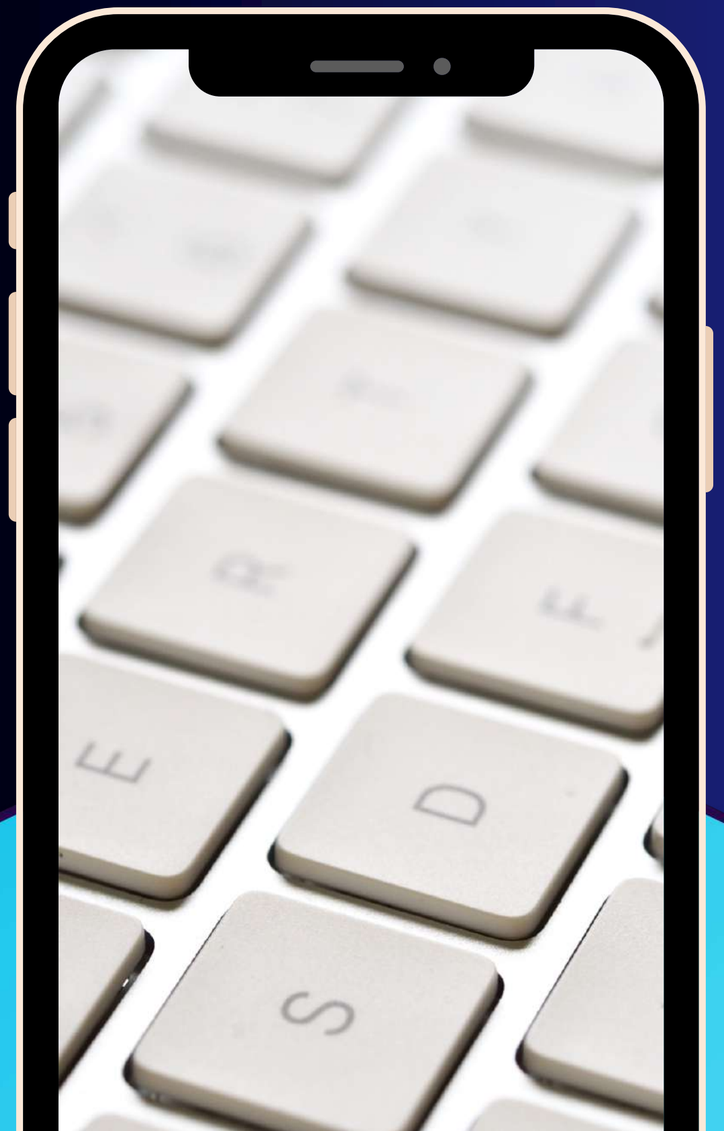

## API / Email Marketing




## Authentication Server




## Call Accounting / Content Management



# Kiwire Cloud

- Dedicated server with customized hardware specification.
- Dedicated database, no sharing.
- More stable in term of connection.
- Some of the integration for example PMS works in on-premises Kiwire.

# Kiwire Cloud Features

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01 Securely serve multiple clients from an unlimited number of organizations.

02 Kiwire Cloud platform partition each tenant with its within its primary database.

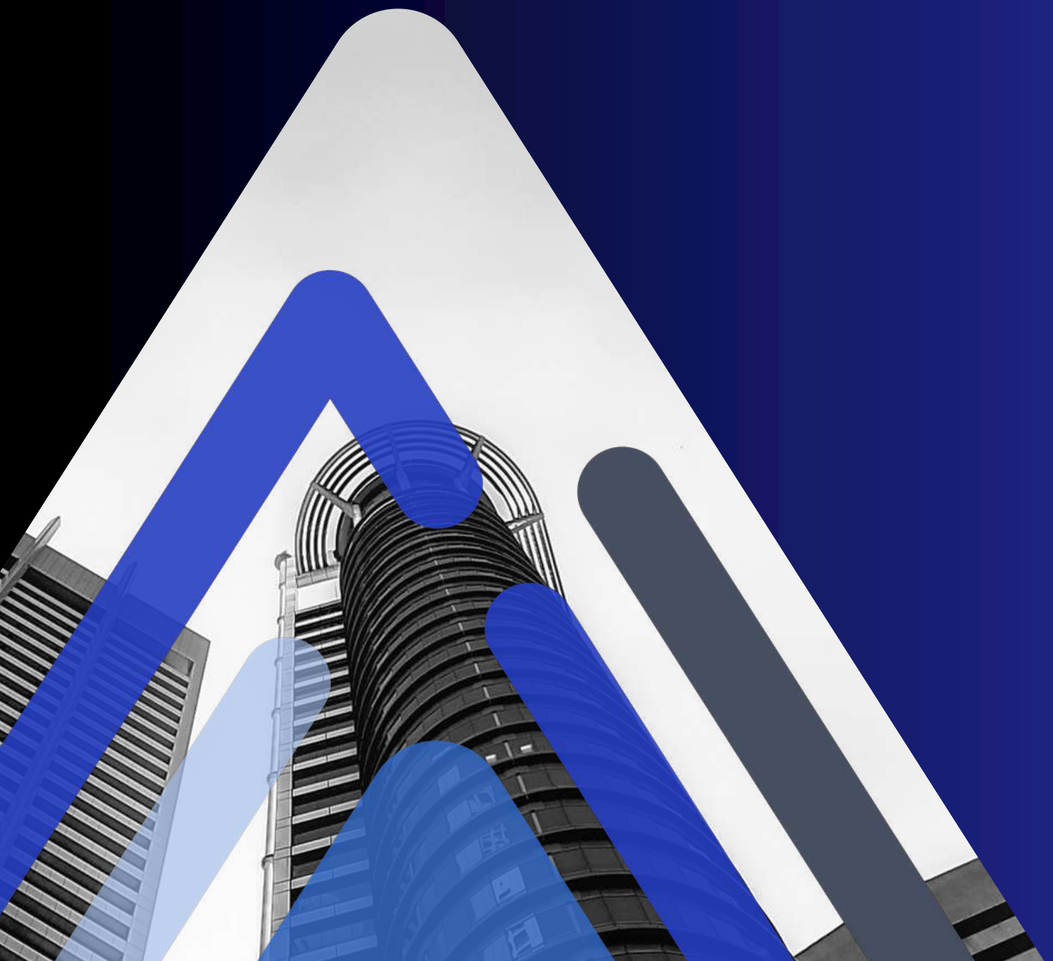
03 Automatic Software Updates.

