



# THE ADVANCED Captive Portal with Wi-Fi Marketing and Analytics

KIWIRE PRESENTATION



# ABOUT SYNCHROWEB



Establish in 1999 and incorporate in 2001.



Dedicated Support Team and Engineer for products.



Own R&D team and lab for software and Technology development.



Partners with various Wi-Fi hardware brand.



24 x 7 Support Call Services.





# Kiwire Overview

 **KIWIRE**<sup>®</sup>



## Platform

Cloud / premises



## Advanced Technology

Various login methods,  
integrations and more.



## WiFi Marketing

Campaign Engine



## Integration

Integrate with multiple  
hardware controller



## WiFi Analytics

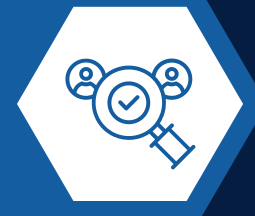
Reporting modules to allow you  
analyse user behaviour and more.



# Kiwire Features

## Dashboard

Display real time data with no of user login and disconnected.



## 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.



## Login Journey

User able to define login journey and re-direction



## Various Integration

SMS ,Email, PMS, Payment gateway, Microsoft AD, LDAP, Wi-Fi Controller and more.



## Various login methods and flows

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



# Kiwire Features

## Marketing Platform



- Advertisement sent over SMS, email, browsers & API.
- Surveys, coupons, smart banner
- Send campaign through WhatsApp.

## WhatsApp Integration



- Create instance and config WhatsApp integration module
- Admin able config and send the campaign through WhatsApp.

## User Profile



Able to create multiple user profile

## Manage fingerprint Auto-Login



- Admin now able to enable/ delete/ view user auto-login using fingerprint.

## Multiple VLAN / Zone



Able to define mutilple VLAN with different landing page / login credential.

## Bypass device audit trails



Able to view the log for all action bypass device



# Kiwire Features

## Survey

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



## Billing Notification

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



## Extensive API

Formidable new API engine that provides simplicity and high performance.



## White Label

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



## 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.



## 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 Cloud Features



Securely serve multiple clients from an unlimited number of organizations.



Provide the highest levels of management functionality.



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



Reduce manpower for troubleshooting.



Automatic Software Updates.



High Availability





# What's in Kiwire

## Marketing Tools

- Display ads, promotion, and targeted campaigns
- Capture visitor data for personalized marketing.

## Report & Analytics

- Complete view of user activity.
- Identify trends & peak usage.
- Visual performance dashboards

## Profile Management

- Define user quotas, speed limits

## User Management

- Create, edit and monitor user account with ease

## Customizable Login Pages

- Design and brand the login page , zone mapping, controller Management



# What's New In Kiwire



Integration with  
Synchrochat  
(WhatsApp)



Kiwire Mobile  
App



Report Monthly  
and Daily



Subtenant  
Management



WPA2/WPA3  
Enterprise with  
EAP-TLS



New Controller  
Integration

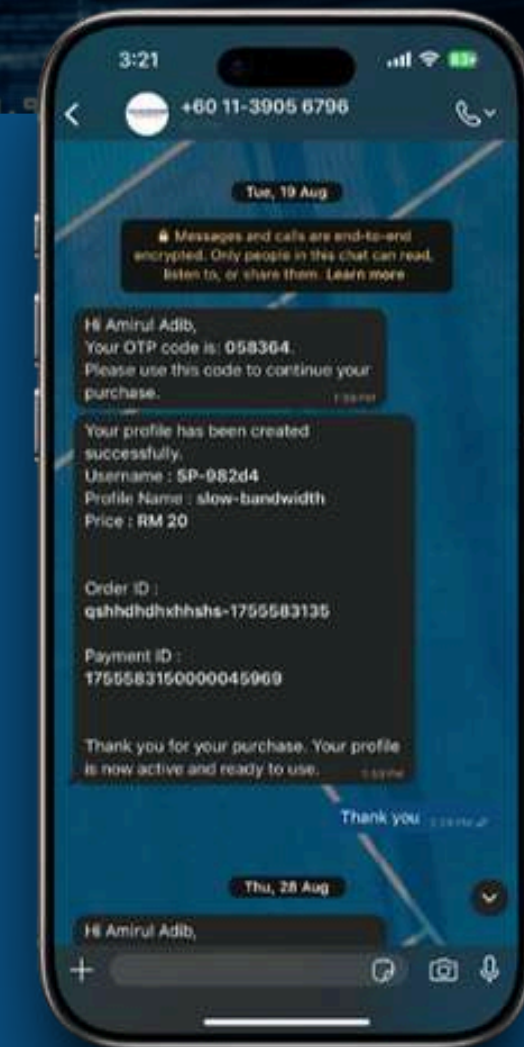
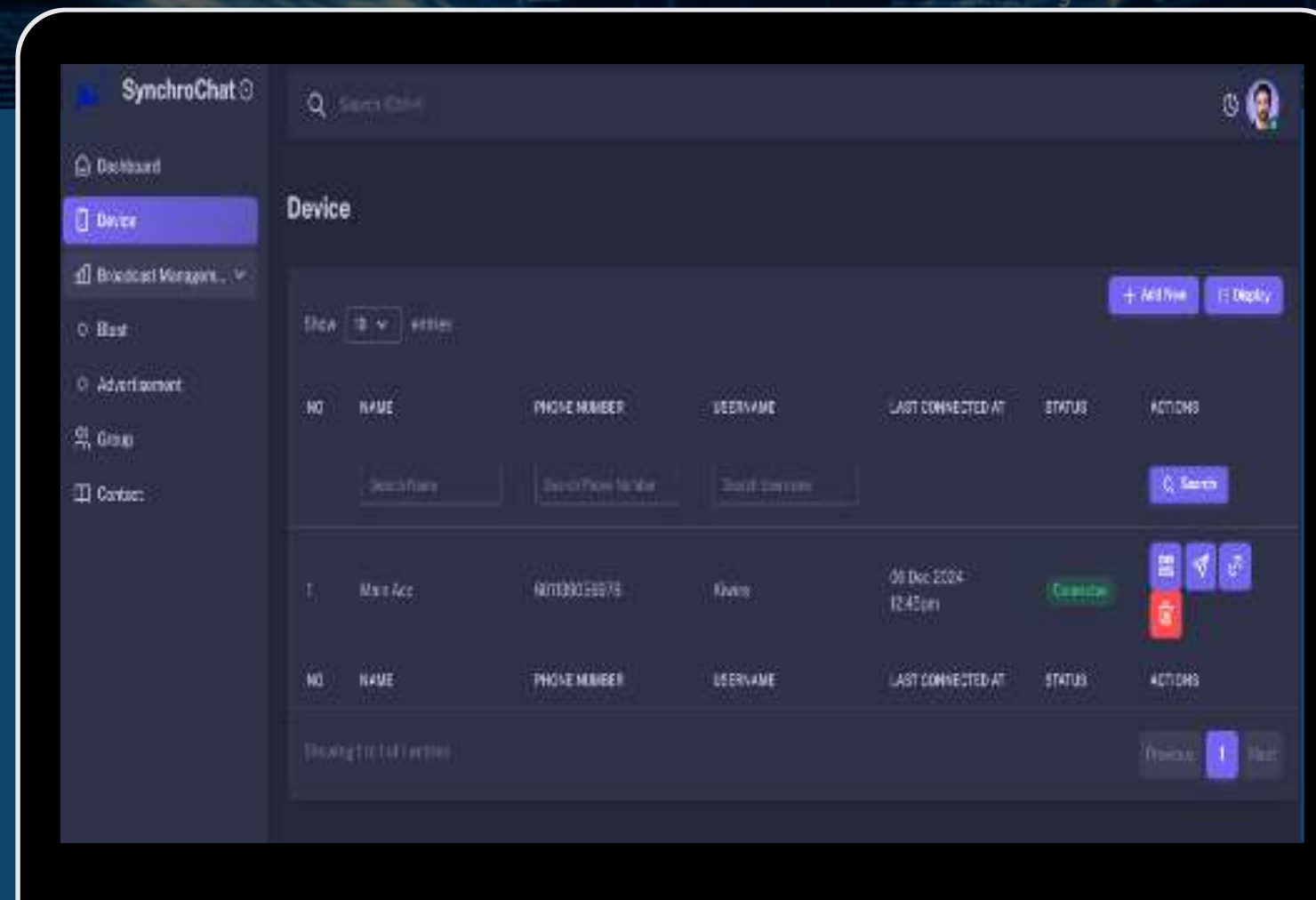
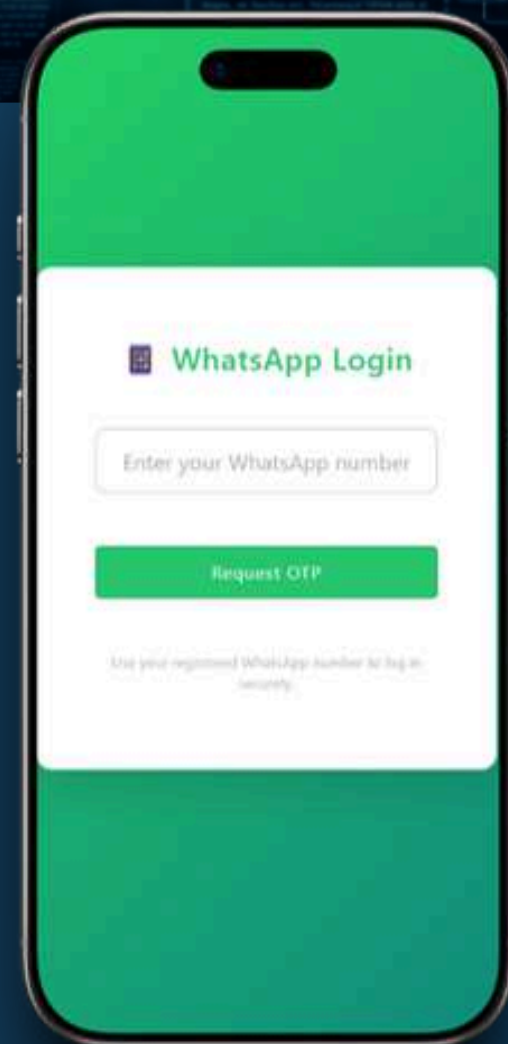


Integration with  
Omayya



# WhatsApp Login Integration

Admins can now integrate with Synchrochat Platform and send whatsapp message , marketing etc





# Kiwire Interfaces

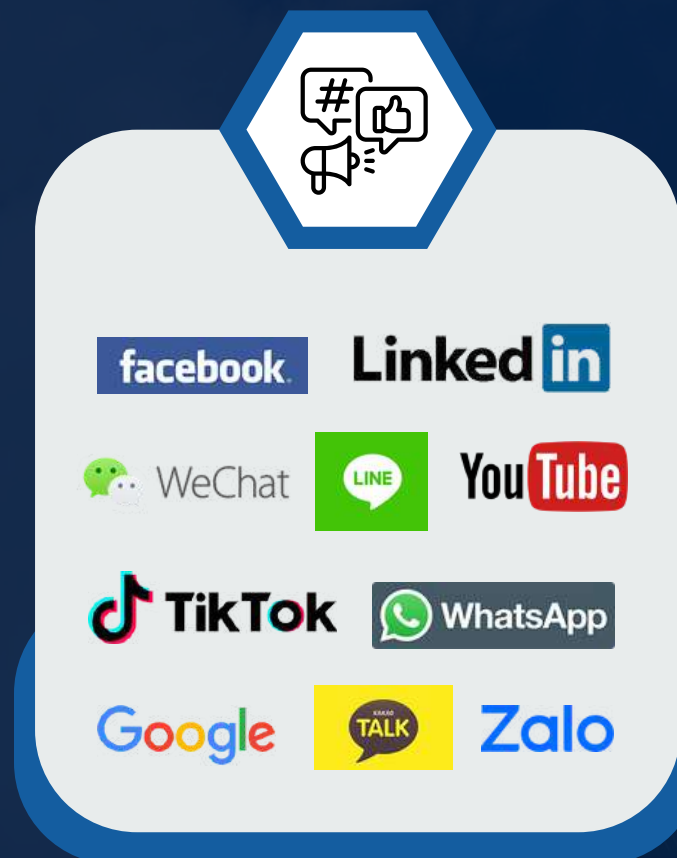
PMS Integration



E-Payment Gateway



Social Network



Hardware Integration



API/ Email Marketing



Platform Integration



Call Accounting System



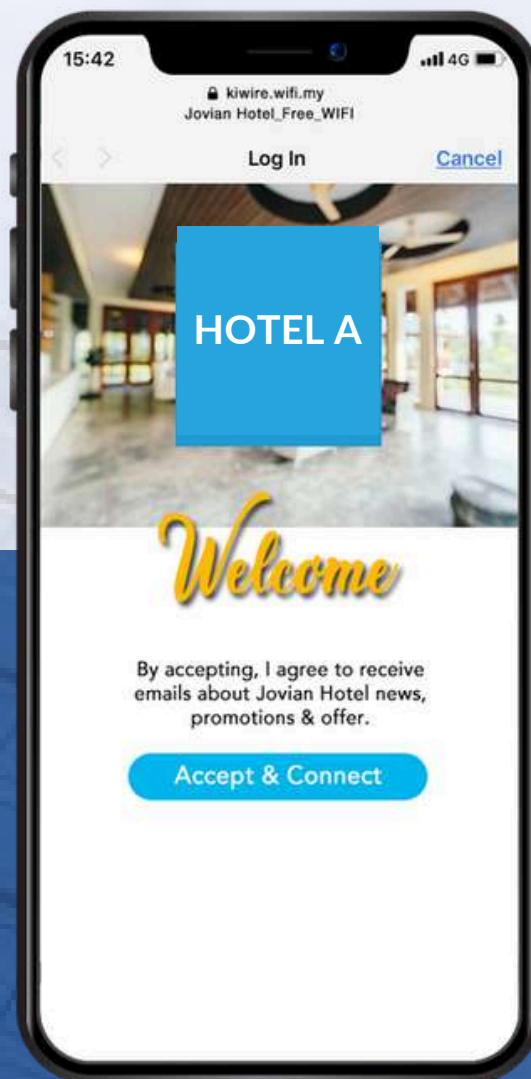


# LOGIN FLOW

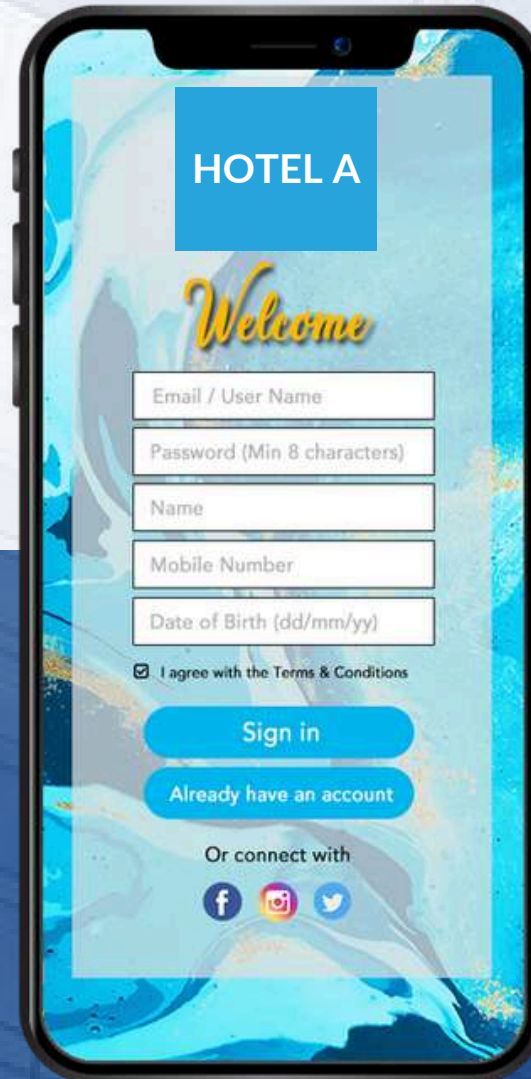


# Login Flow

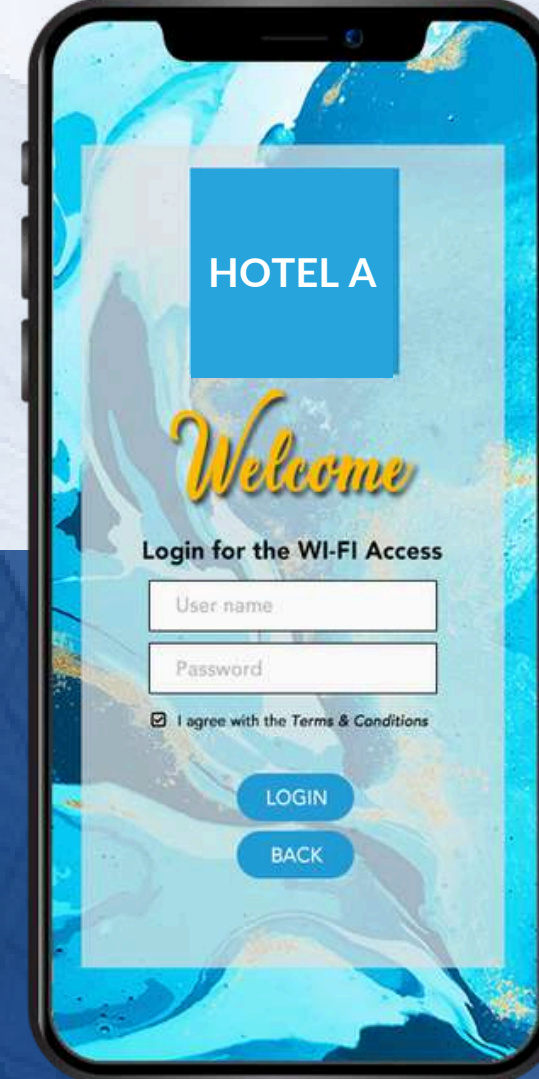
## (Login with Registered Account)



