



THE ADVANCED Captive Portal with Wi-Fi Marketing and Analytics

KIWIREE PRESENTATION



ABOUT SYNCHROWEB



Establish in 1999 and in-corporate 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



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 multiple VLAN with different landing page / login credential.

Bypass device audit trails



Able to view the log for all action bypass device

Kiwire Features

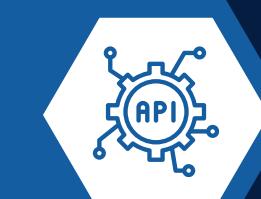
Survey

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



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.



Billing Notification

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



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 Cloud Features



Securely serve multiple clients from an unlimited number of organizations.



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



Automatic Software Updates.



Provide the highest levels of management functionality.



Reduce manpower for troubleshooting.



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

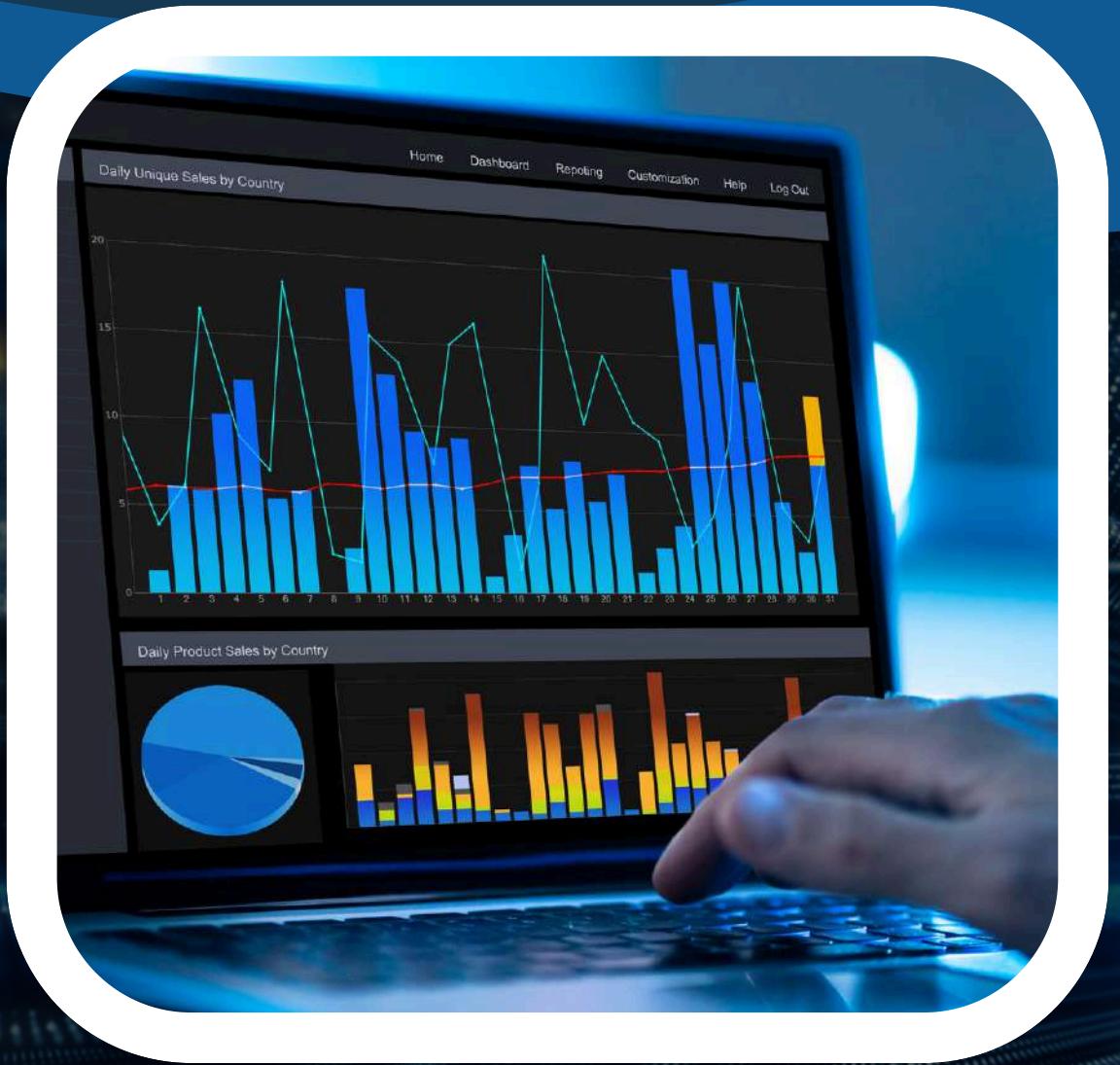
User Management

- 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



Subtenant
Management



Integration with
Synchrochat
(WhatsApp)