04 Provide the highest levels of management functionality.

05 Reduce manpower for troubleshooting.

06 High Availability

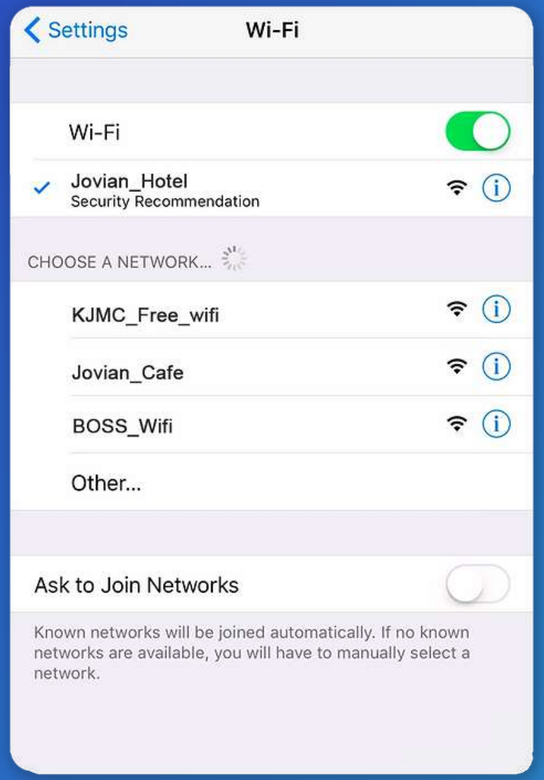
KIWIRE®



| CLOUD | VS | PREMISES |
| --- | --- | --- |
| Automatic Software Updates | | Server |
| Manage anywhere | | Security |
| Reduce manpower for troubleshooting | | OS and Database |
| High Availability | | Maintenance |

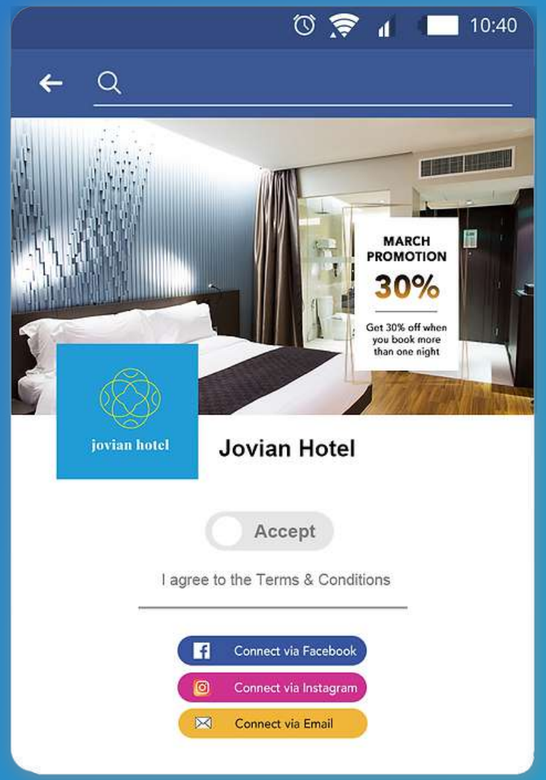
# How Does Kiwire Works

## 1 CONNECT



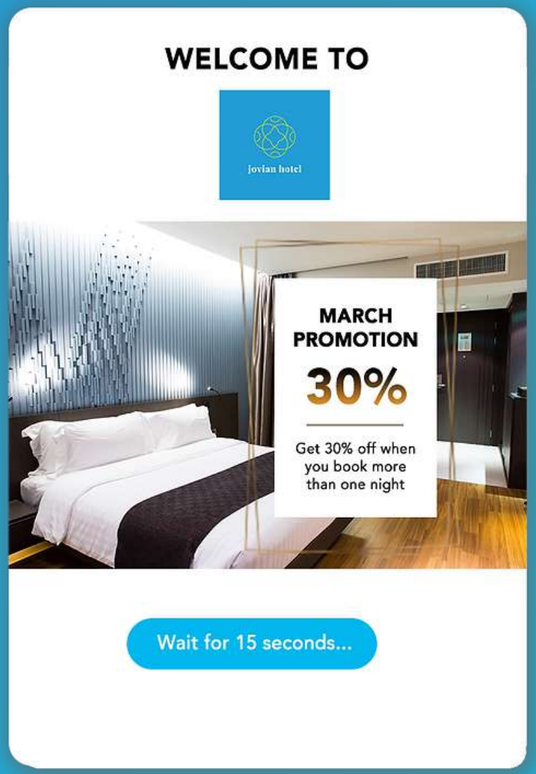

Guests connect to your open Wi-Fi.

## 2 LOGIN




Login using social media, email, or SMS to get access.

## 3 ENGAGEMENT

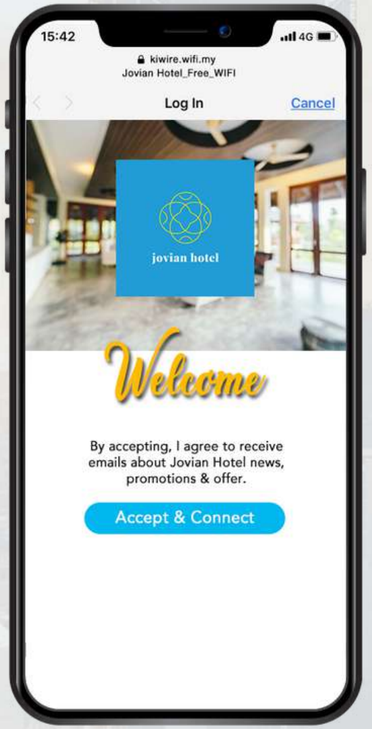



Immersive experience with videos, images, ads and more.

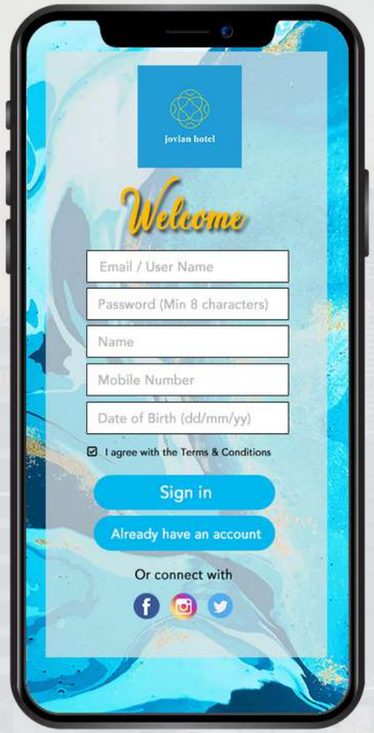
# Our Software Solutions Work with Equipment from these Popular Brands

# LOGIN FLOW EXAMPLES

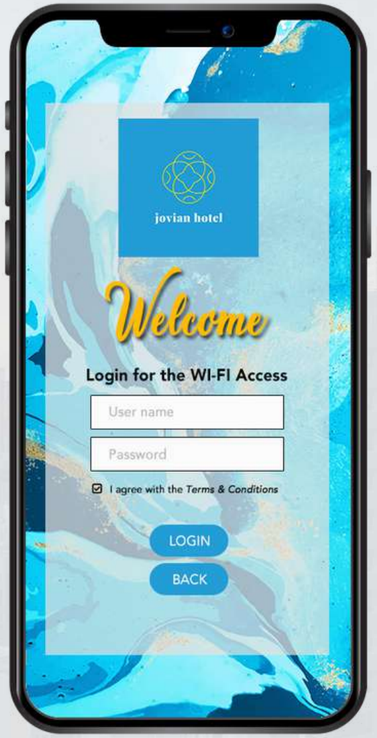
# Login Flow (via Self Registration)



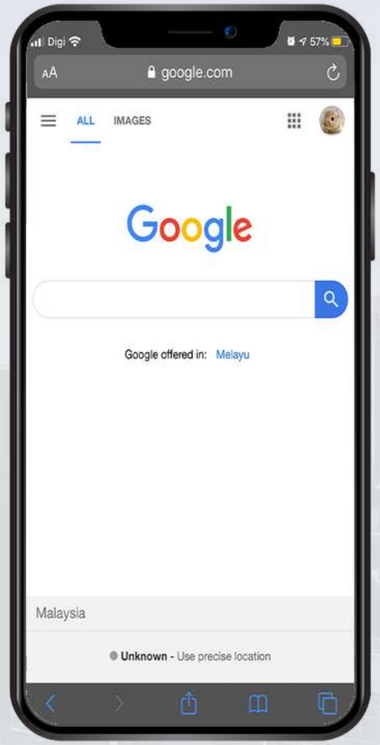

Wait for seconds for advertisement




Fill up the form or proceed to login page.