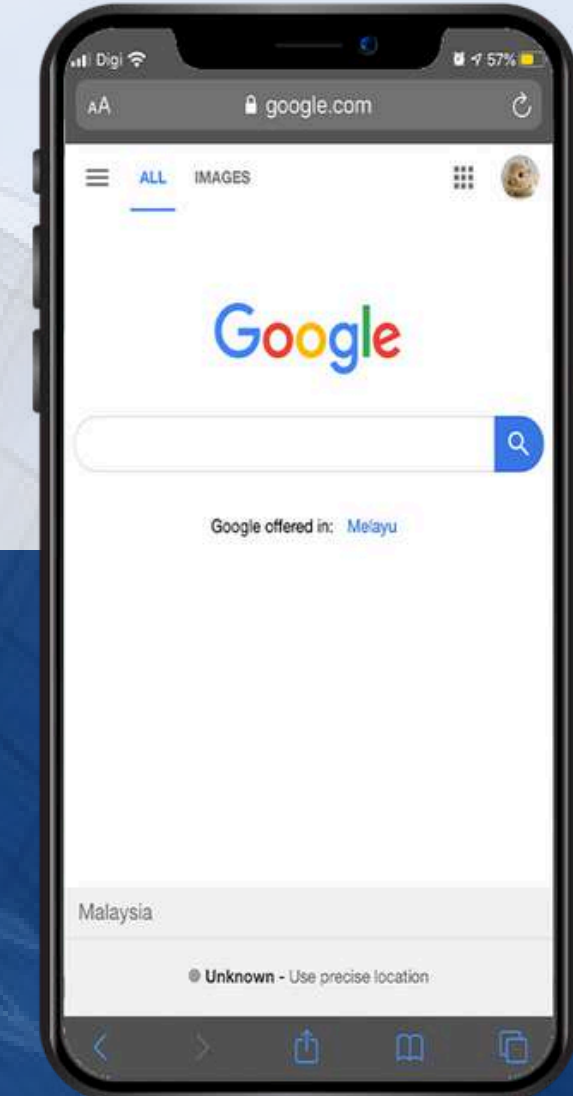
Wait for seconds  
for advertisement



Fill up the form or  
proceed to login  
page.



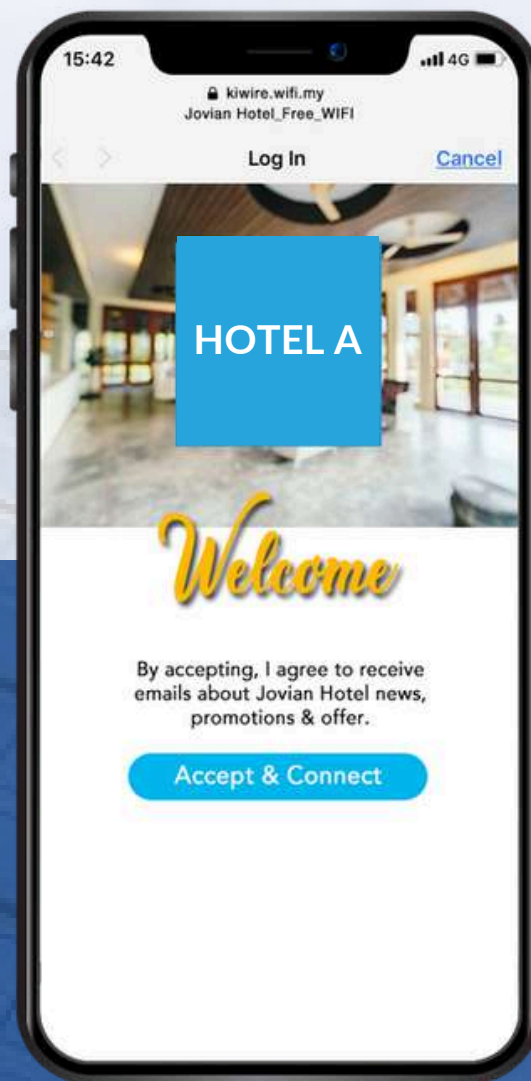
User enter  
username &  
password



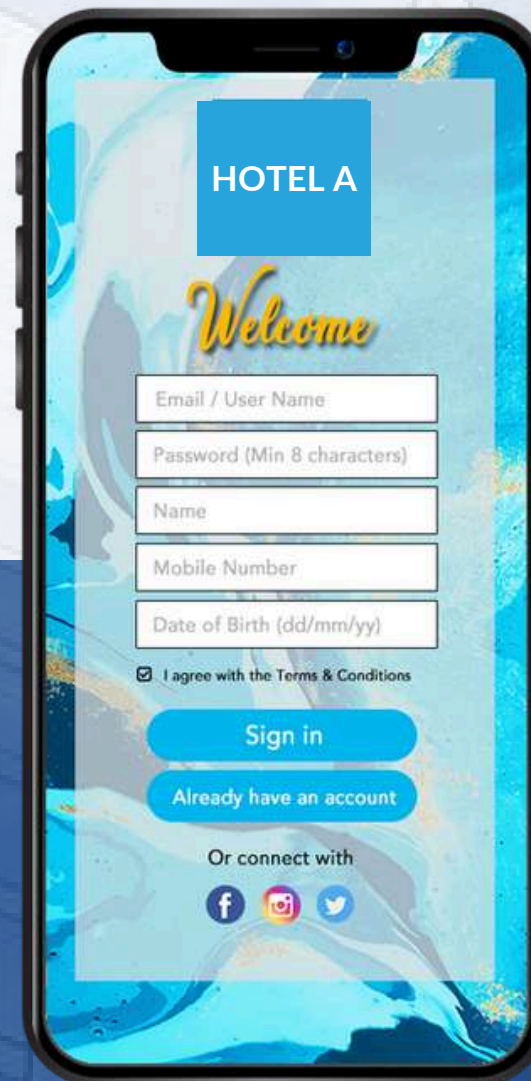
Ready to access

# Login Flow

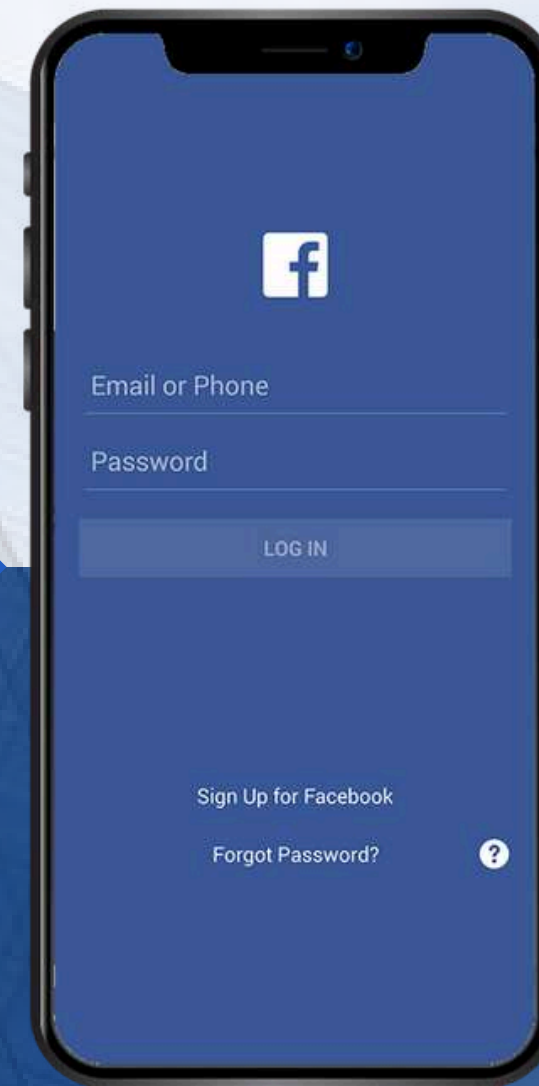
## [Social Login]



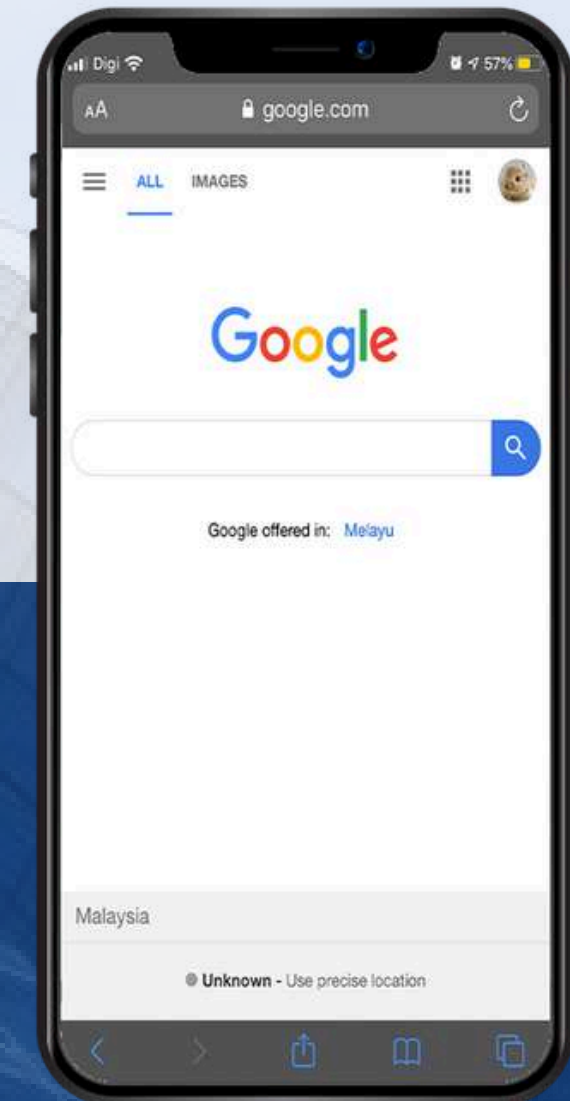
Wait for seconds  
for advertisement



Choose social  
media logo option  
to login



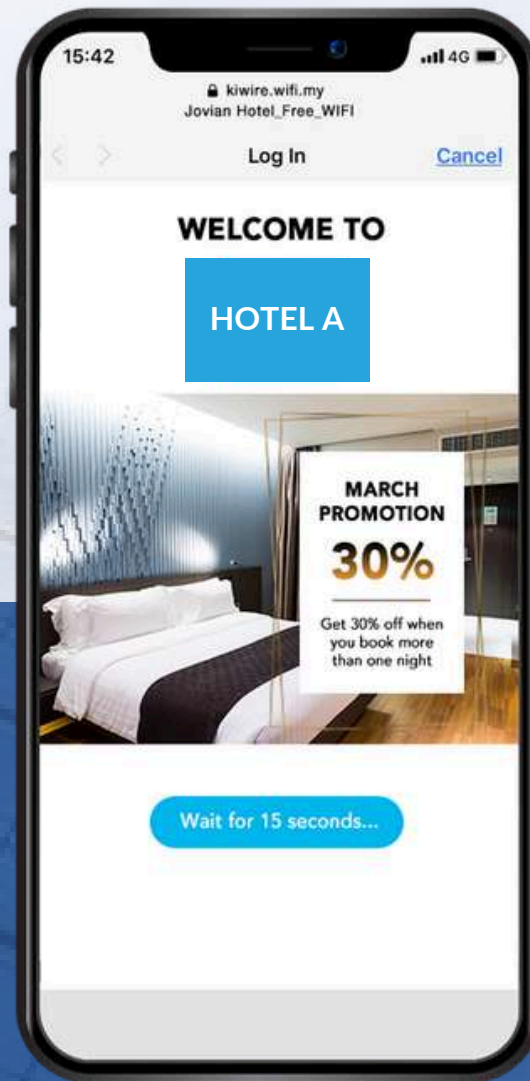
User enter  
username &  
password



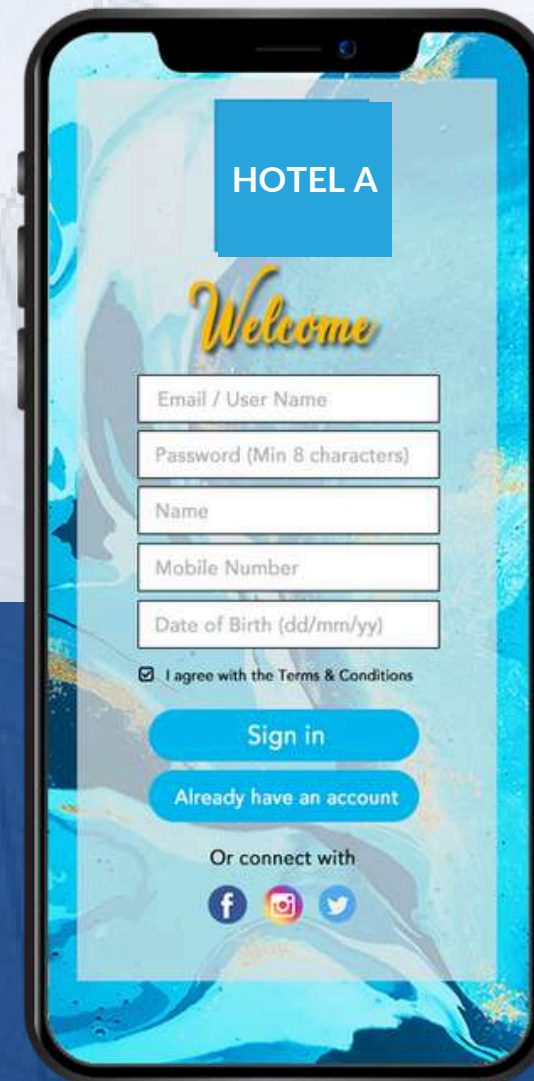
Ready to access



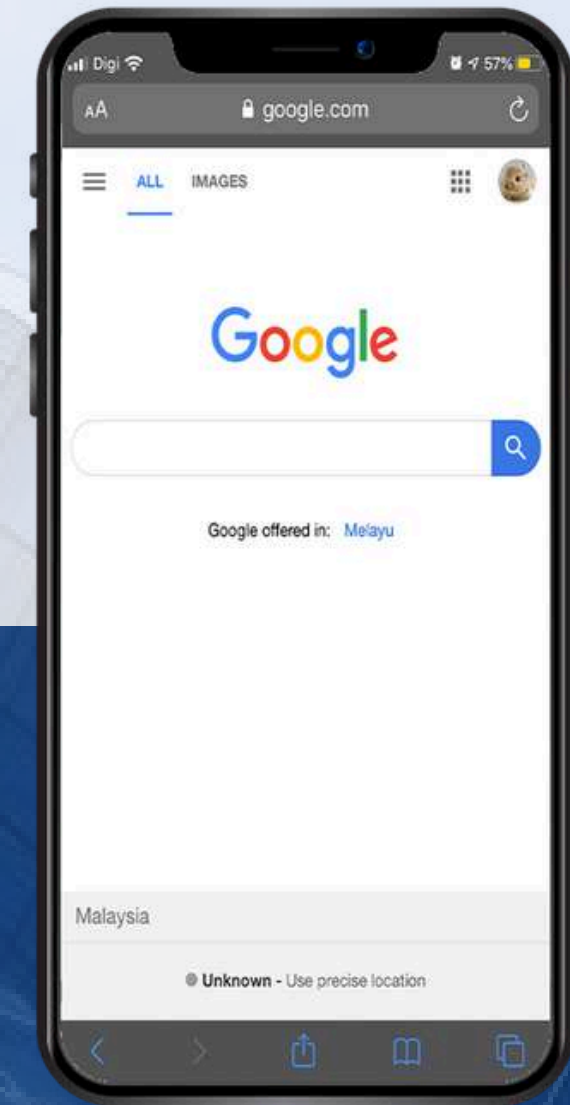
# New User [Public Sign Up]



Wait for seconds  
for advertisement



Sign In button.  
User fill in their  
details.