Kiwire Mobile
App



Report Monthly
and Daily



WPA2/WPA3
Enterprise with
EAP-TLS



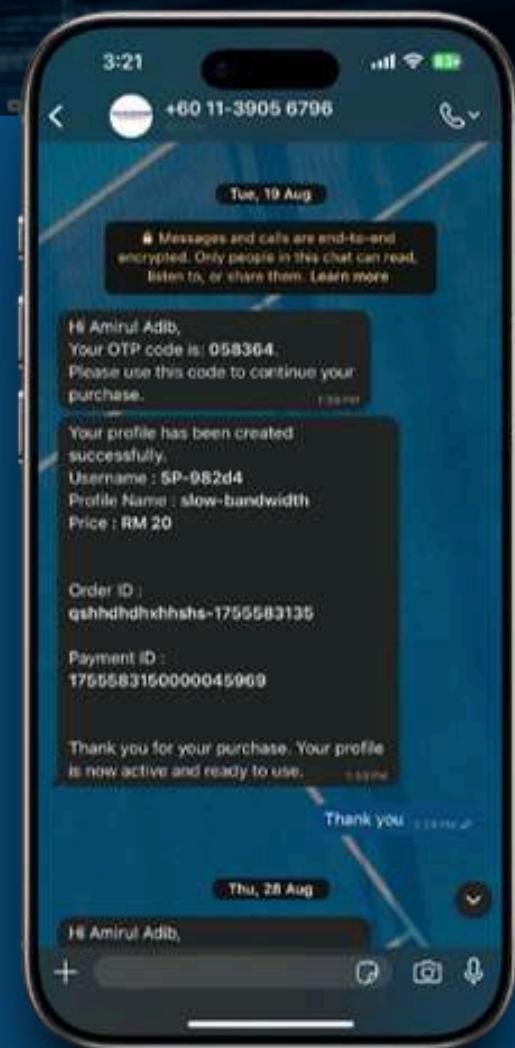
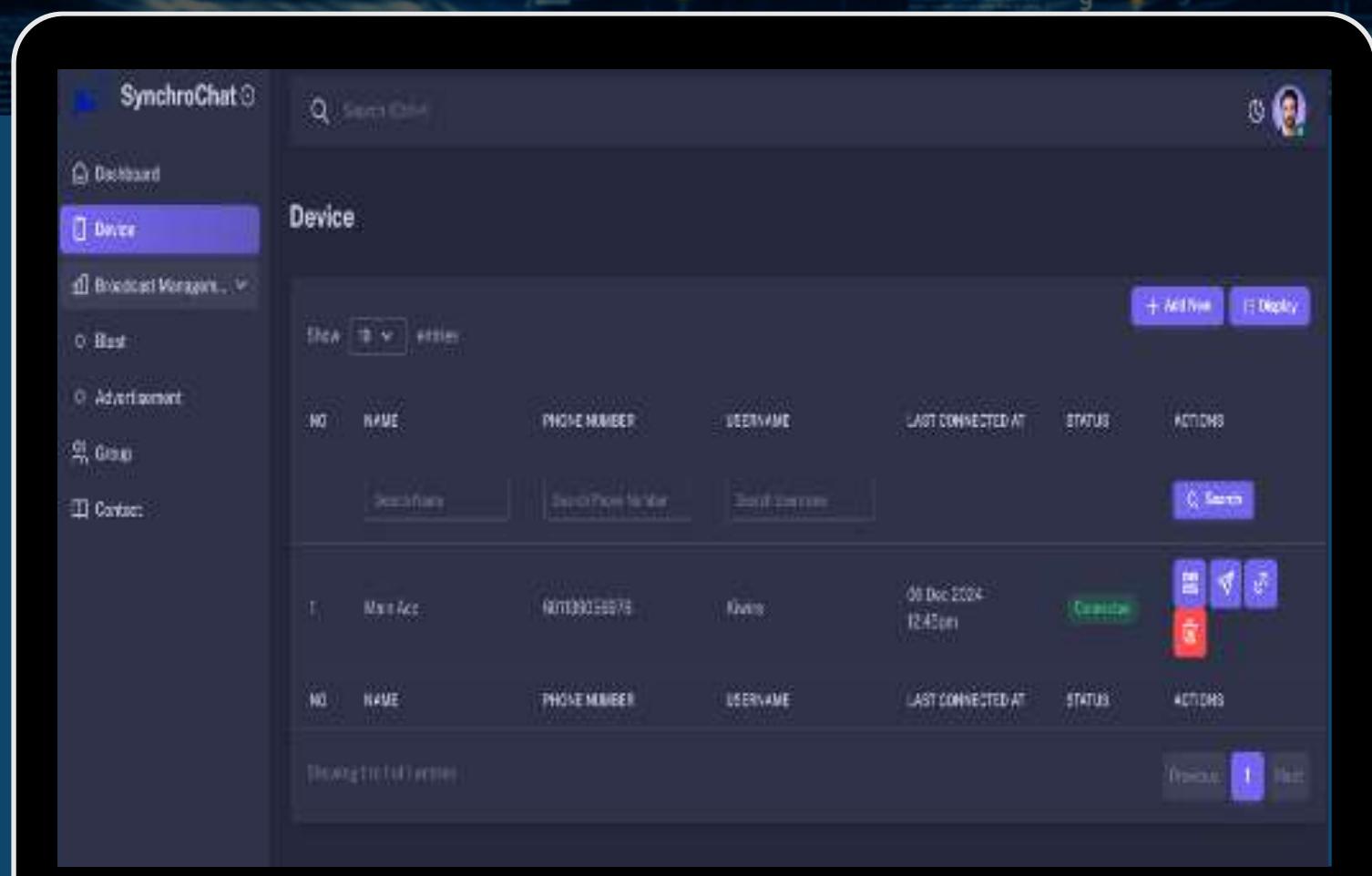
New Controller
Integration