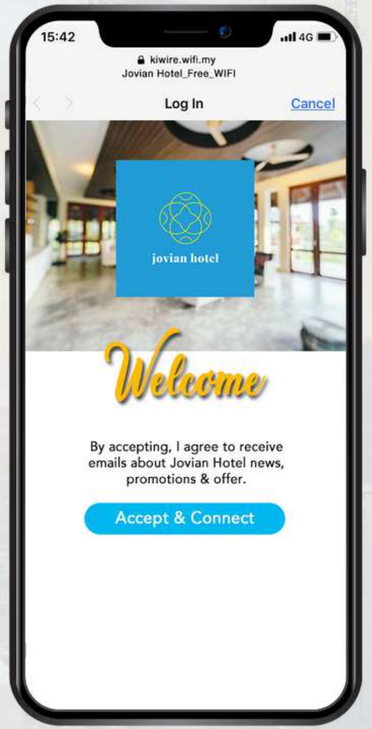



User enter username & password

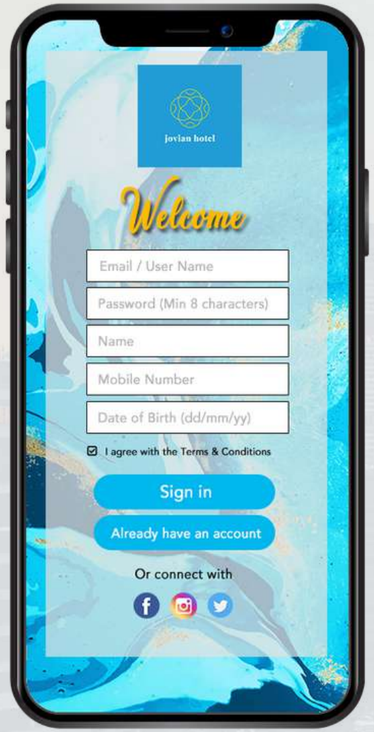



Ready to access

# Login Flow via Social Login

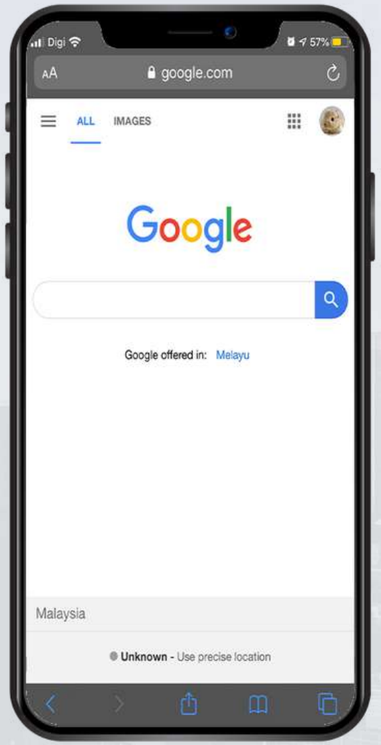



**Wait for seconds for advertisement**



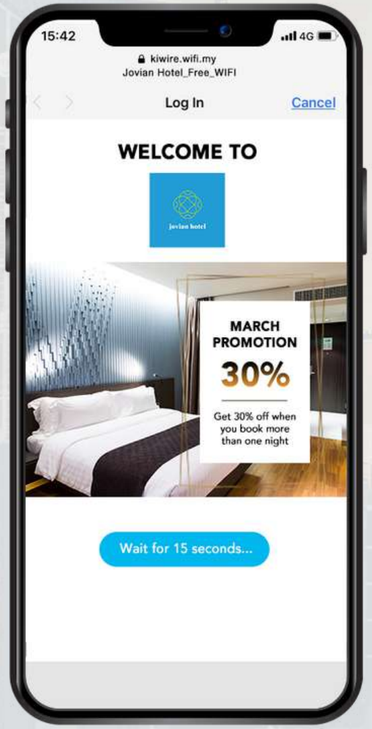

**Choose social media logo option to login**

**User enter username & password**

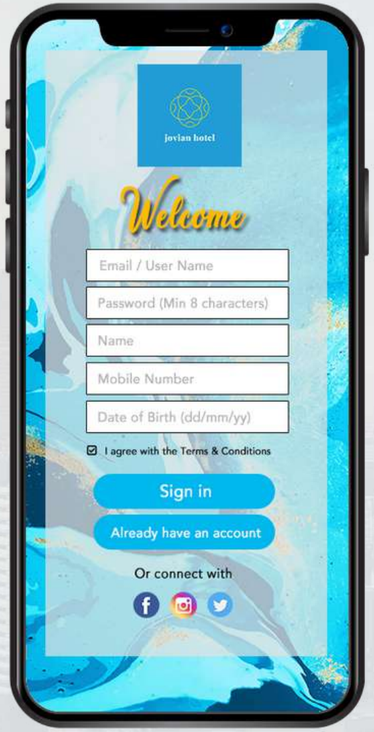



**Ready to access**

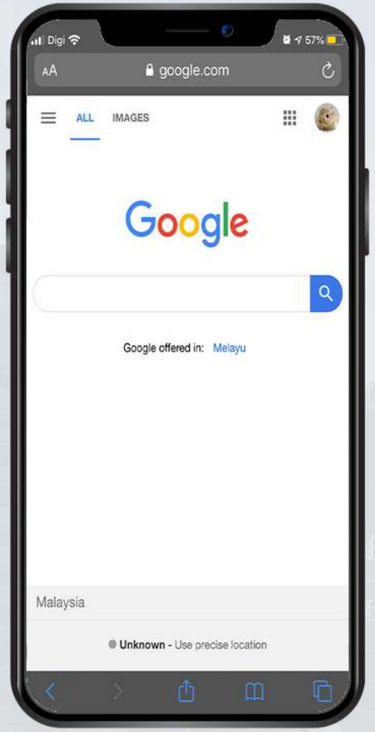
# New User (via Registration)