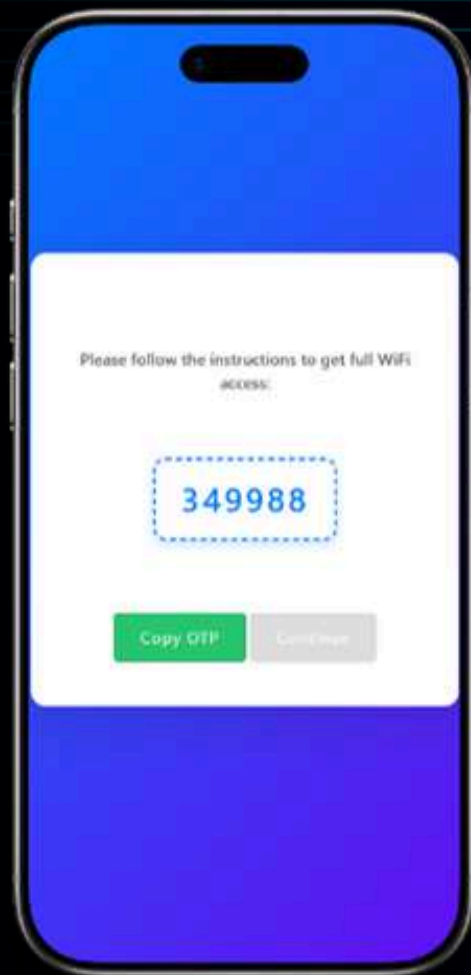


Ready to access

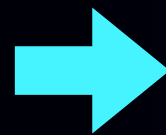


# Kiwire Mobile APP - User

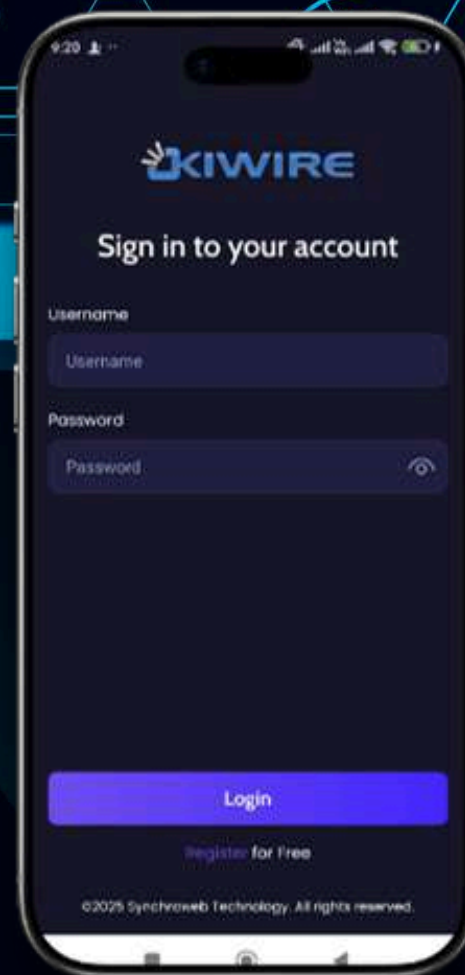
Admins can now integrate with Kiwire Mobile App, and allow user login using Mobile App



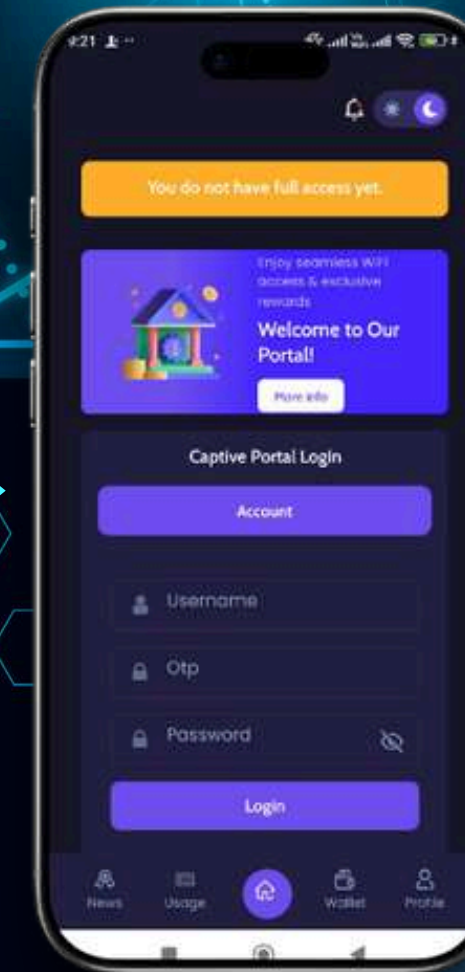
Connect WiFi click  
"COPY" + "CONTINUE" to  
get temporary internet



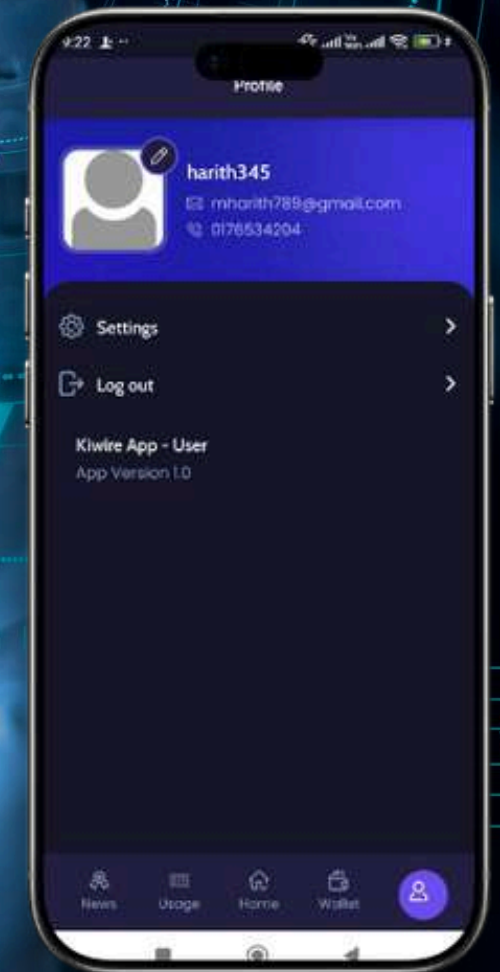
Open apps and click  
"Get Started"



Register account



Fill credentials with "OTP"  
code copied and login



Account logged and  
internet success accessed



# KIWIRE OTHER UPDATES



Enhance browser fingerprint  
Algorithm to be more unique.



New controller integration



Subtenant management



Enhance and fully supports UBNT  
Controllers (v8) for captive portal login



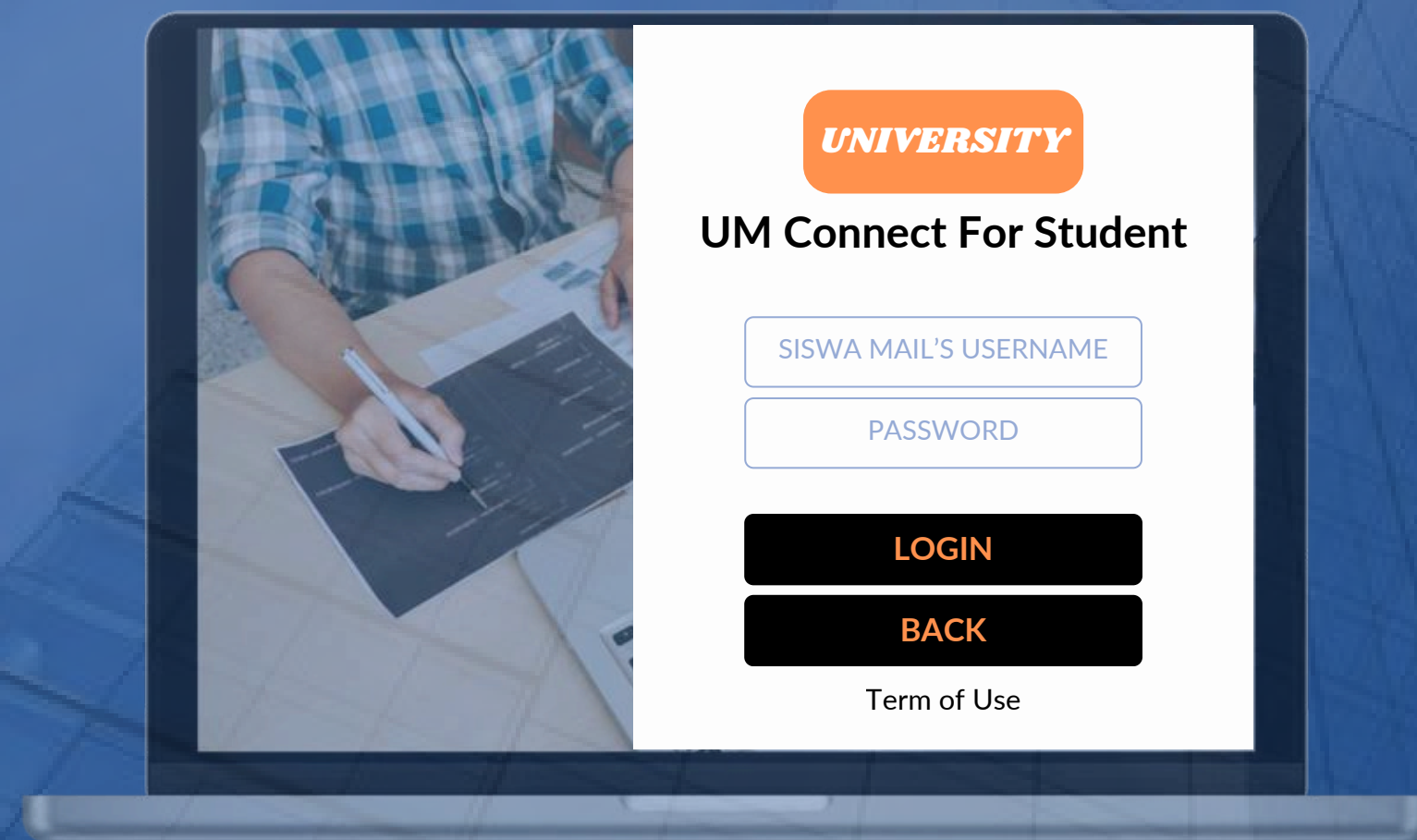
Security Update base on  
Penetration testing July 2025



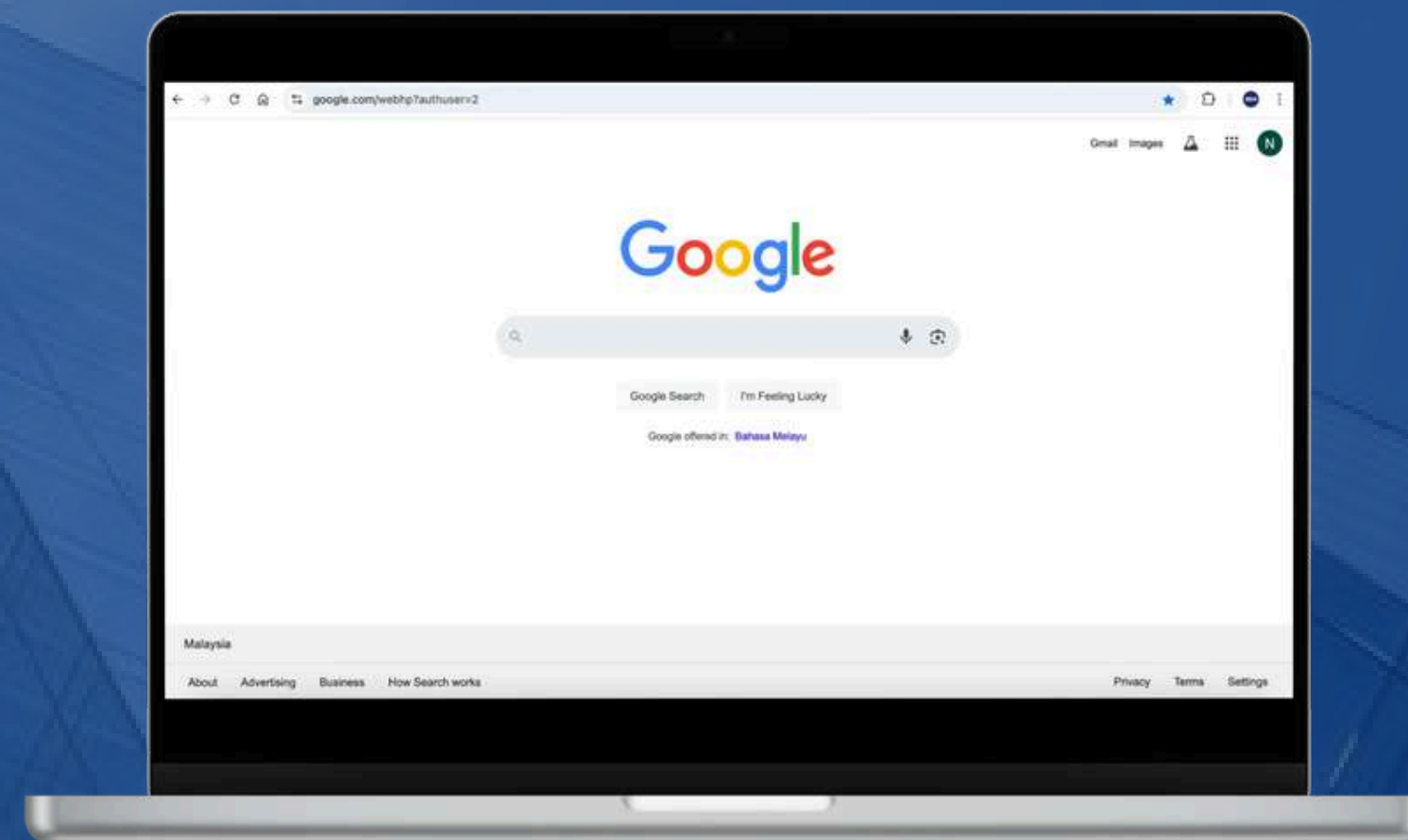
New API BPanel to get user profile  
information.