Integration with
Omaya

WhatsApp Login Integration

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



Kiwire Interfaces

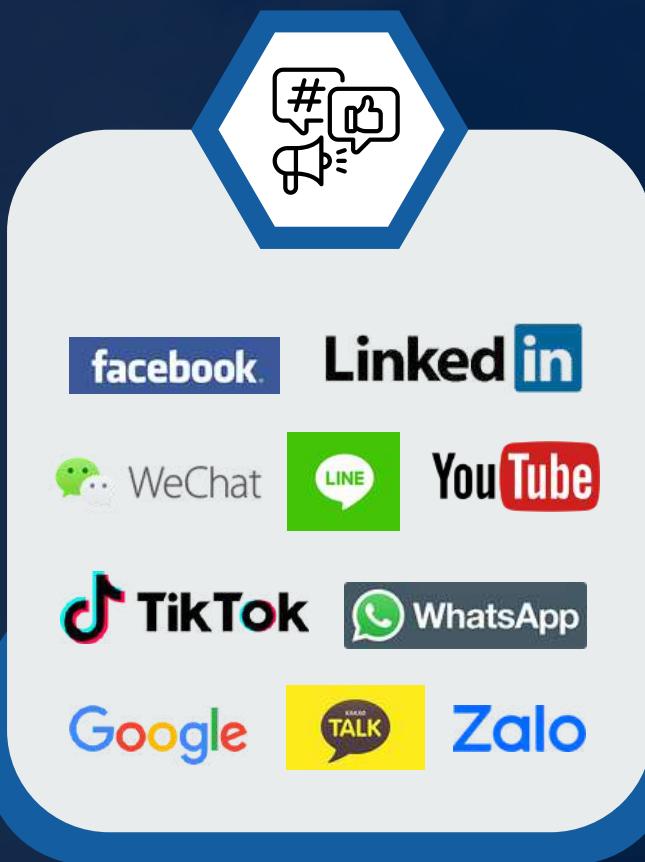
PMS Integration



E-Payment Gateway



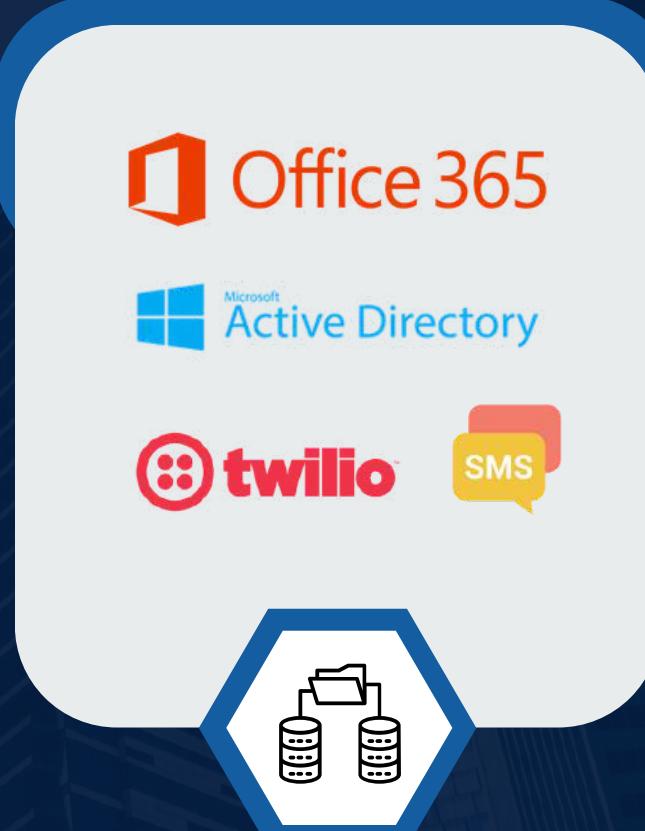