**Wait for seconds for advertisement**

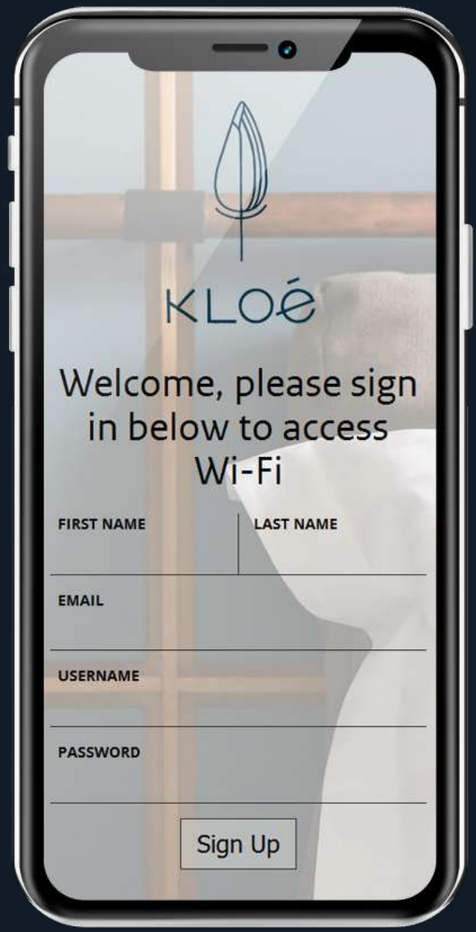


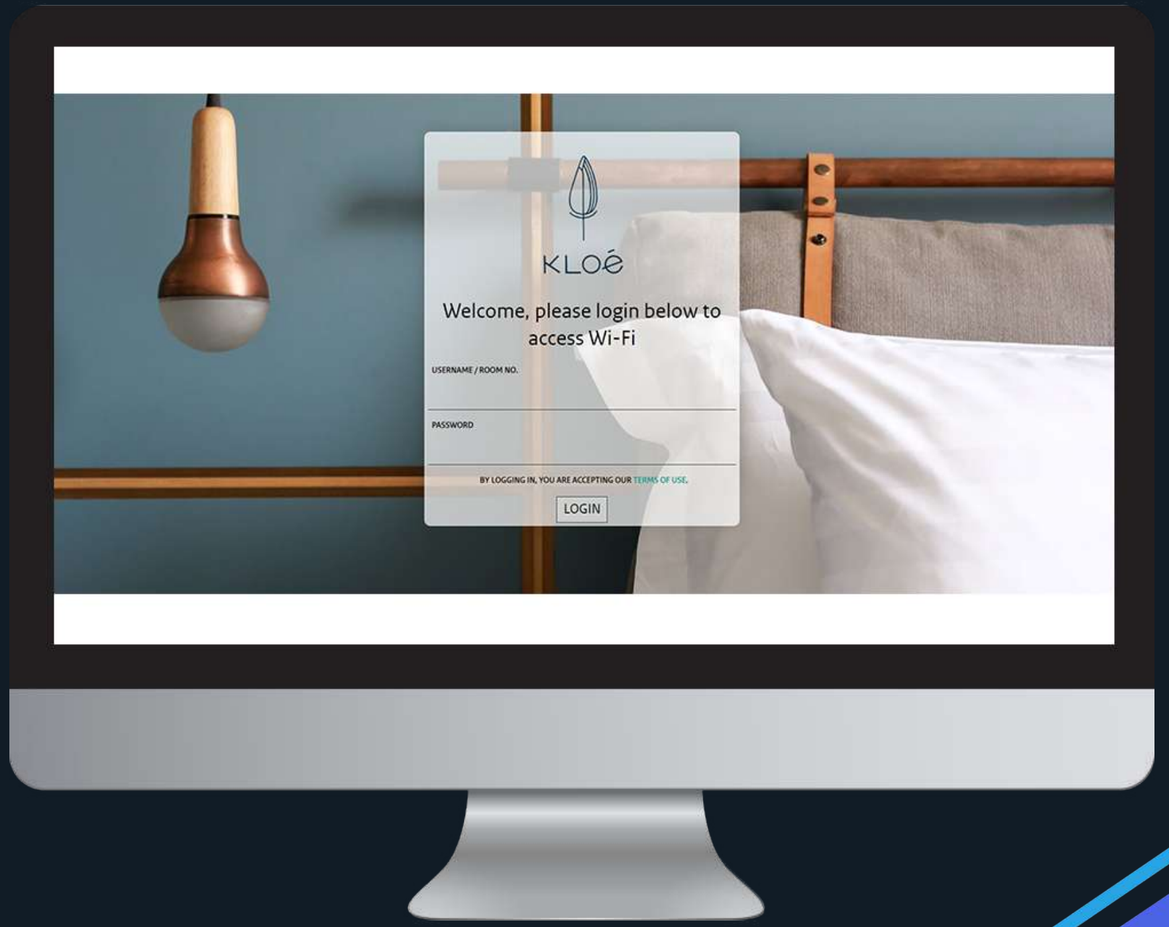

**Sign In button. User fill in their details.**



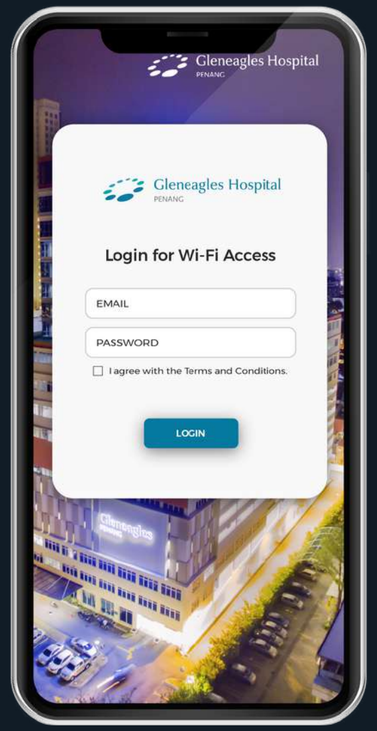

**Ready to access**

# Landing Page
## Hospitality



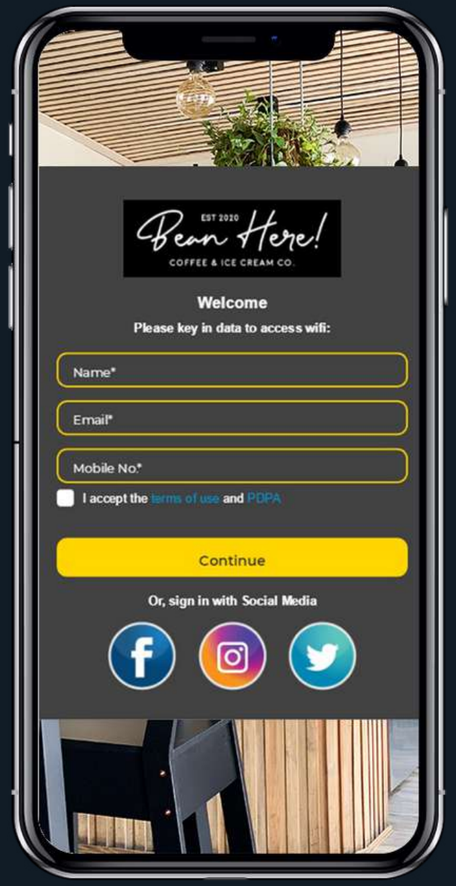



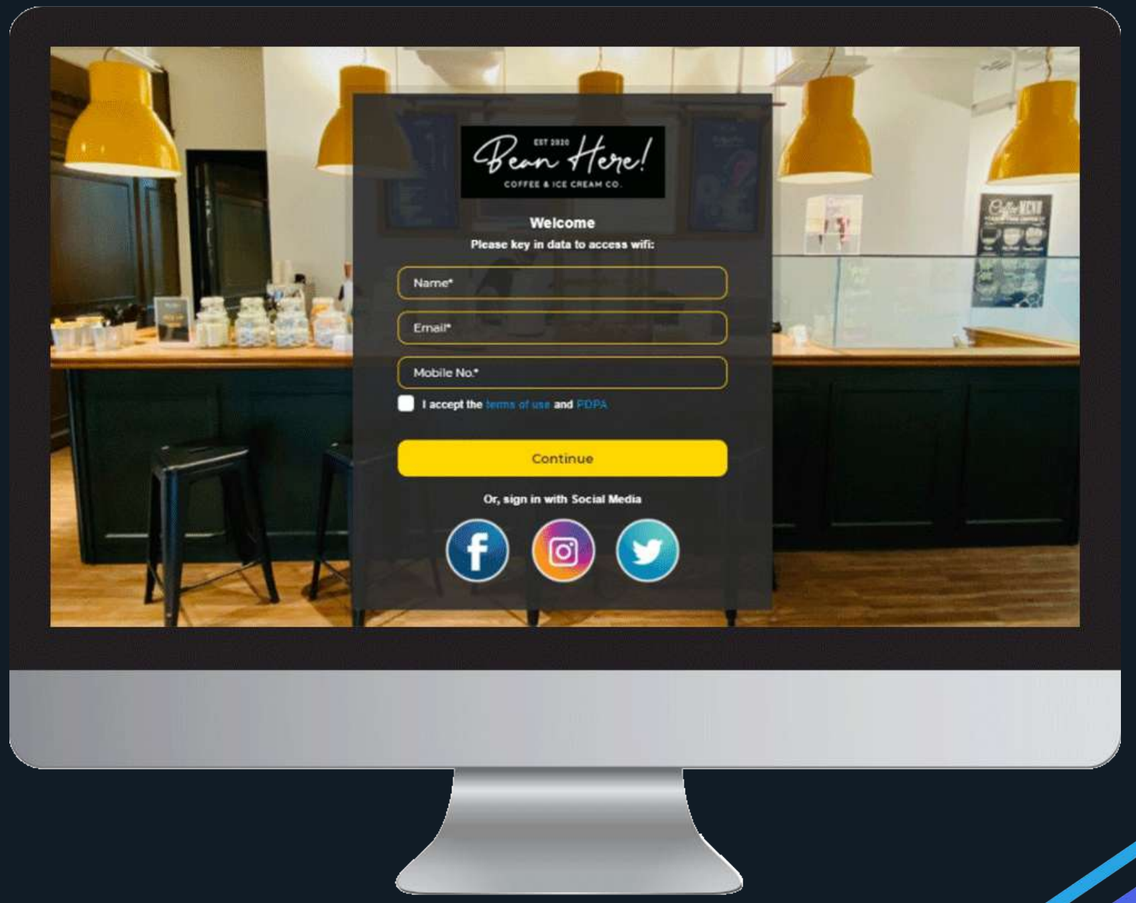
# Landing Page
# Medical Centre

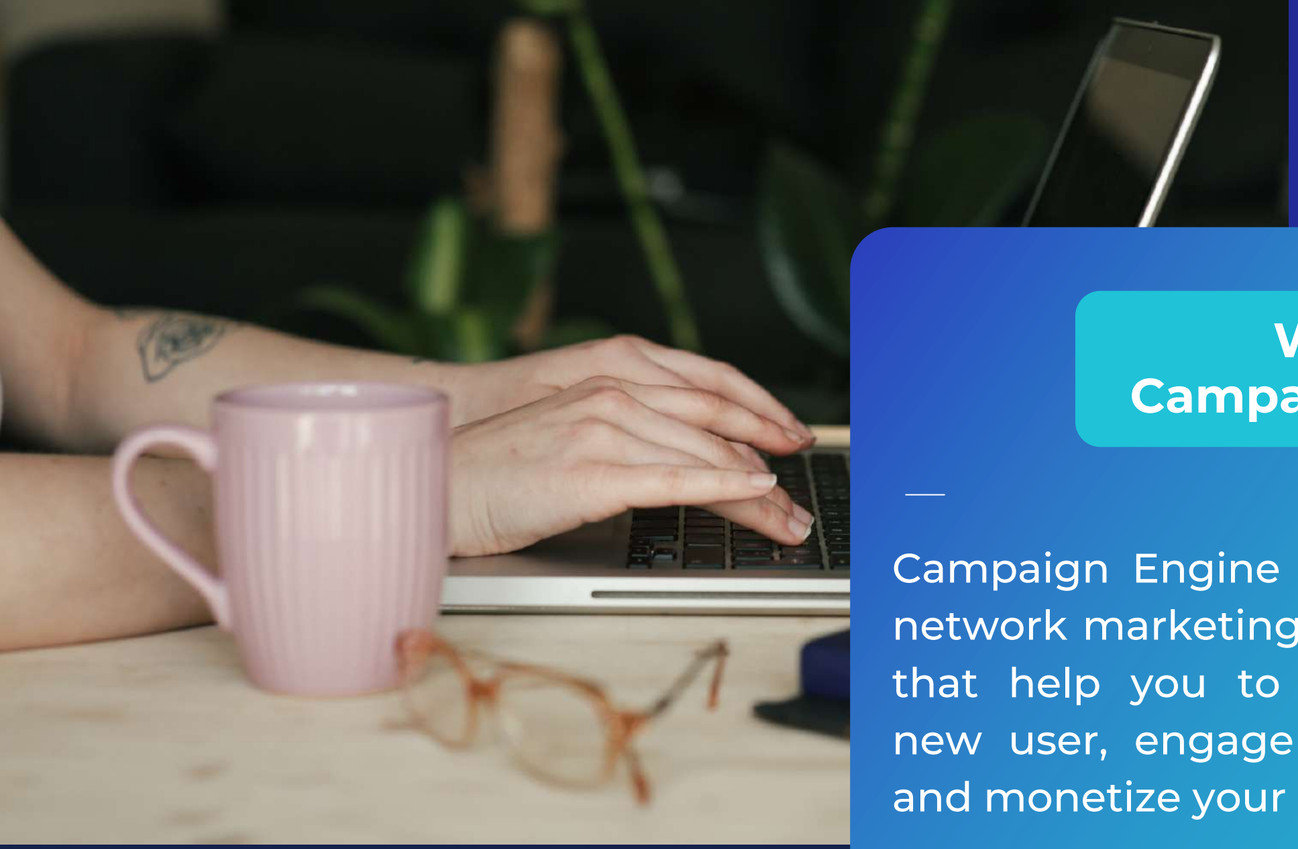


# Landing Page

## Food & Beverages





# Kiwire Campaign

## What is Campaign Engine?

Campaign Engine is a unique network marketing application that help you to gain many new user, engage your users and monetize your network.

## How Does it work?

You can force users to see an image or video ads for a few seconds before/after showing them the captive portal and authenticating them.

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# Campaign Benefits

**Marketing Strategy Platform**

- Introduce new products / brands.
- Notifications / news.

**Engage User**

- Good ads will attract more users.
- Display offers/discounts.

**Monetization Platform**

- Sell ads space to airline, food delivery and many more.
- Ads with promos / discounts/offers will attract guest to buy.