# Login Flow (LDAP Integration)



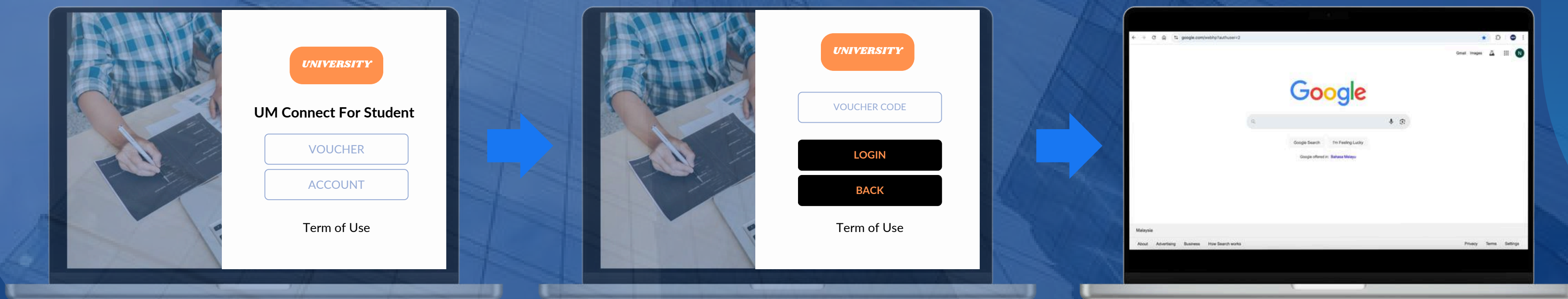
Login by using email and  
password



Ready to access



# Login Flow (Voucher)



Guest can choose to login  
using voucher or register  
email

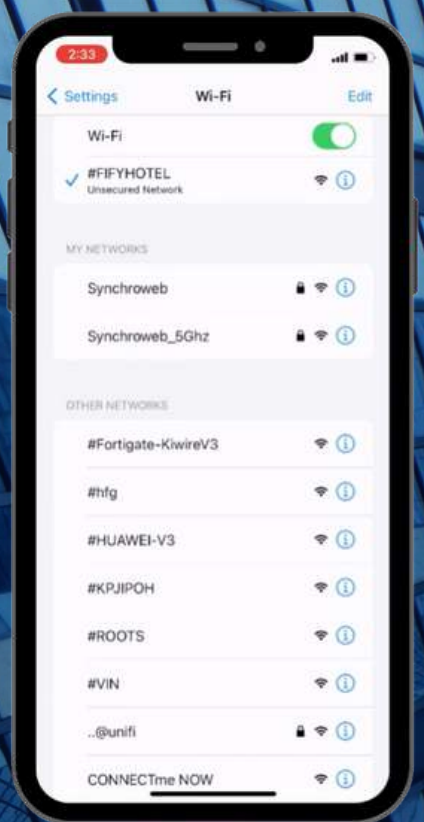
Login Using voucher Code

Ready to access

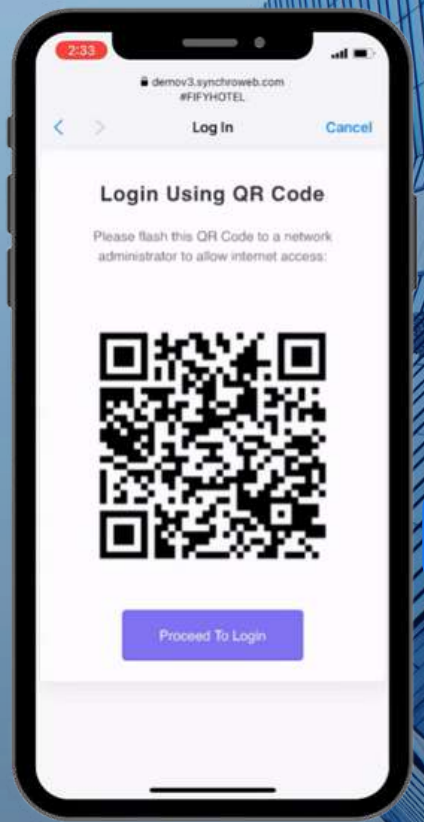


# Login Flow (QR Code)

USER

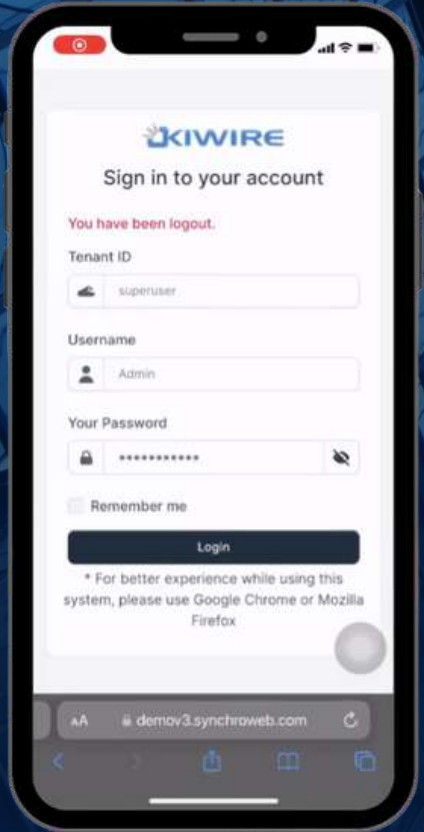


Connect SSID

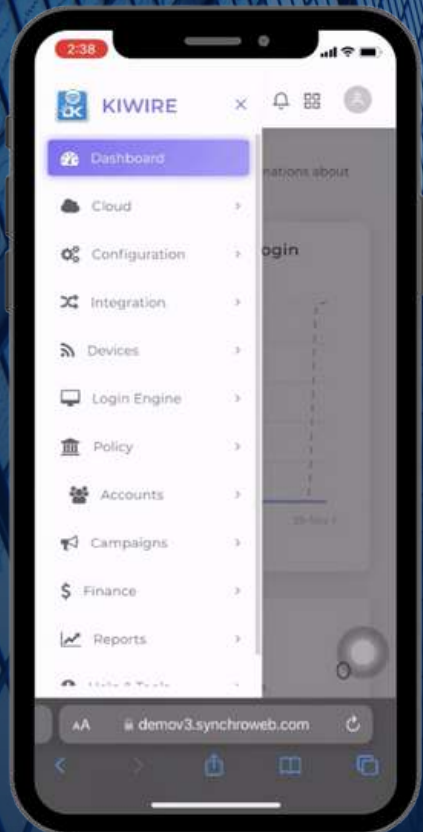


Show QR Code to Admin/Staff

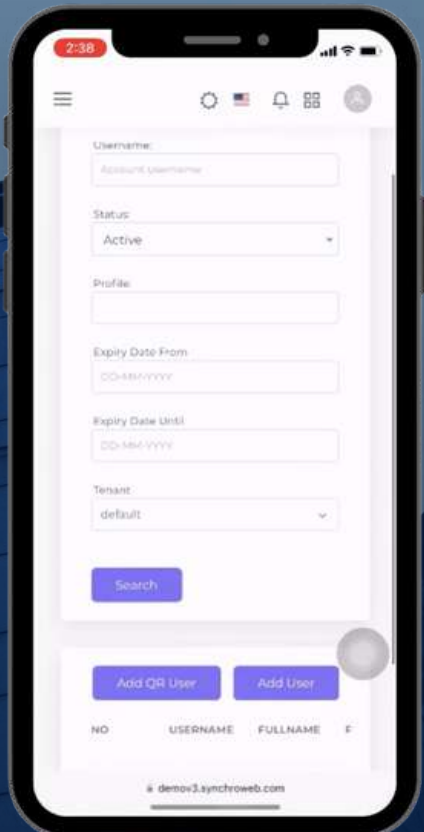
ADMIN



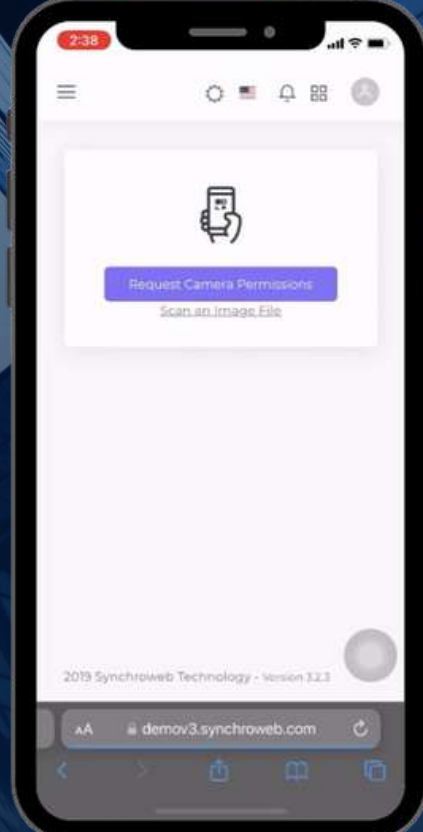
Login to Kiwire system



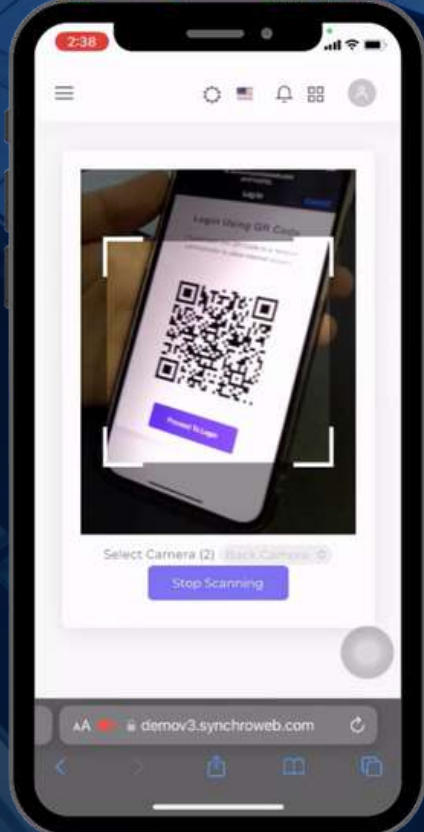
Click Account > User



Click Add QR User



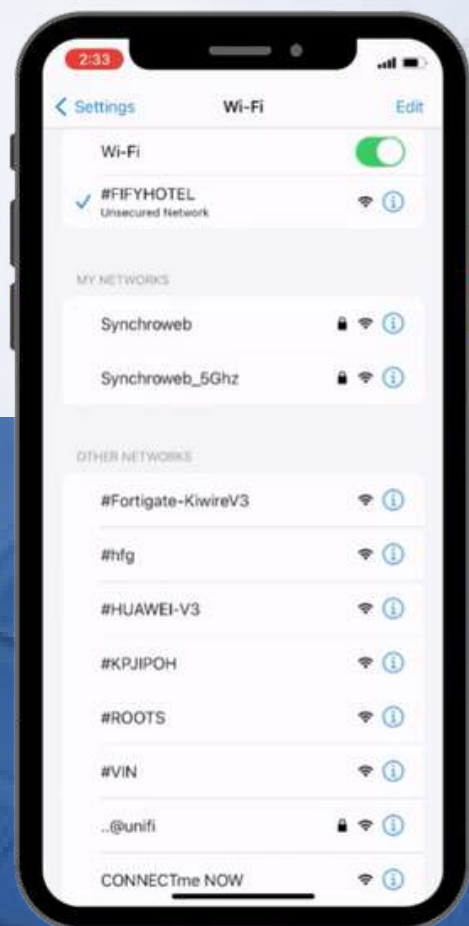
Click Camera Permission



Scan QR Code



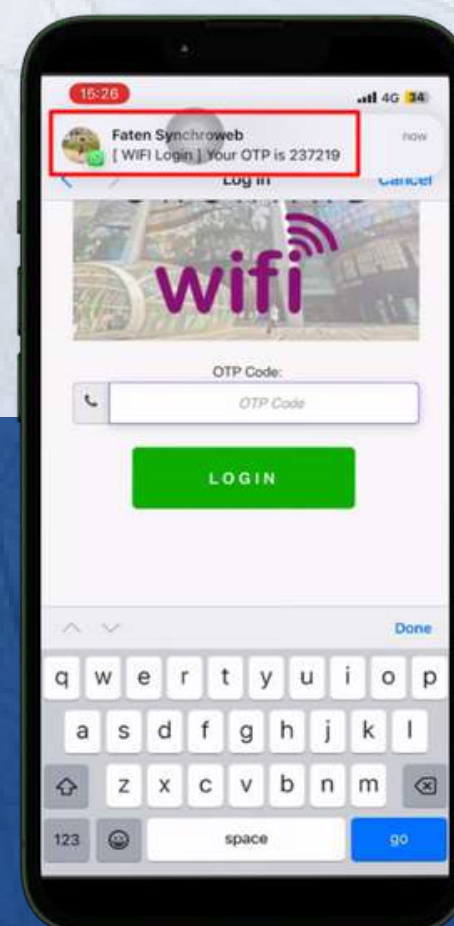
# Login Flow [WhatsApp]