Social Network



Hardware Integration



API/ Email Marketing



Platform Integration



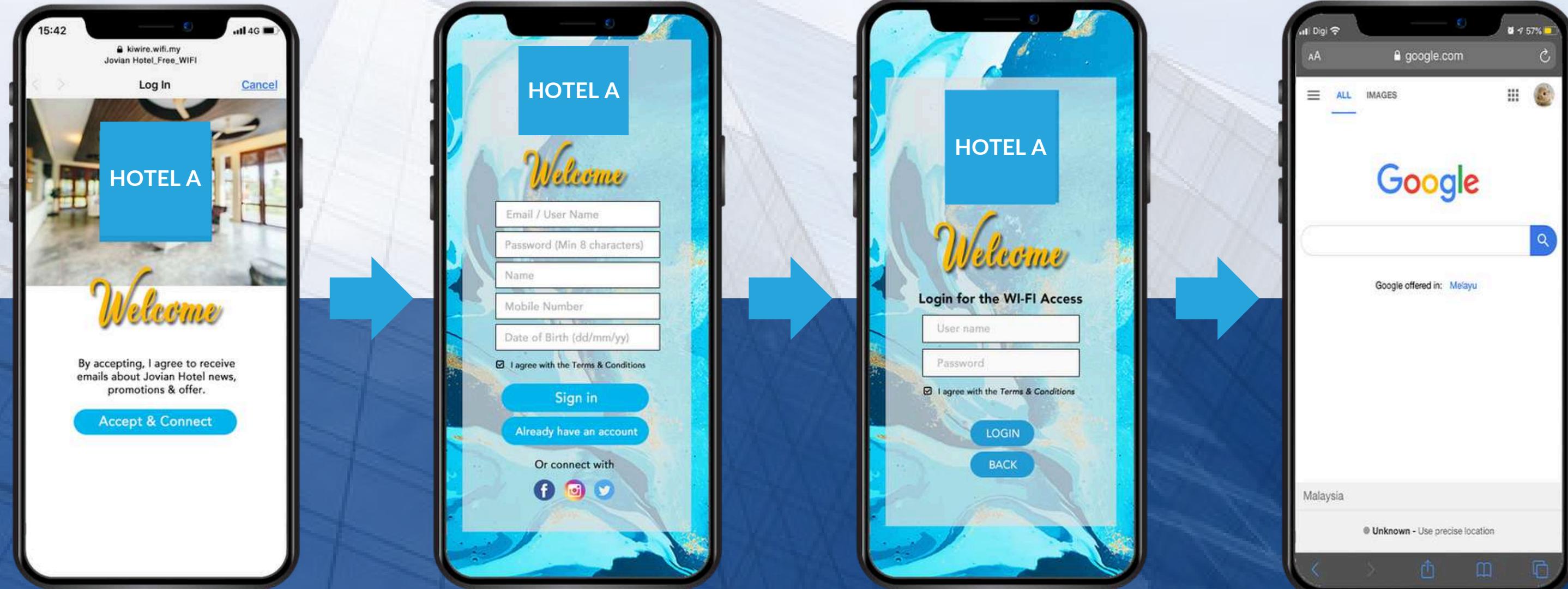
Call Accounting System

LOGIN FLOW



Login Flow

(Login with Registered Account)