# Kiwire Campaign Engine

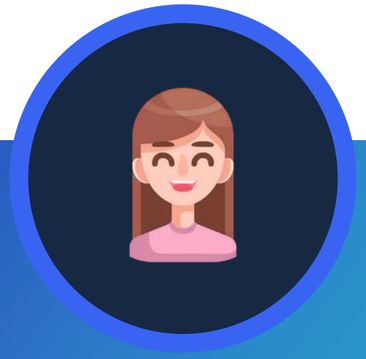
# Targeted Campaigns using
# Persona / Triggering

**TRIGGER:**

Sarah

First/repeat login user

Last seen 29 days ago



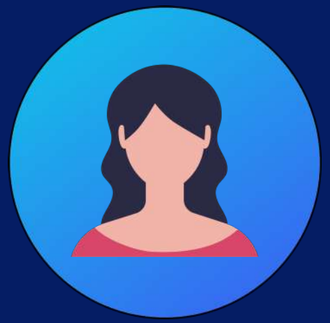
**PERSONA:**

25 Years / Female

**ACTION:**

Display ads /
promo / discount

# CAMPAIGN REMARKETING



Customer

Visit Kiwire enabled store

Connect to network, leave the store

Ads will appear in within or outside

Capture interest

More revenue

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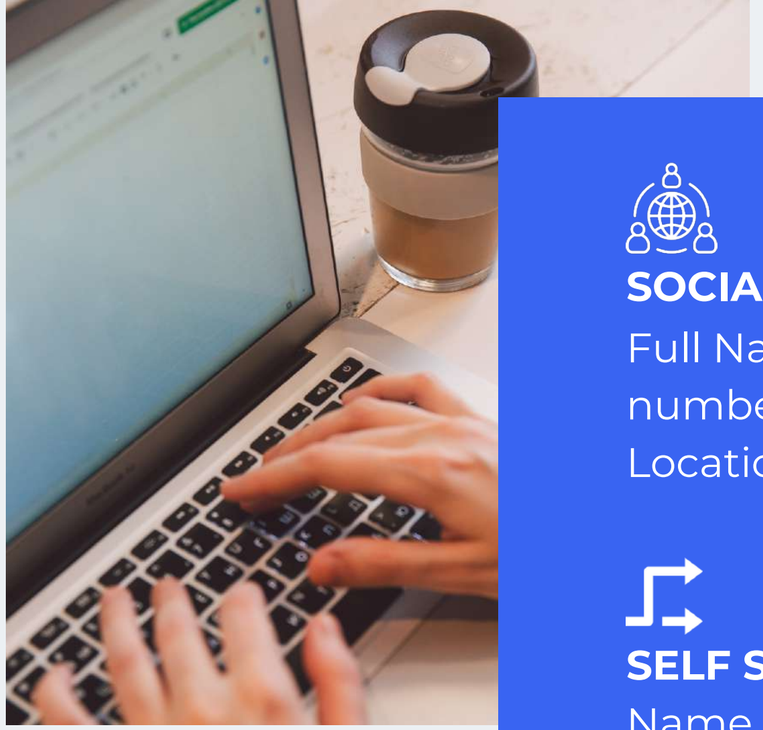
# User Data Collection



### SOCIAL NETWORKS

Full Name, Email, Phone number, Age Group, Gender, Location.

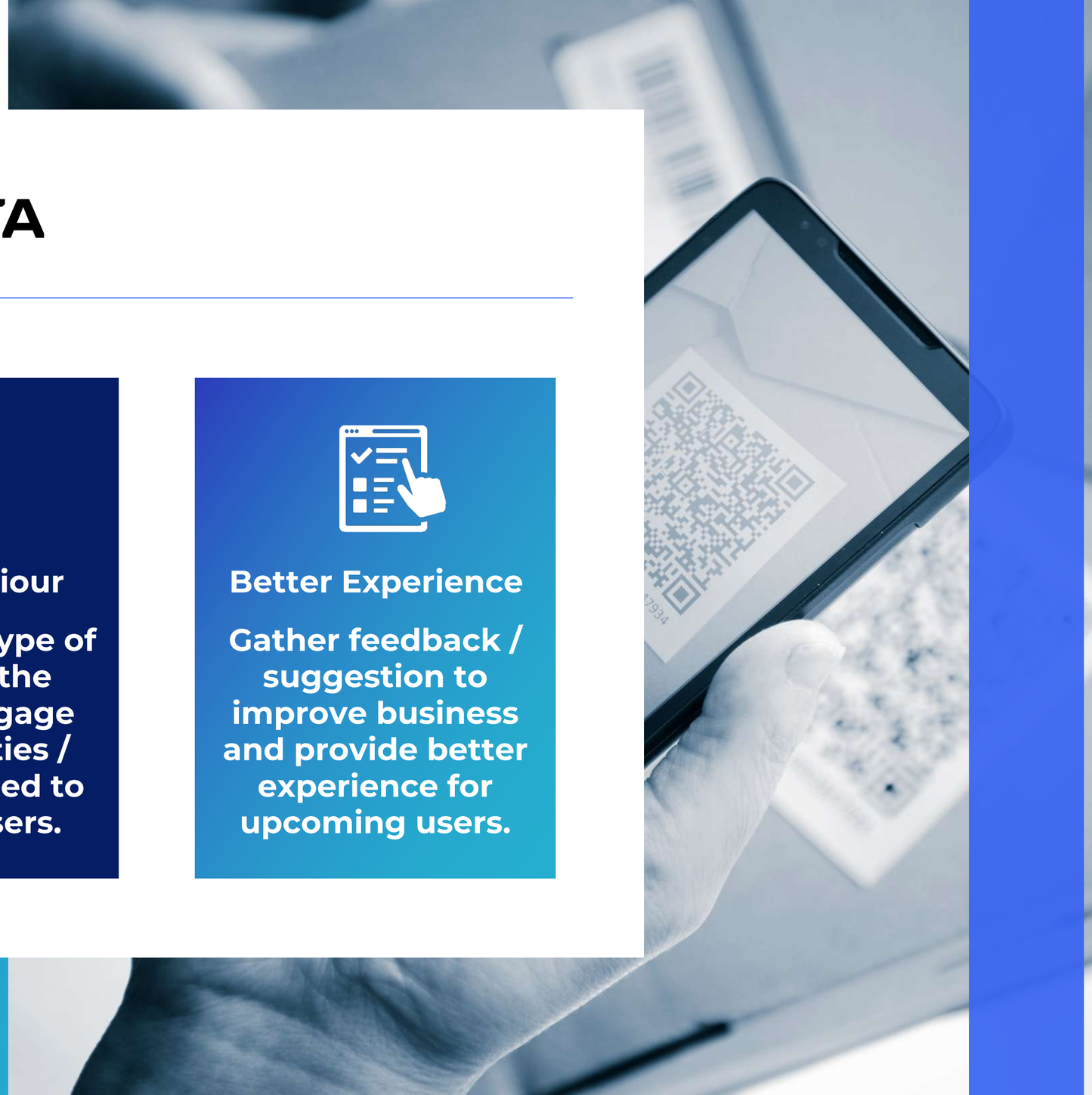
### SELF SIGN UP

Name, Email, Phone number, Age, Gender, Additional fields.

### SURVEY FORM

Personal details, Simple Q&A, Feedbacks , Suggestions & Other related data.

# BENEFITS FROM COLLECTING USER DATA



### Wi-Fi Marketing

Blast promos / offers through emails / SMS to attract users to come back.

### User Behaviour

Understand type of users visit the premise, engage more activities / promos related to targeted users.

### Better Experience

Gather feedback / suggestion to improve business and provide better experience for upcoming users.