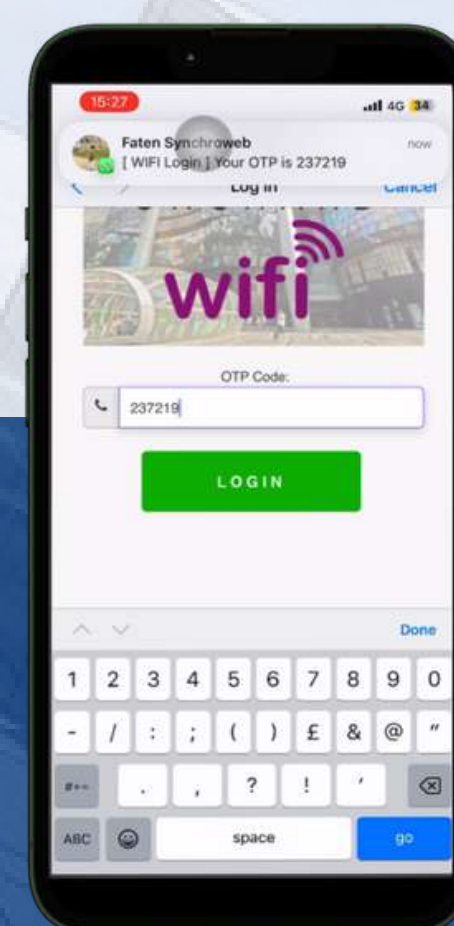
Connect SSID



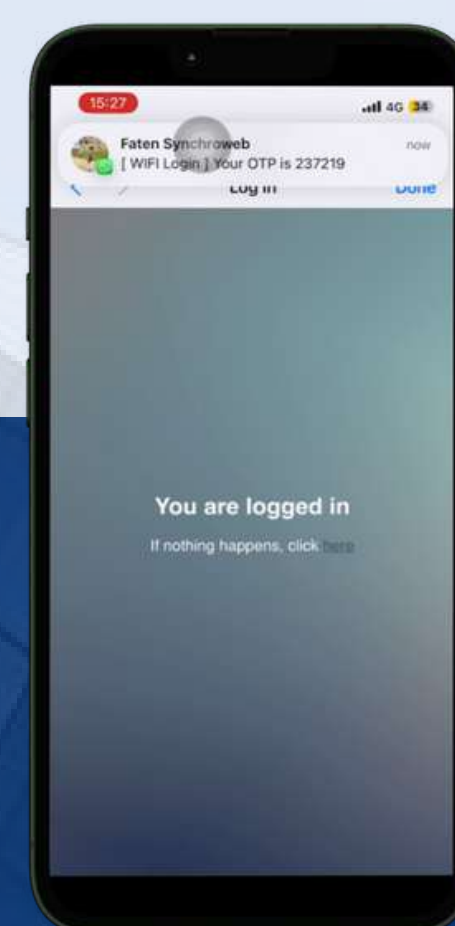
Input Phone number and request OTP



OTP received



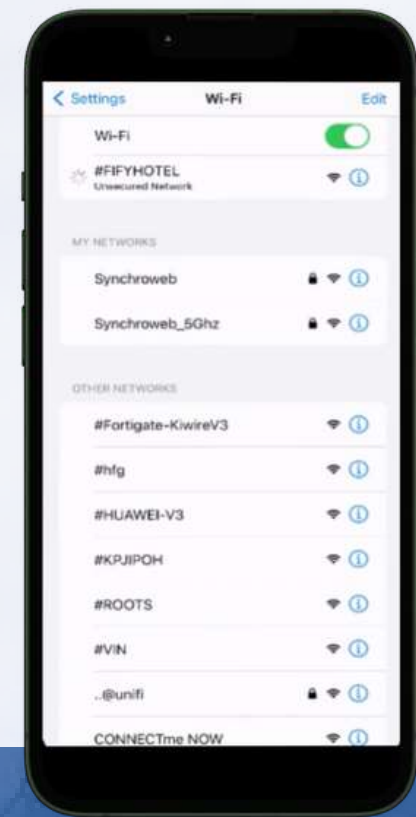
Input OTP and Login



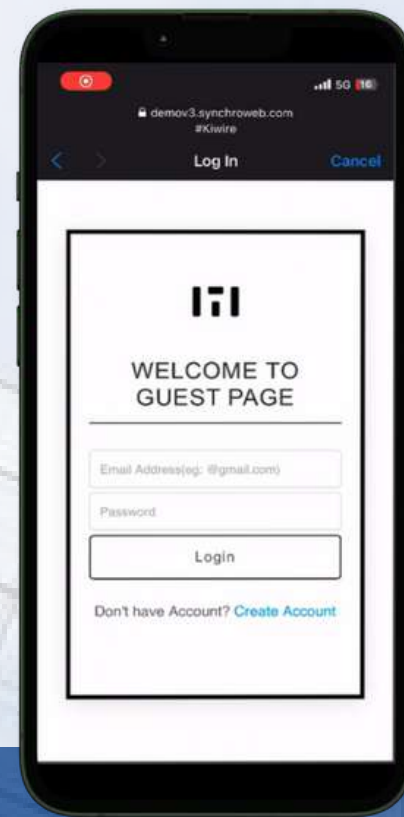
Success Login



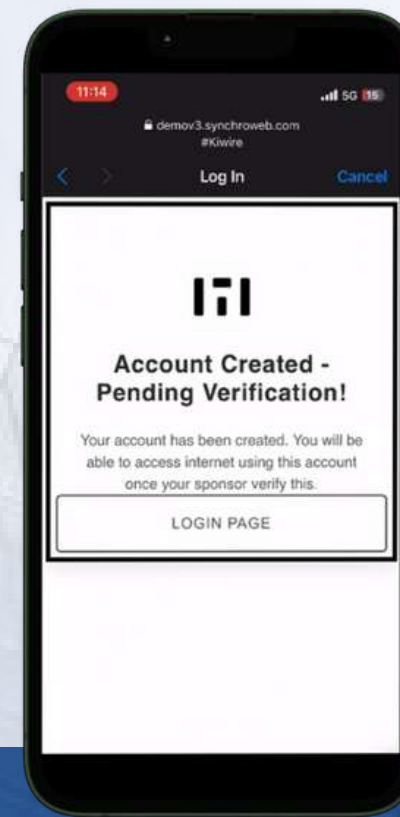
# Login Flow [Sponsor Sign Up]



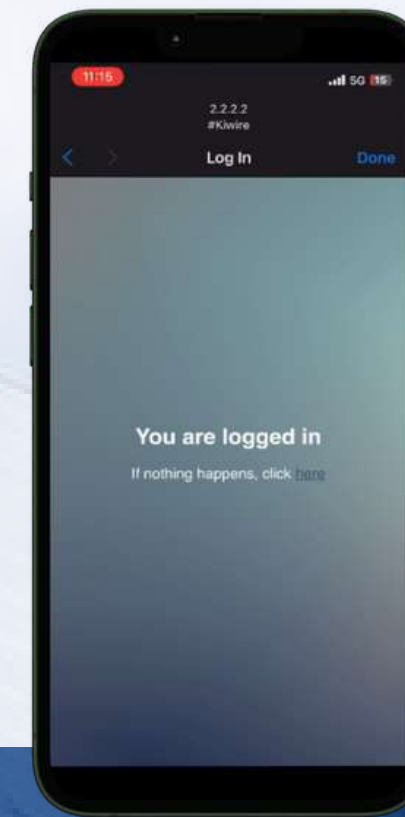
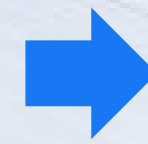
Connect SSID



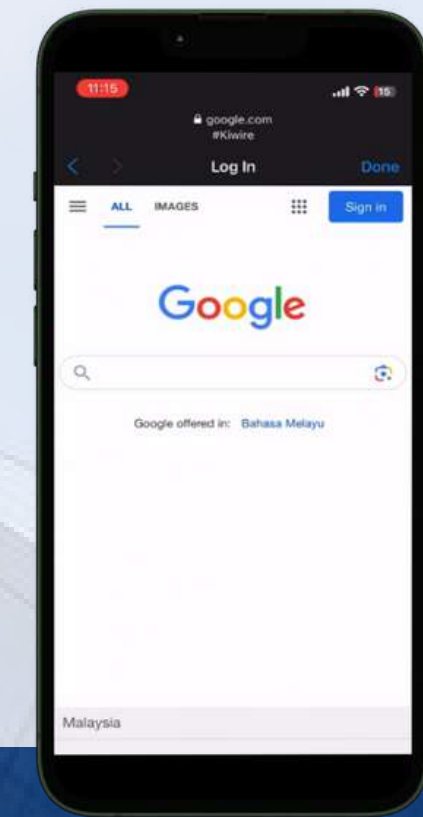
Login with  
registered account



Account must be  
verified by admin

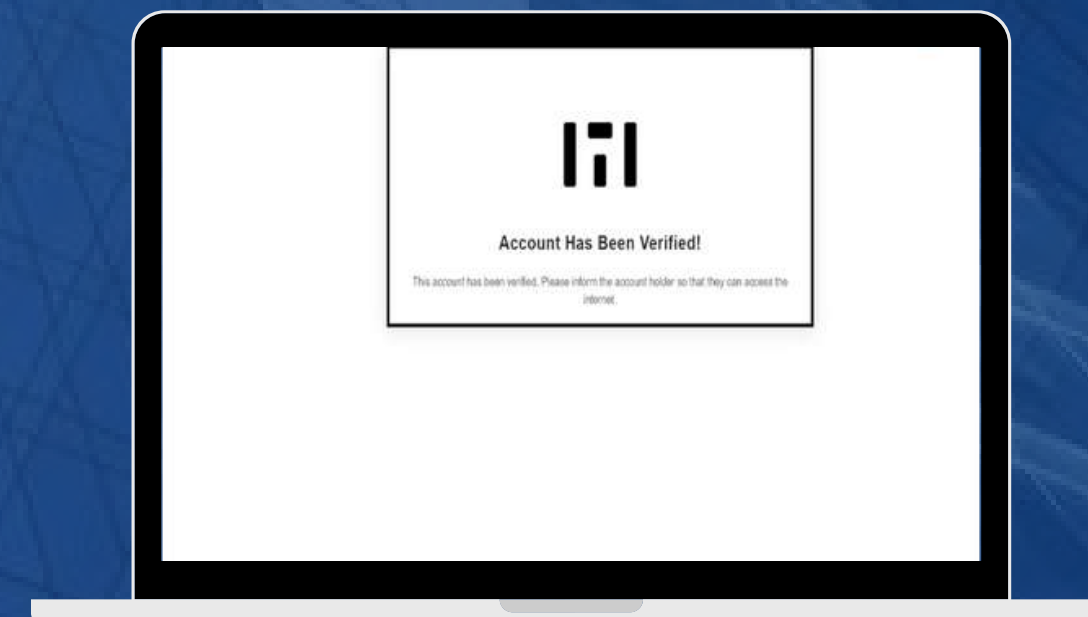
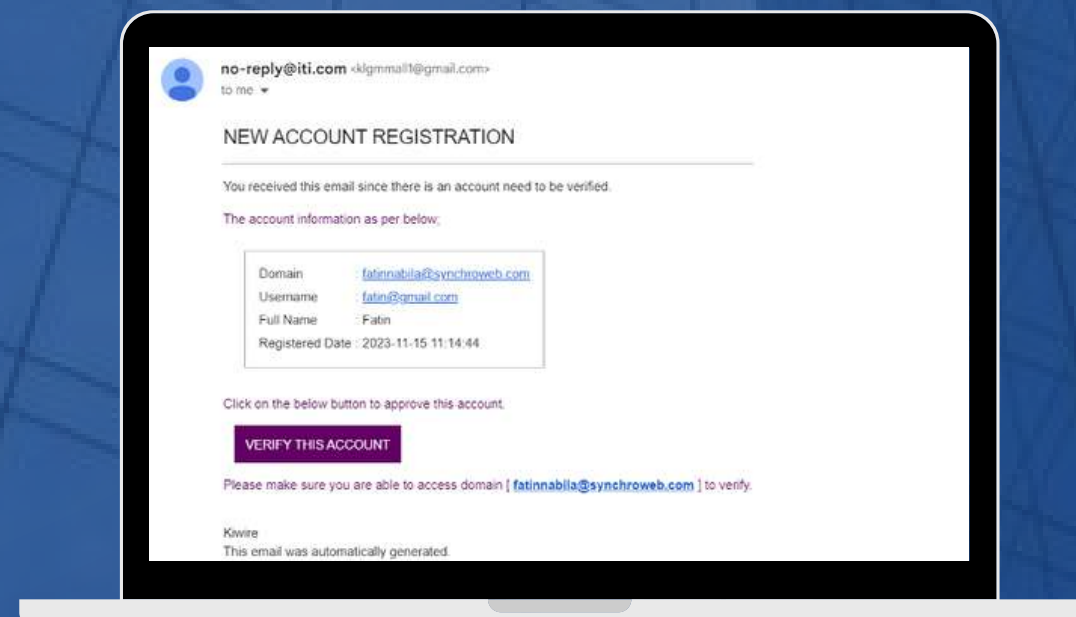


Admin already verified  
the account and  
success login



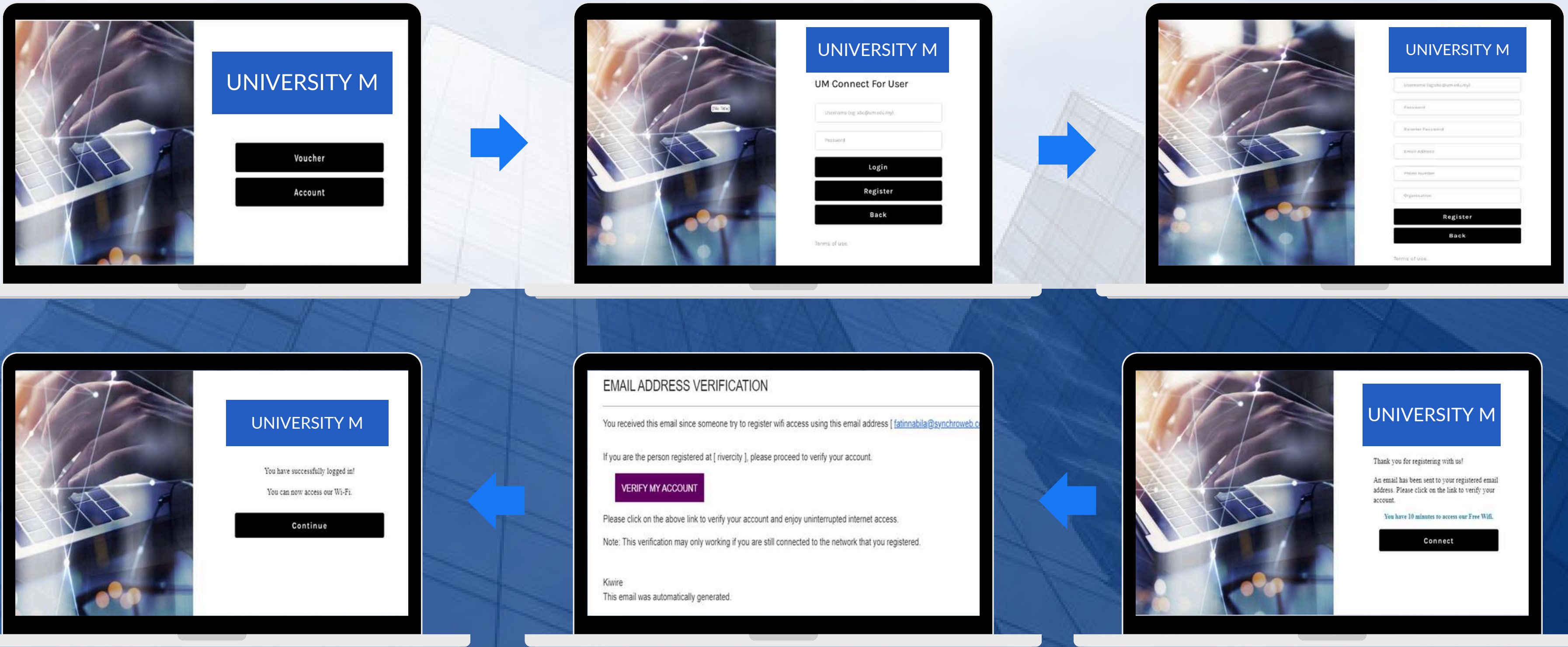
Redirect to  
post login

ADMIN





# Login Flow [Email Verification]

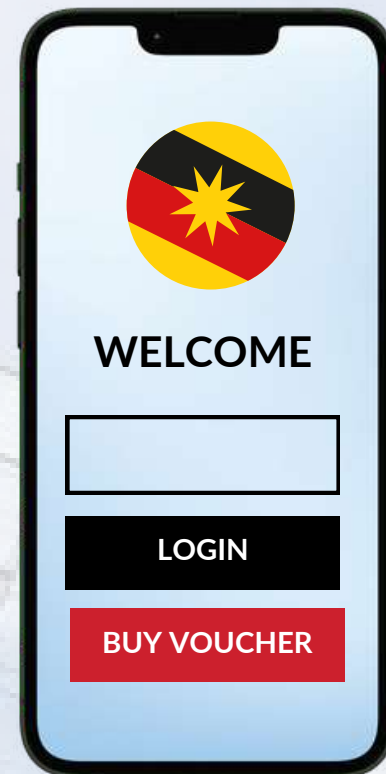




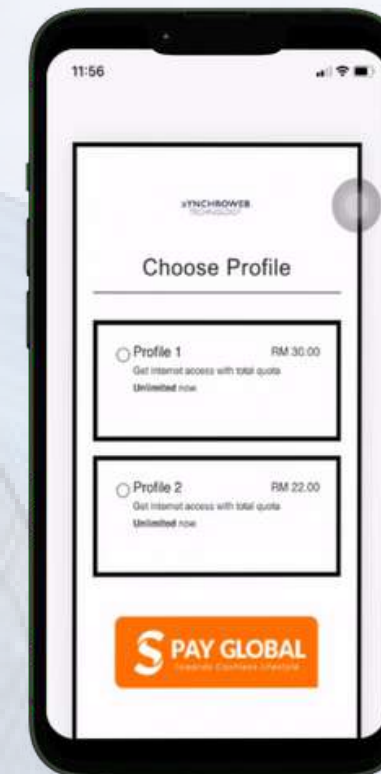
# Login Flow [Payment Gateway]