Wait for seconds
for advertisement

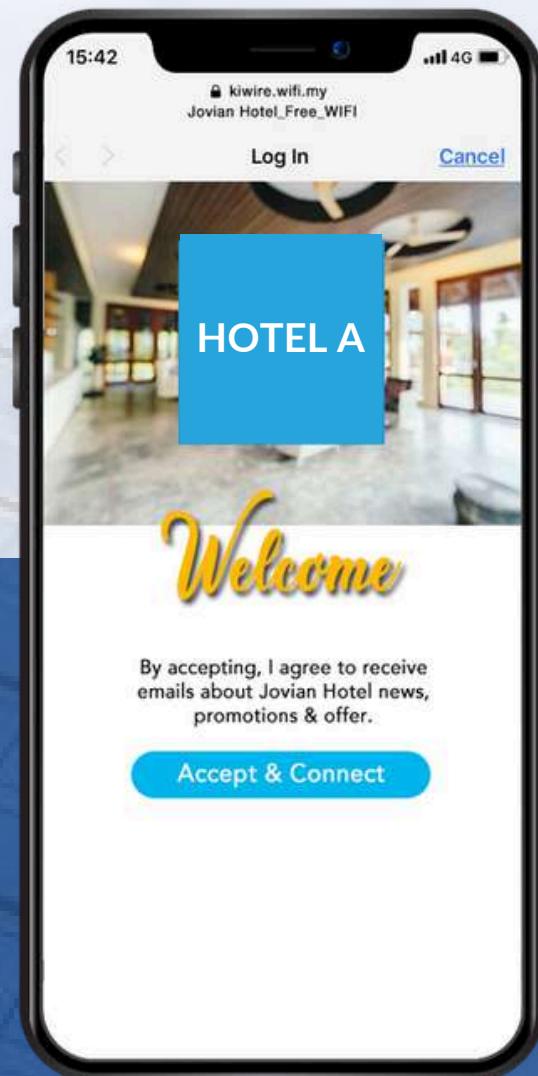
Fill up the form or
proceed to login
page.

User enter
username &
password

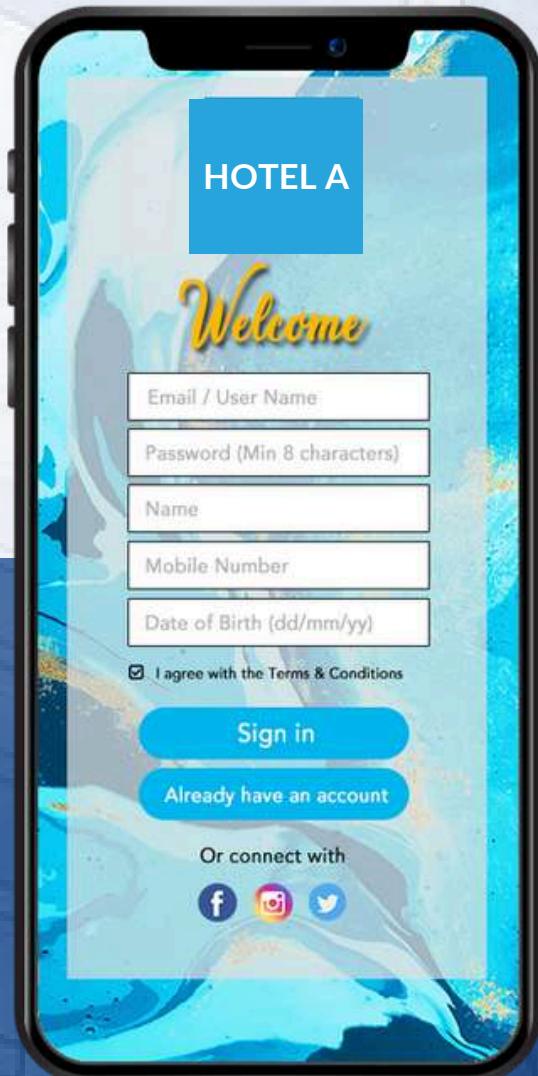
Ready to access

Login Flow

[Social Login]