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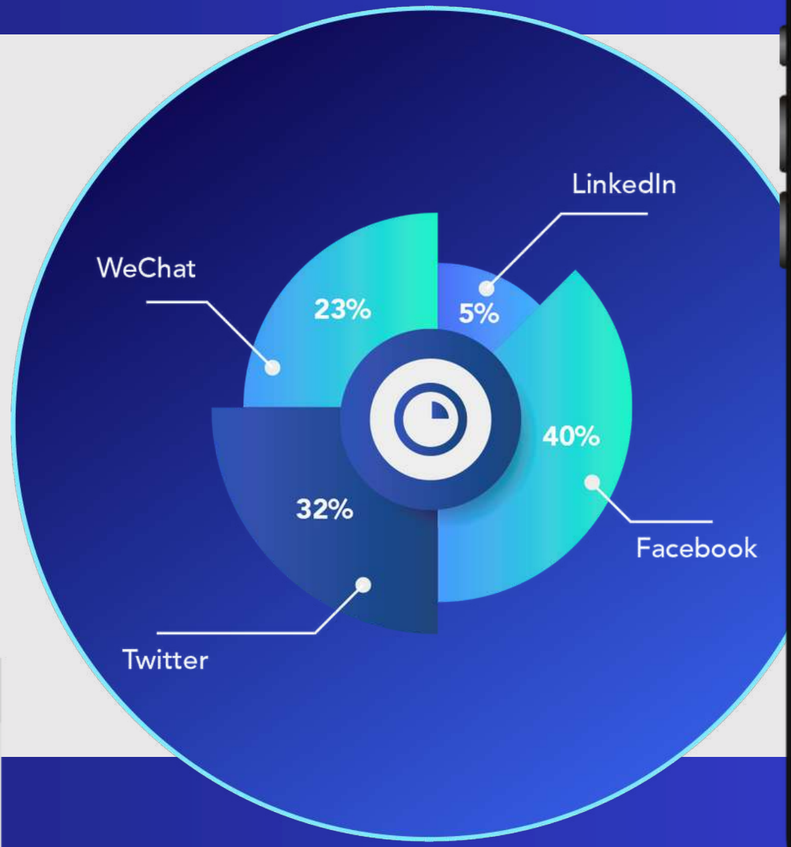
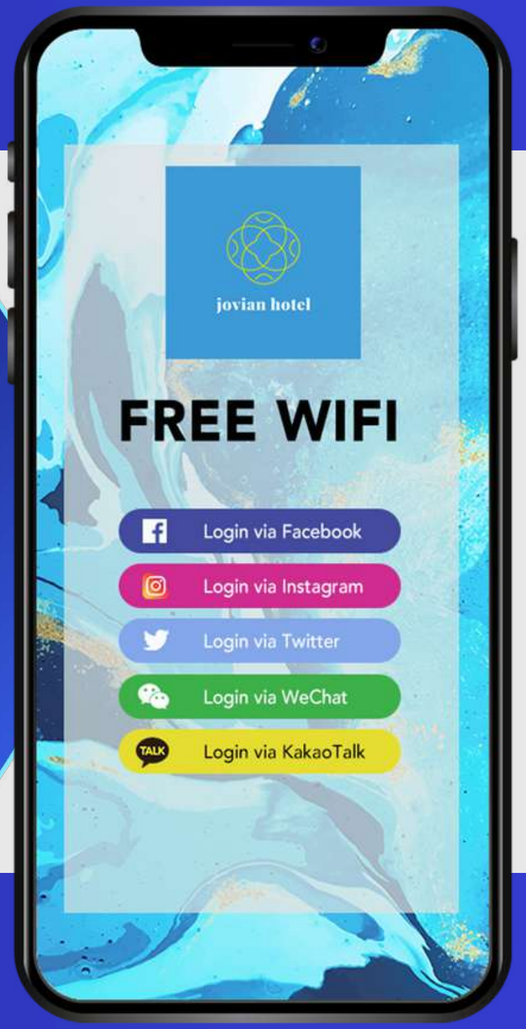
# Wi-Fi Analytics

## Real Time Insights at your Fingertips

Up-to-date customer data in a simple and easy-to-use dashboard that can automatically collect guest profile information from social networks, website or email marketing, including demographics, locations & interest.




| User | Platform | Gender/Age |
|---|---|---|
| John Lee | | M 30-35 |
| Nisha Arman | | F 18-25 |
| Siti Sarah | | M 45-50 |
| Alex Wong | | F 25-30 |

# REPORTING

## LOGIN & MONITORING

Generate analytical reports on user activity and network performance, including real-time equipment availability status.

## ACCOUNTS

Summary overview of your users.

## BANDWIDTH

Track the total bandwidth usage by network users.

## INSIGHTS

Retrieve information about the device type, brand, and user details (such as social/register login) when connecting to the network.

## CAMPAIGN

Generate a report detailing all impression views by users.

# Report Analytics

## Bandwidth Reports

- How much bandwidth has been consumed monthly?
- Decision on reducing or increase bandwidth

## Login Reports

- How many people using wi-fi on daily basis?
- When most people using wi-fi?
- Where does most people connected to? Zones?

## Campaign Reports

- Is my advertisement effective? How many impression and click?
- Is the waiting time too long? Is the advertisements too many?
- Is the advertisement not related to my audience?

## Insight Reports

- Understand the type of audience using Wi-Fi?

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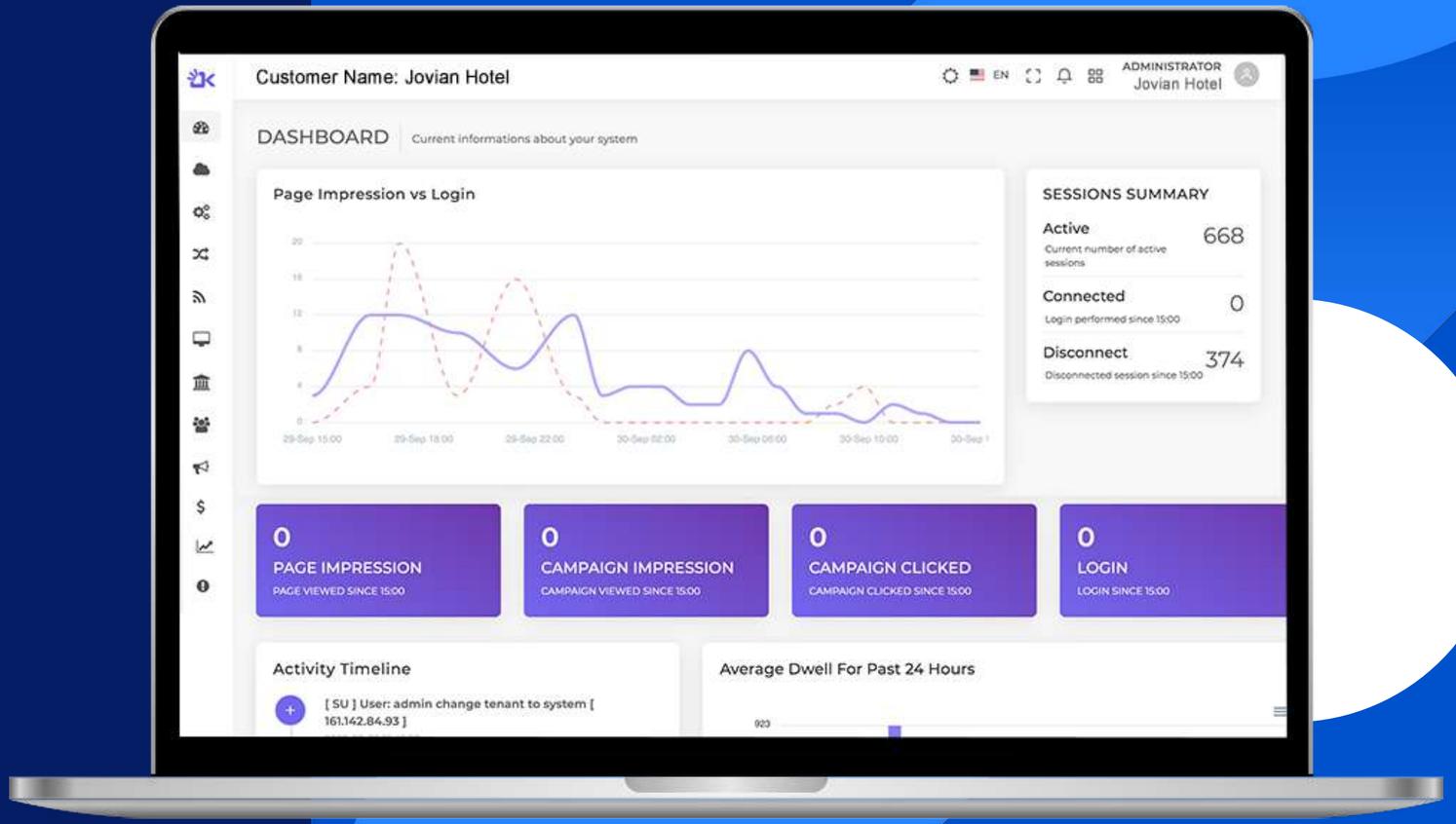
# Dashboard Overview

The Dashboard offers a number of self-contained indicators that summarize the network and its status.