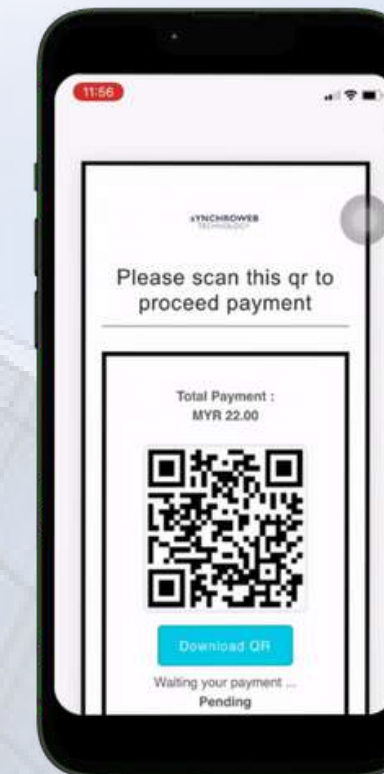
Connect  
SSID



- User redirect to main page
- Login with voucher
- Buy voucher via Spay Global



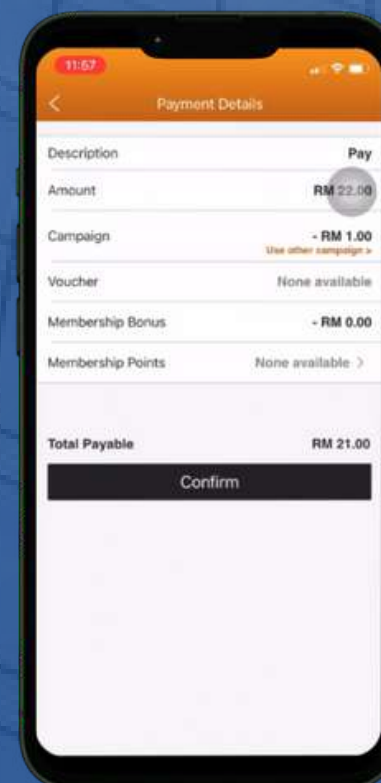
User select  
package



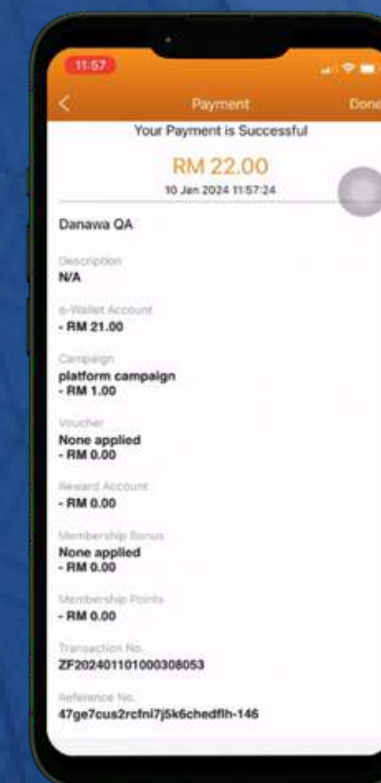
Download and  
save QR to make  
payment on sPay  
Global Apps



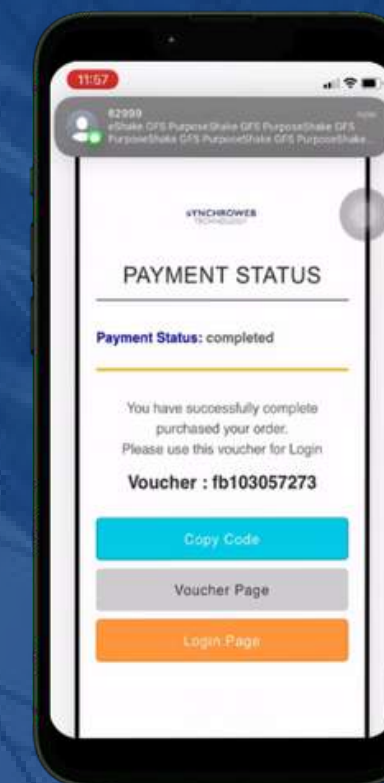
- User open Spay App
- Choose Scan & Pay
- Upload QR from file/gallery from previous step



User confirm  
payment



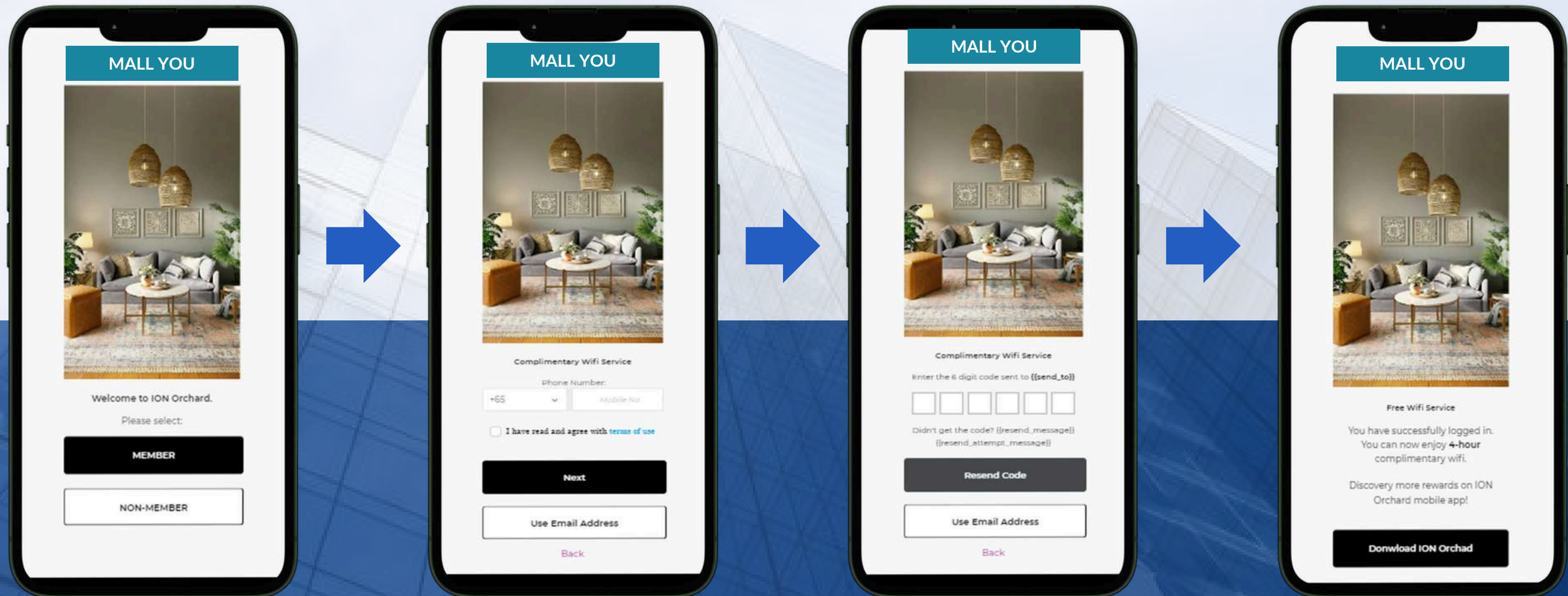
Success  
payment  
status



- User back to browser to
- View voucher generated
- User continue login using purchased voucher ID



# Login Flow [SMS]

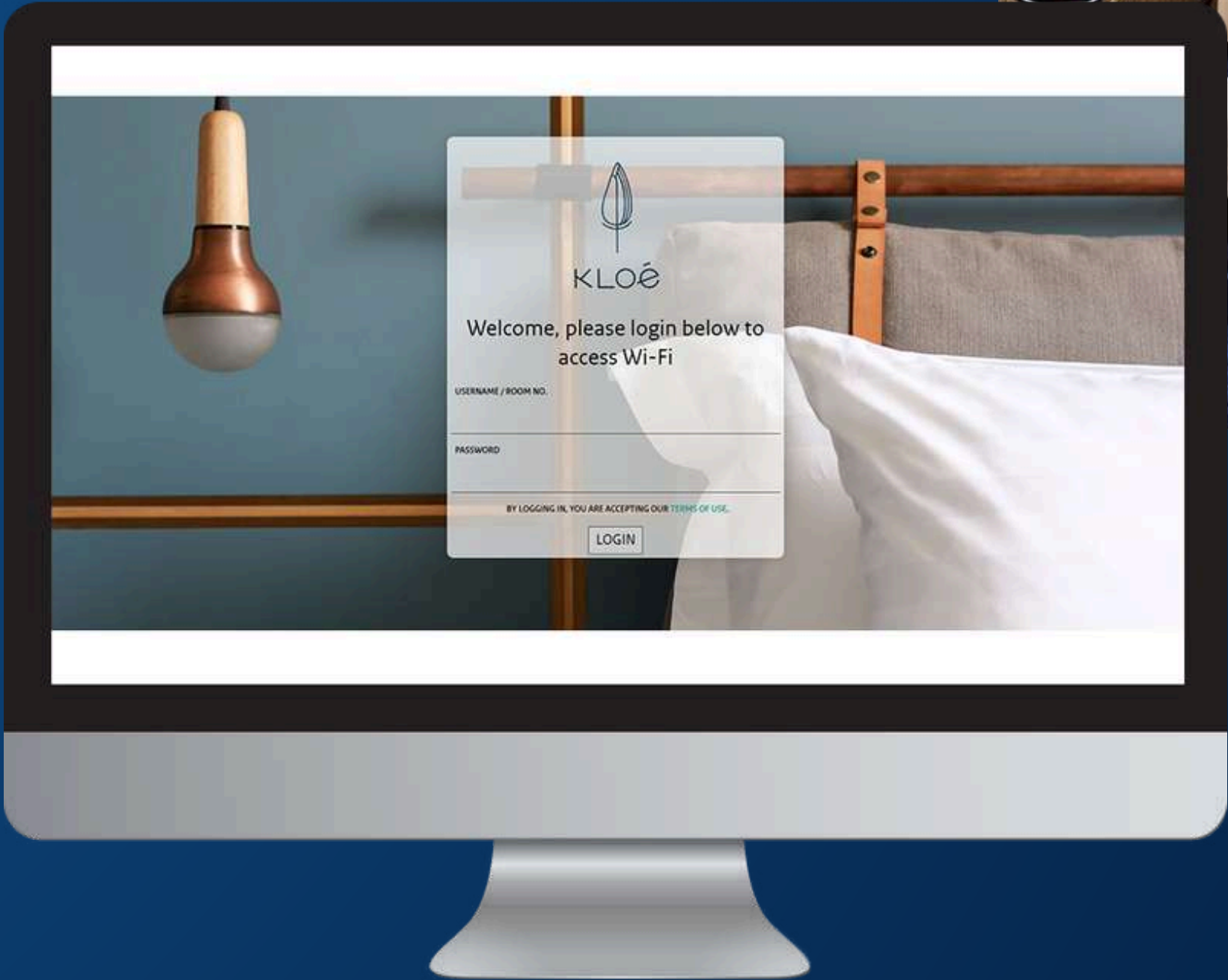
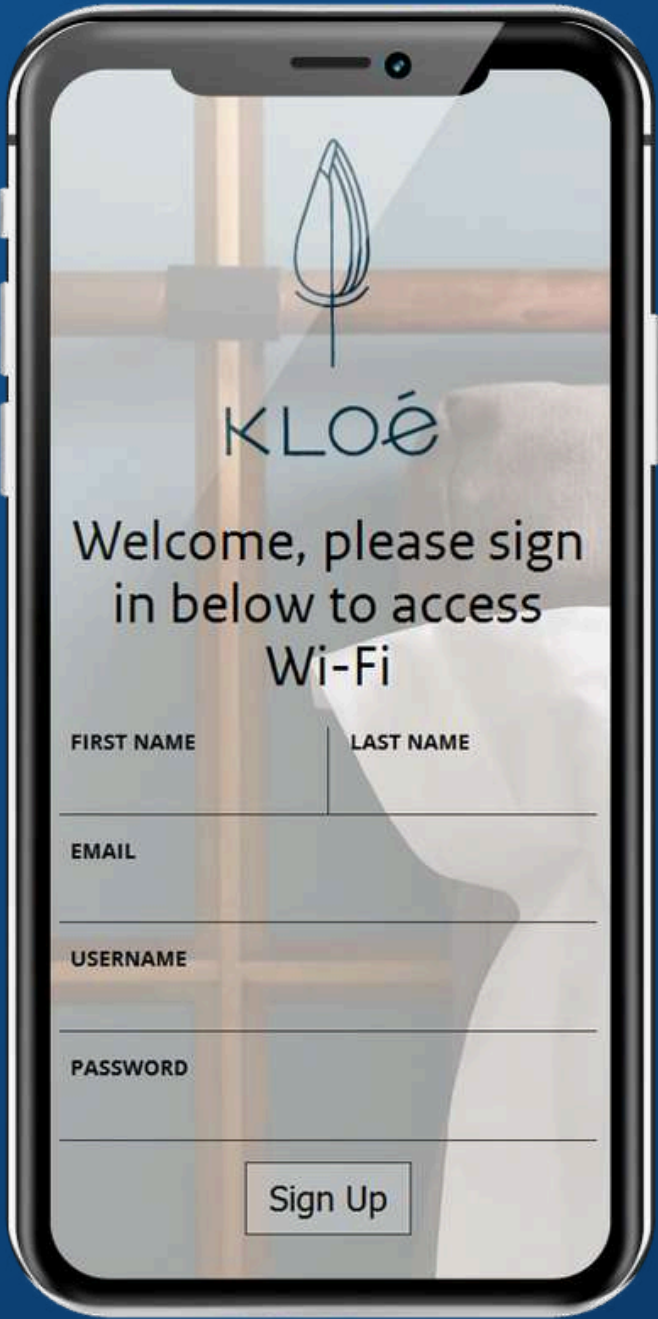