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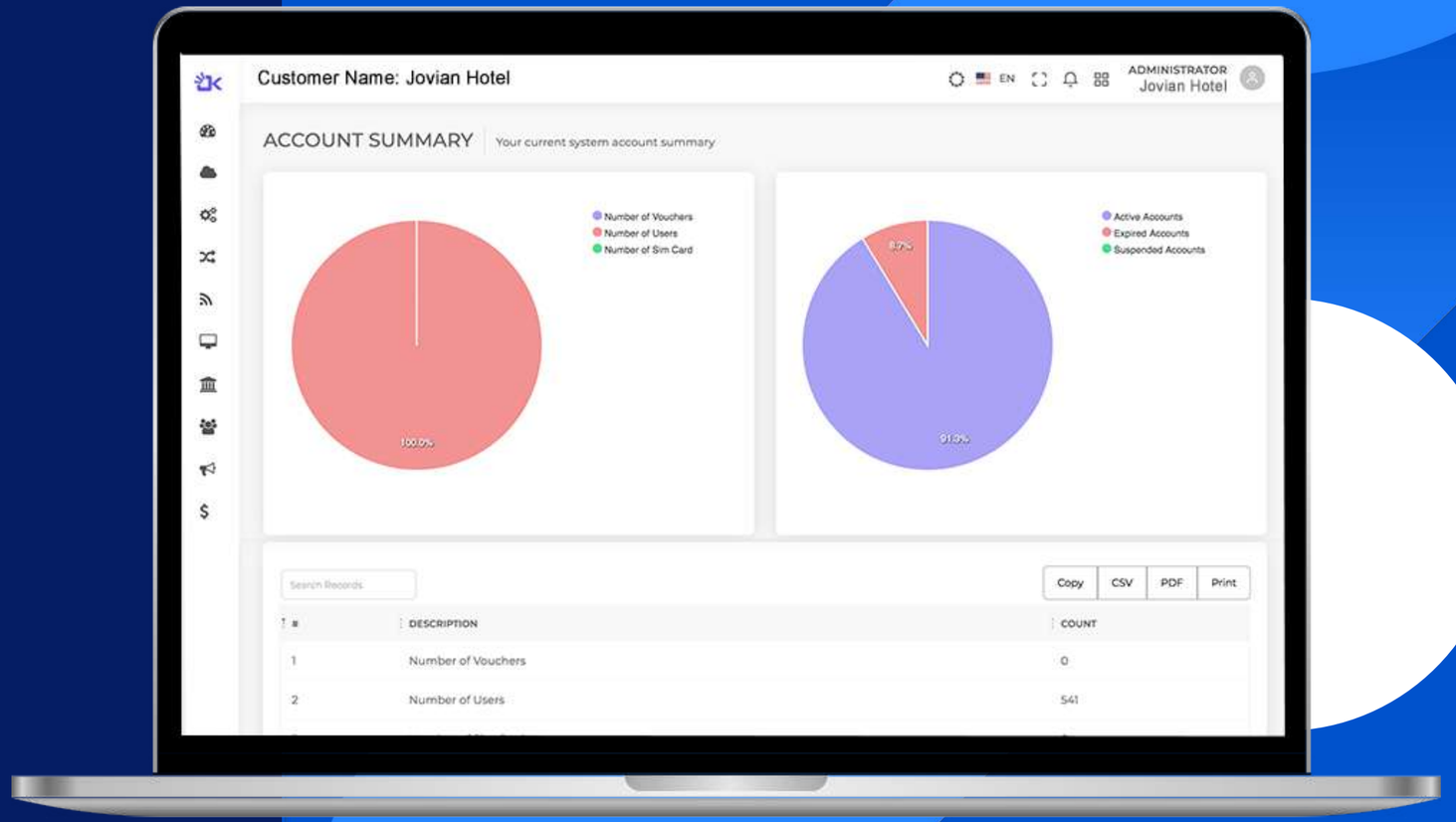
# Account Summary

The Account summary report provide you a summary overview of your users.



# SUCCESS STORIES

# Project: MEASAT

**A Malaysian communications satellite operator**

**Provides satellite services to leading international broadcasters, Direct-To-Home platforms and telecom operators.**

Measat is looking for solutions provider to provide Wi-Fi solutions with build in radius capability for their hotspot call “Connect Me Now” within Malaysia.

**Solutions:**

- Kiwire installed @ cloud with more than 3000 sites across Malaysia.
- Business model - Prepaid card and postpaid
- Remote location install Mikrotik to communicate to Kiwire Cloud.

# Project:
# BOTSWANA

**Botswana located at the center of Southern Africa.**

**The entire network catered to a population of around 500,000 residents who used the network regularly.**

Implemented rural Wi-Fi hotspots across the country for its residents which is in the city, government office, hospital, shopping mall, airport & more areas.

**Solutions:**

- Provides login via unique vouchers and one-click-login.
- The maximum limit 30 or 60 minutes per day for per user.
- MikroTik routers to deliver higher throughput and increased power to drive the latest Wi-Fi technologies.

# Project:
# ONE UTAMA

**Largest shopping mall in Malaysia.**

**With an area of 5,590,000 square feet and containing 713 stores.**

OneUtama IT team looking for solutions provider to provide Public Free Wifi solutions with integration with OneCard Application.

**Solutions:**

- Kiwire & Omaya installed @ OneUtama server room
- Business model – Big data collection (social media login) and OneCard Account
- Install Mikrotik to communicate to Kiwire

# Project: SUNGEI WANG PLAZA

**A strata title shopping centre in Bukit Bintang, Kuala Lumpur.**

**An aggregate retail floor area approximately 800,000sq.**

**Solutions:**

- Sungei Wang utilize Synchroweb Kiwire & Omaya to analyse the shopper traffic and understand how the mall performs.
- Using Cambium Networks Wi-Fi Technology with IP-Com network switches.
- Setup/Configure Wi-Fi network.

# Project:
# Avante Hotel.

**A modern contemporary hotel located in Petaling Jaya.**

**Next to the Bandar Utama MRT station.**

Kiwire greatly improves guest experience at Avante Hotel with high-speed Wi-Fi solution.

**Solutions:**

- Kiwire installed for guest Wi-Fi login which interfaces with IDB front office system
- Microsoft AD Server Setup
- Veeam Server Backup
- VMWare Setup

# THANK YOU!

## CONTACT US :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