# LANDING PAGE



# Landing Page Hospitality

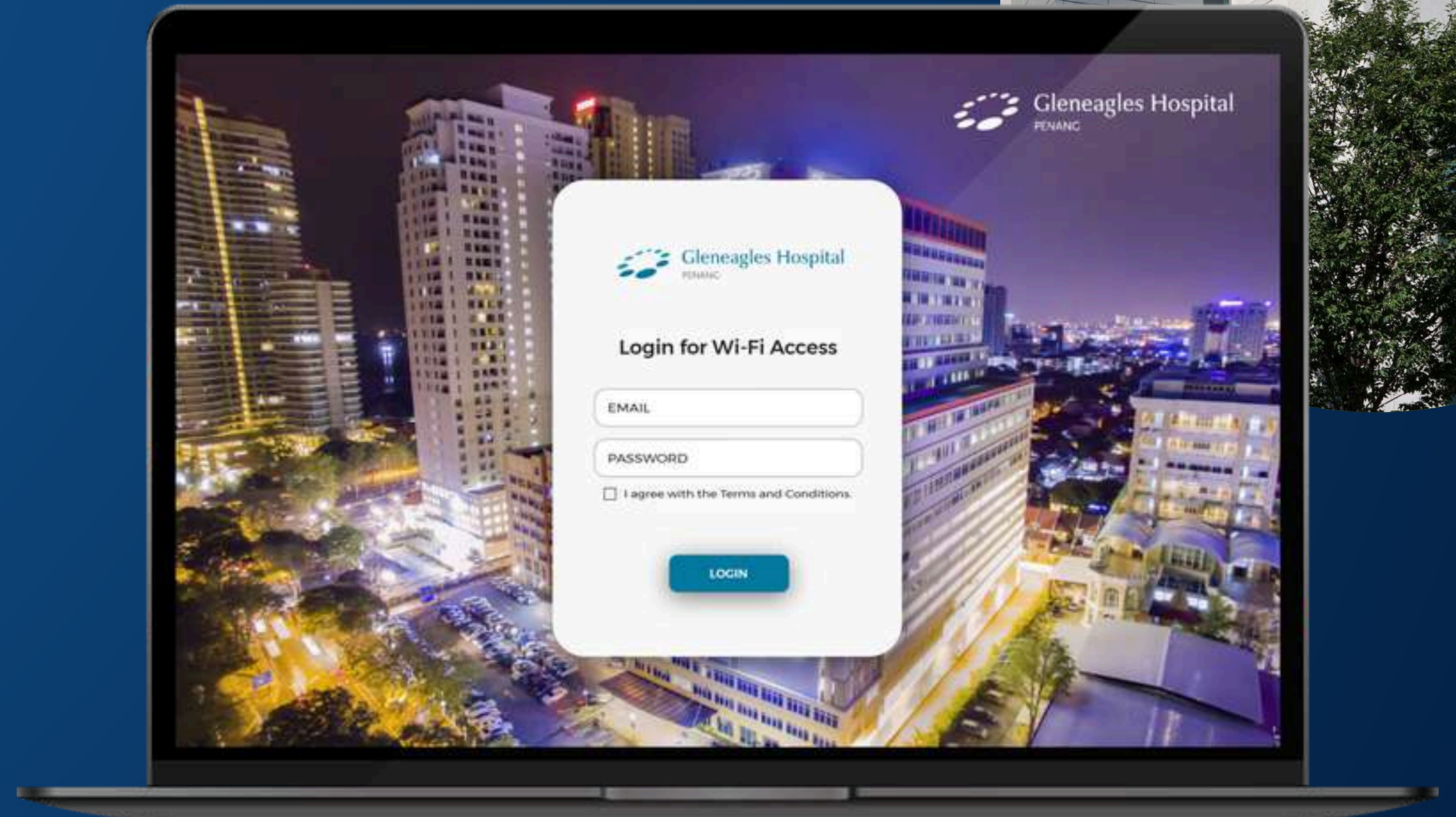




# Landing Page Medical Centre

KIWIWIRE

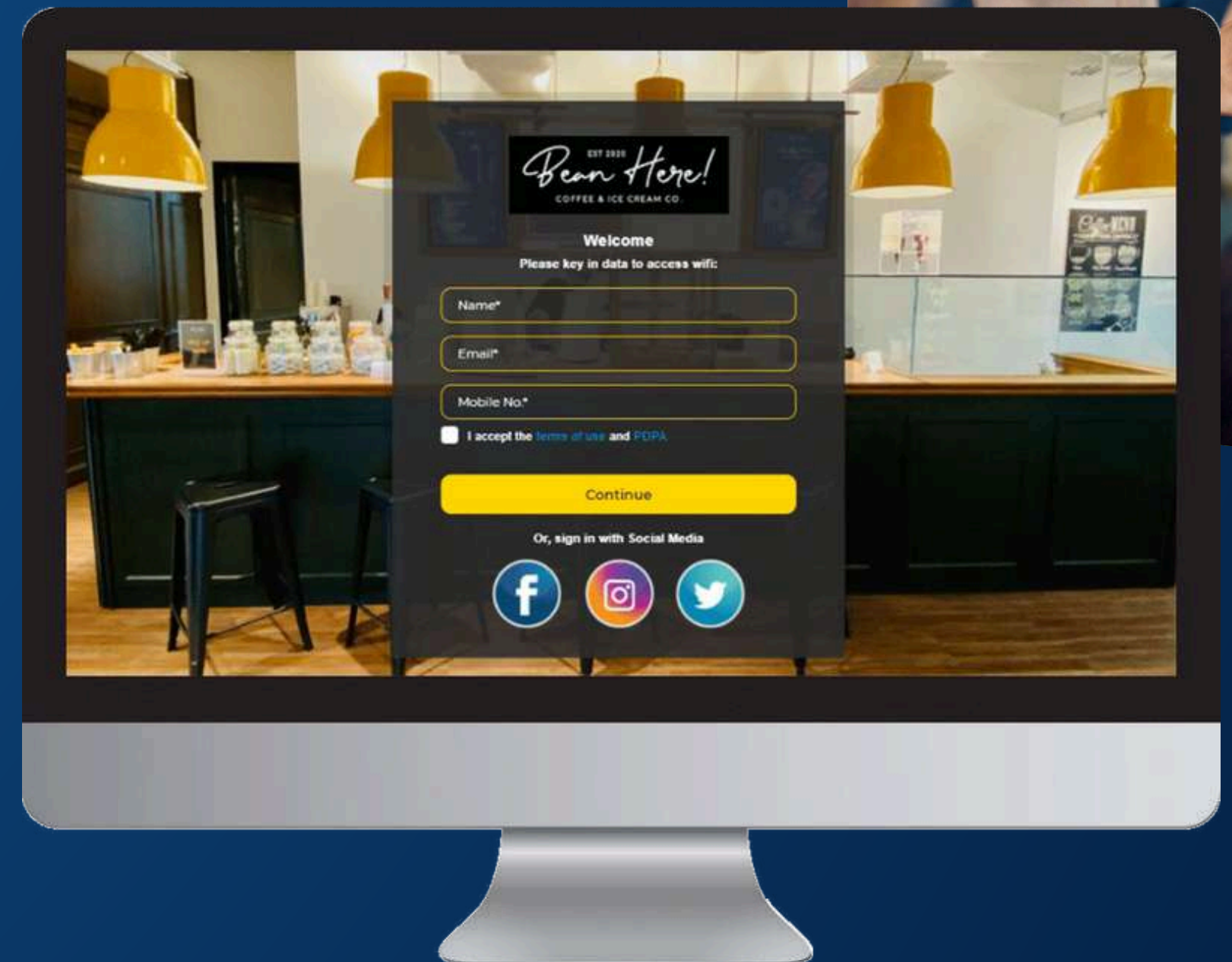
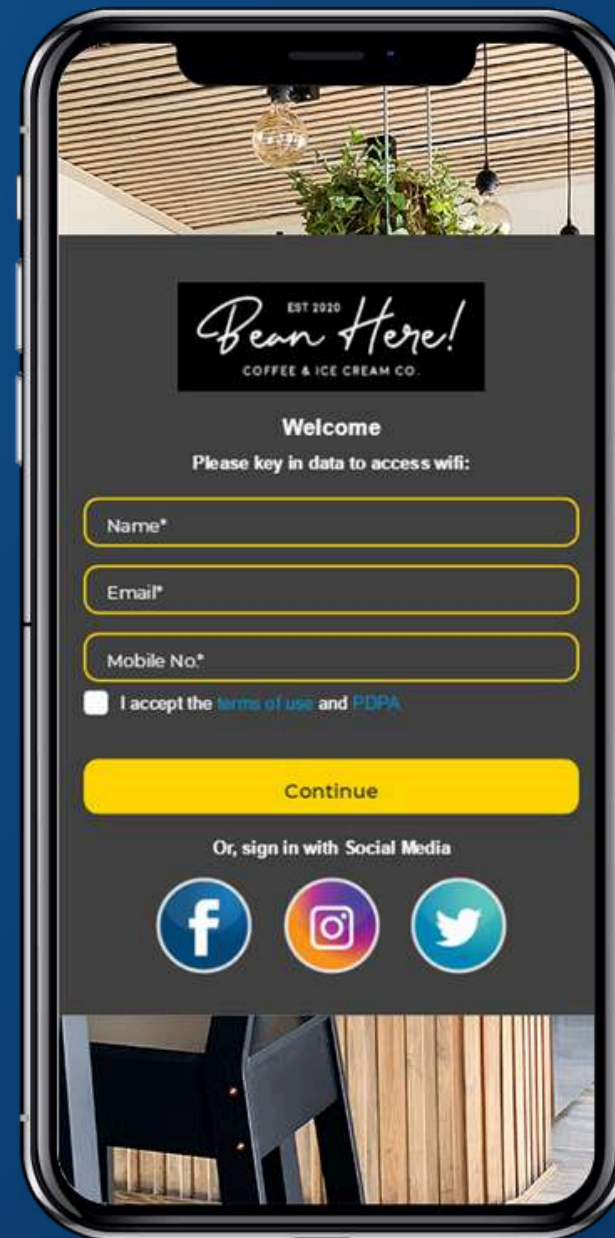
HOSPITAL





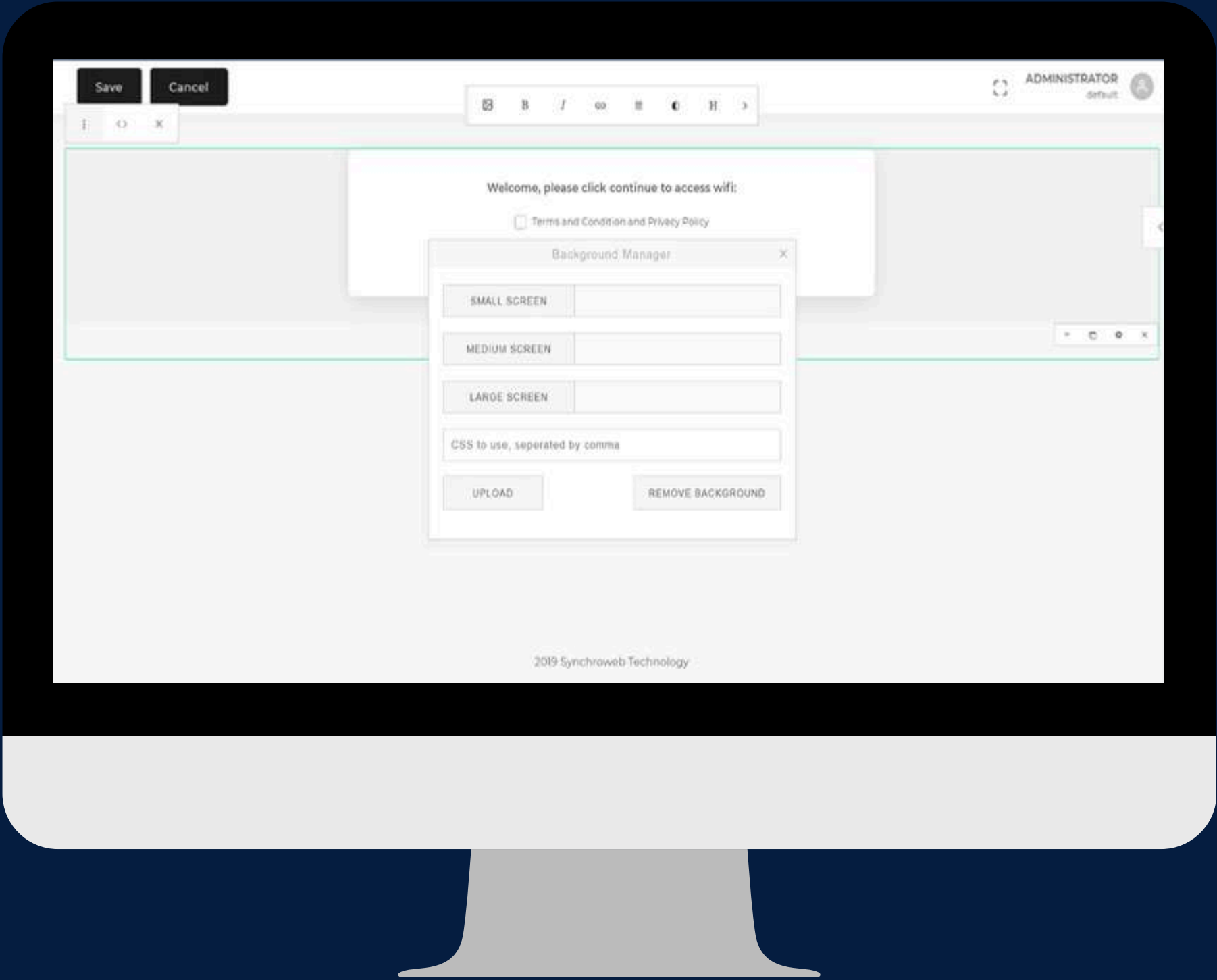
# Landing Page

## Food and Beverages





# Landing Page (Size & Format)



SIZE	FILE TYPE	REMARK
1125x1688	.jpg	Mobile Background
1688x1125	.jpg	Desktop Background
1125x1688	.jpg	Tablet Background



# 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 WORKS

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.





# 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

## Trigger

On Connect  
On Login  
Dwell Time  
Recurring Login  
Milestone  
Last Login @ Last Seen

## Action

Ads [Video /Text/ Image]  
Notify [API/SMS/Email]  
URL [Redirect to Location]  
Web Push Notification  
Promote Apps



# 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

# User Data Collection

## SOCIAL NETWORK

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

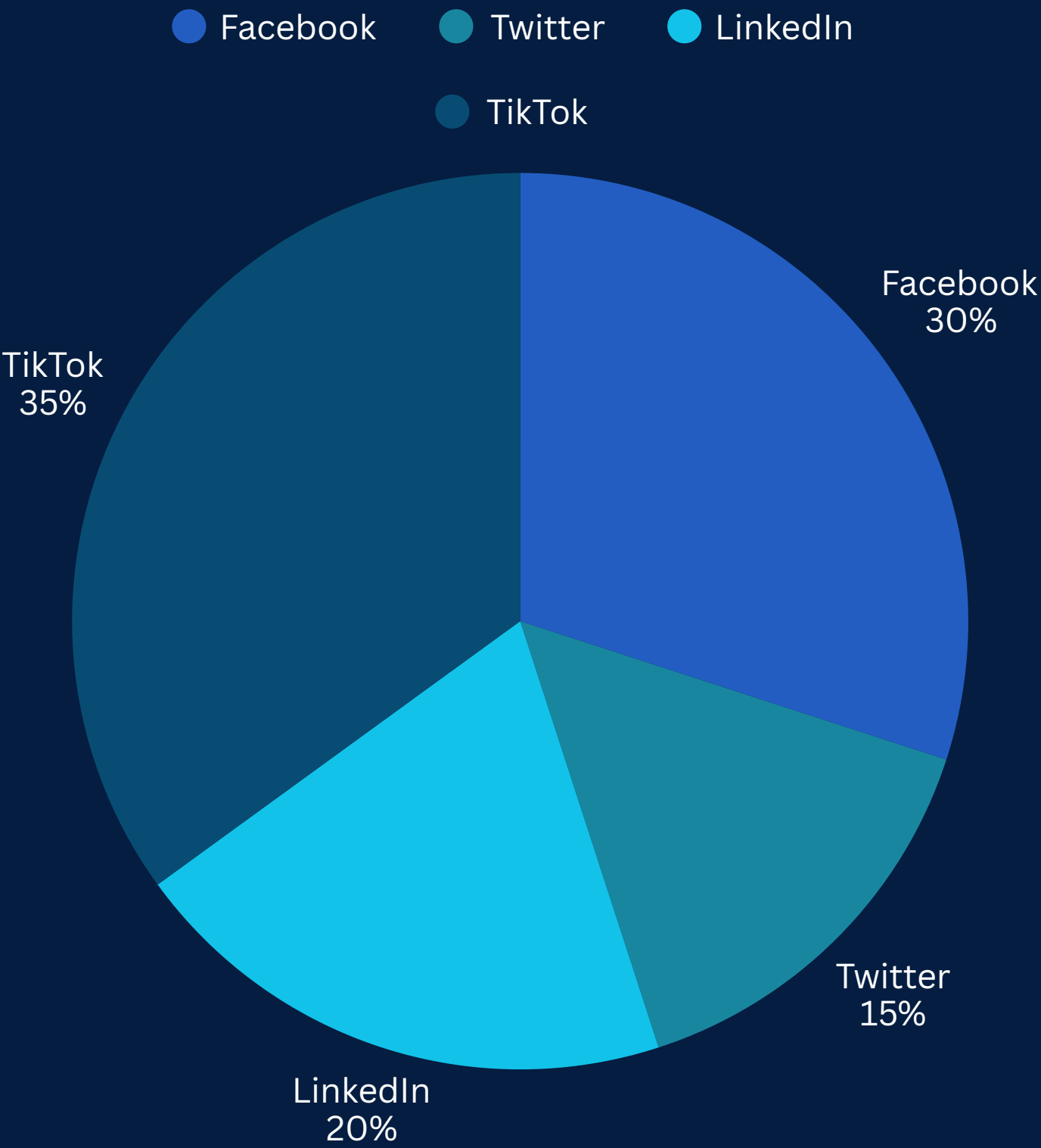
Gather feedback / suggestion to improve business and provide better experience for upcoming users.

# WIFI 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
SEAN LEE	LINKEDIN	MALE   30-35
NATALIE	TIKTOK	FEMALE   20-25
AMANDA	FACEBOOK	FEMALE   15-20





# 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?



## Insights Report

- Understand the type of audience using Wi-Fi?



# Reporting



## Account <<

- Summary
- Account Expiry
- Voucher Activation
- Voucher Availability
- Creation Summary

## Campaign <<

- Impression Summary
- Click Engagement
- Survey Response

## Login <<

- Login Authentication
- Active session
- Auto Login
- Login Record
- Login Summary
- Top Account Login

## Delivery Log <<

- SMS Send Report
- Email Send Report
- PMS Transaction

## Impression <<

- Summary

## Insights <<

- User Device Info
- Registration Data
- Social Network Data
- Social Network Analytics

## Bandwidth <<

- Bandwidth summary
- Usage Per Account
- History Top Account
- Current Top Account
- Bandwidth vs Login

# Policy & Function



## Topup

- Own cPanel account
- Buy topup thru cPanel
- View user quota and time limit
- View history of usage



## Profile Policy

- Manage time for access
- Customize the notification
- Enable multiple profile per policy



## Zone Restriction

- Restrict zone login



## Buy Profile Panel

- Can decide which profile to sell
- Integrate with payment gateway system
- Provide offline voucher purchases



## MAC Security

- Restrict mac address per login
- Enable auto login per mac address



## Auto Login

- Cookies auto login
- Enable Mac Auto Login
- Auto Login only at same zone
- Browser fingerprint Auto Login
- Browser fingerprint reset



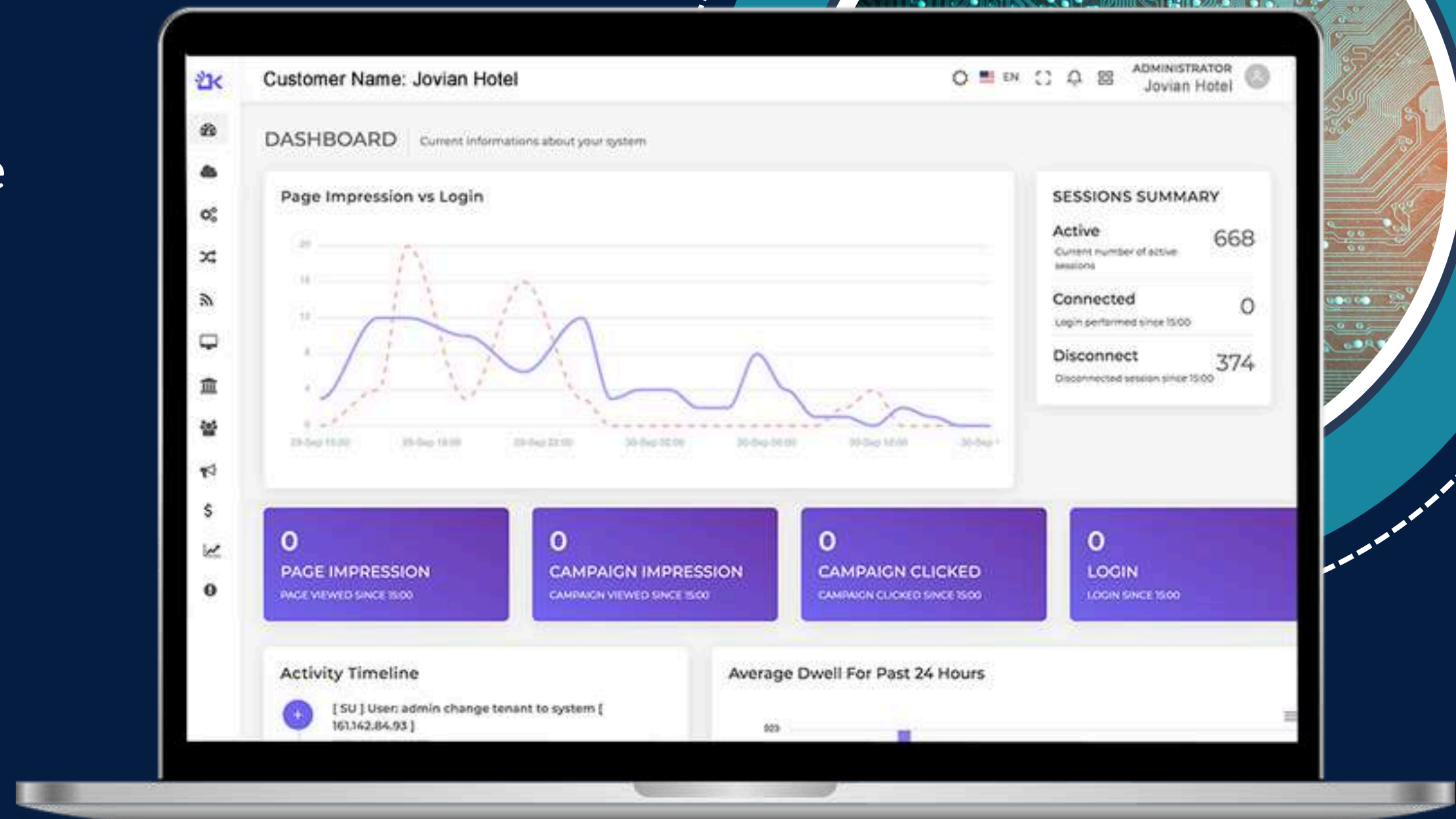
## Disconnect User

- Disconnect all connected user, or 1st connected user or random user



# Dashboard Overview

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





# SUCCESS STORIES





# PROJECT: E

**Collect contact information and demographic & behavioral insights about visitors that power marketing campaigns.**

## **Solutions:**

- Kiwire Cloud
- Enable kiwire hotspot free WiFi for guest.
- Understand type of users visit the premise, engage more activities / promos related to targeted users
- Provide location-based advertising , user analytics report
- Controller: MikroTik

# PROJECT: F

**Project F would like to deploy the WiFi services across their premises**

## **Solutions:**

- Kiwire Cloud
- Provide Free-Wifi for user by using public sign up.
- Collect user information for data collection
- Controller: MikroTik



# PROJECT: G

Project G is using Kiwire as their WiFi hotspot solution

## Solutions:

- Deployed Kiwire on-premises
- Integrate with API DB for user group login and email verification for public WiFi login
- Integrate with the palo alto for security to identify the network security threat
- Manage centralized logs
- Controller: MikroTik

# PROJECT: H

Provides wifi solution for user

## Solutions:

- Kiwire Cloud
- Provide free Wifi to user with speed 5MB
- User able buy the voucher code if require wifi more that 5MB speed
- Integrate Kiwire with payment gateway iPay88.
- User able to do payment with iPay88 payment gateway
- MikroTik as controller



# PROJECT: I

**Use Kiwire as Wifi hotspot for user access**

## **Solutions:**

- Deploy On-premises Kiwire server
- Integrate with Active Directory for staff and voucher for guest
- User able to login by using AD account
- Use Kiwire to sell ads space for advertisement for their business.
- Controller: Aruba

# **PROJECT: J**

**Use Kiwire as a platform for Guest WiFi**

## **Solutions:**

- Kiwire cloud
- Using login by whatsapp as login method
- User able to receive OTP by WhatsApp
- Controller: MikroTik



# PROJECT: K

**Kiwire greatly improves WiFi experience at Singapore entertainment areas.**

## **Solutions:**

- Kiwire on-premises
- Customer integrate with own Ads server to manage Ads from centralize
- Use proceed button as login method
- Controller: Cisco Meraki

# Kiwire Roadmap

## Dashboard

Introduced a dynamic dashboard for real-time data visualization

## NEW UX

Redesigned with a modern GUI interface to improve user experience and navigation.

## MOBILE APP

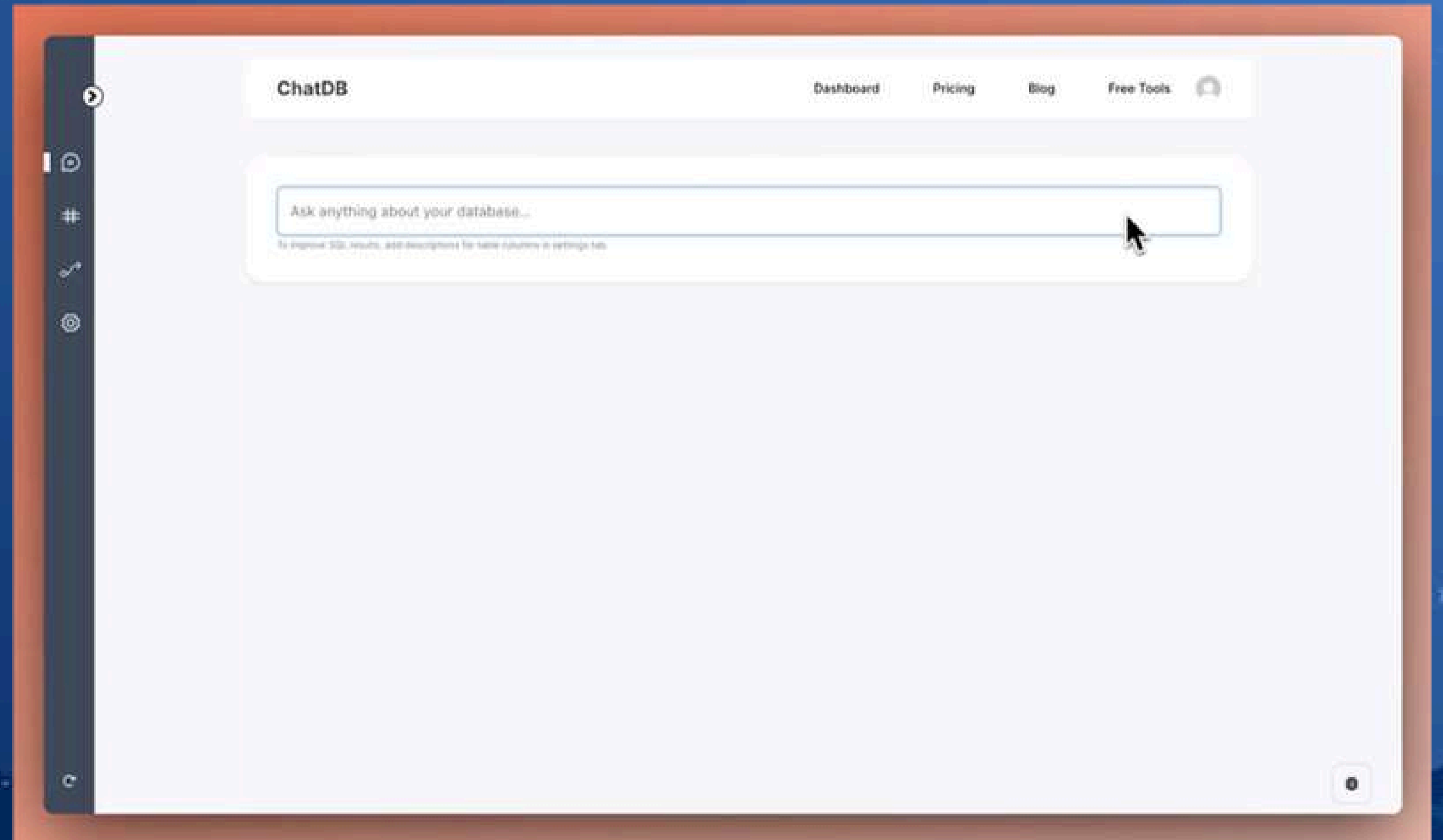
Mobile app framework ready for deployment, offering enhanced accessibility and usability.

## AI INTEGRATION

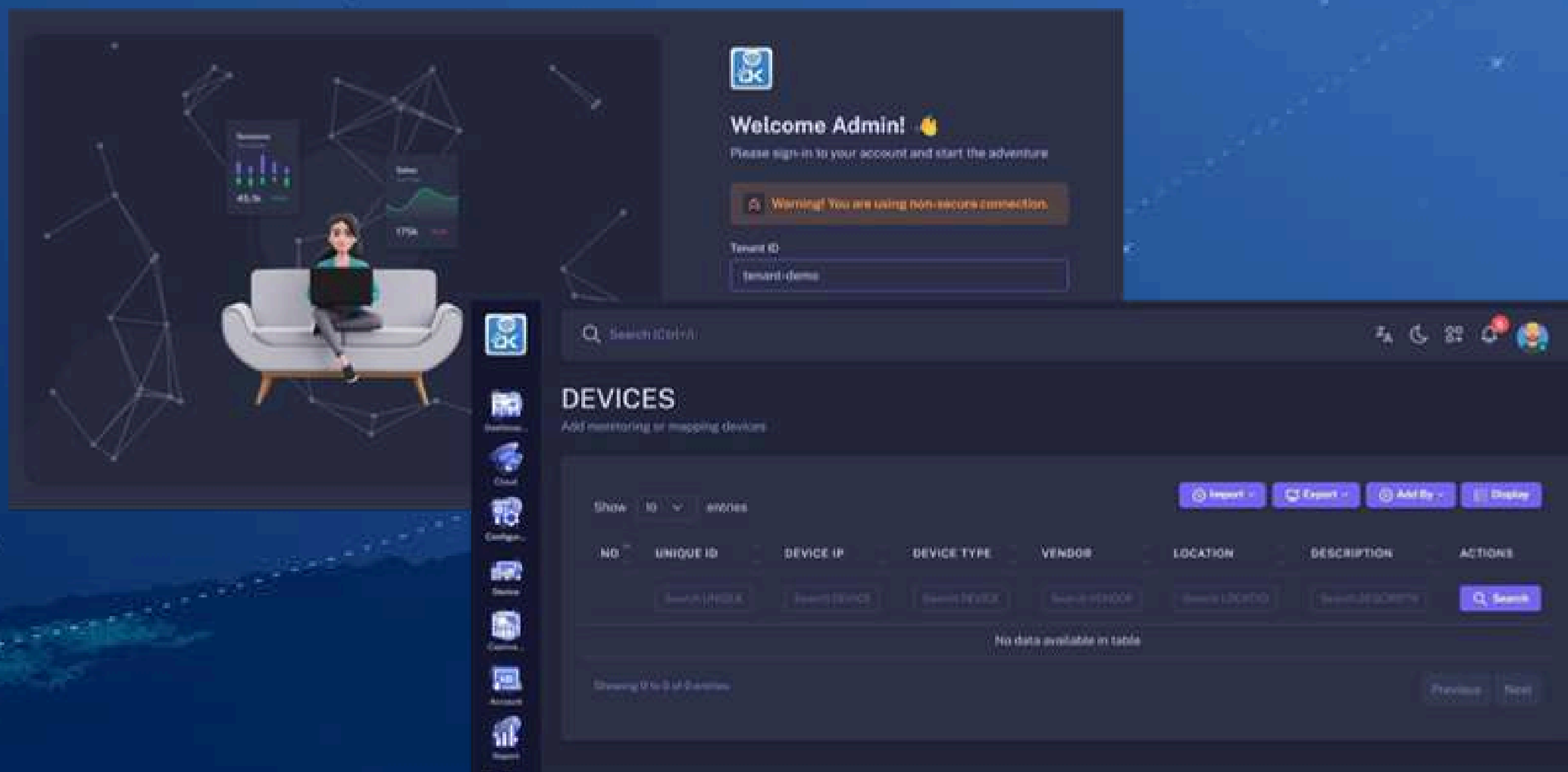
Seamlessly integrated ChatDB-like interface for intuitive and efficient report generation.



# New Chat DB



# New UI/UX Design







# THANK YOU!

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