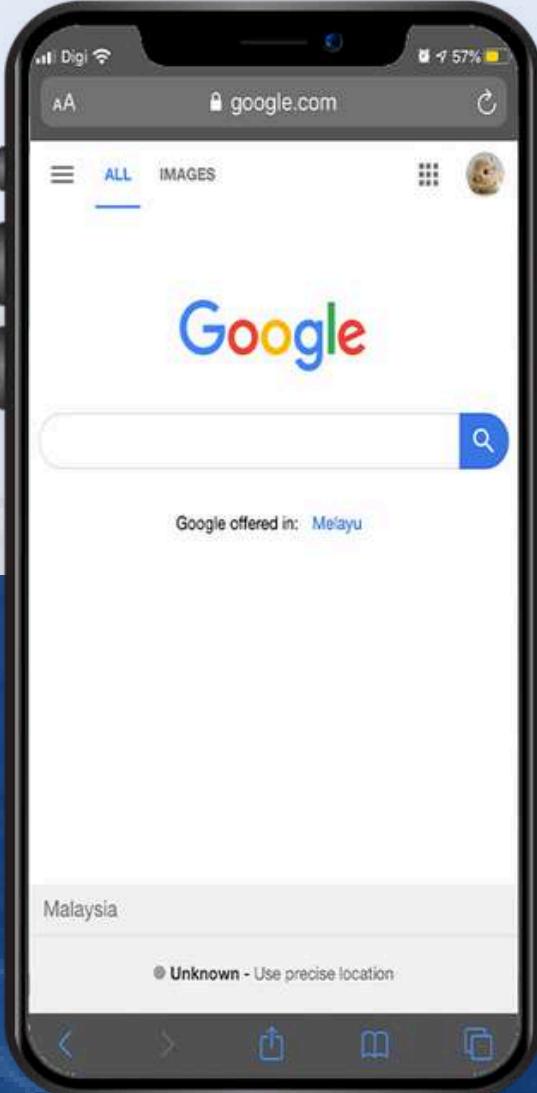
Wait for seconds
for advertisement



Choose social
media logo option
to login

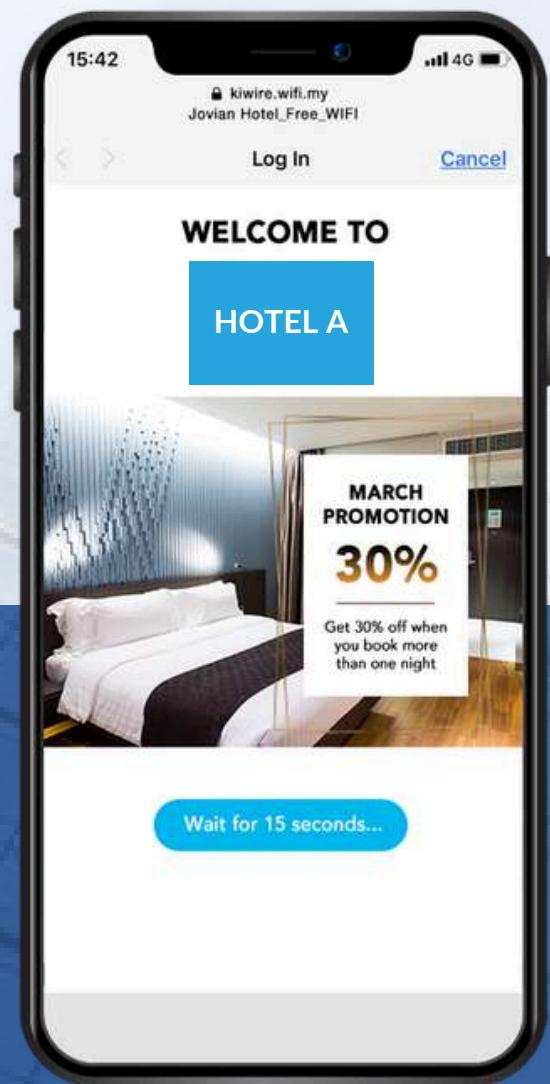


User enter
username &
password

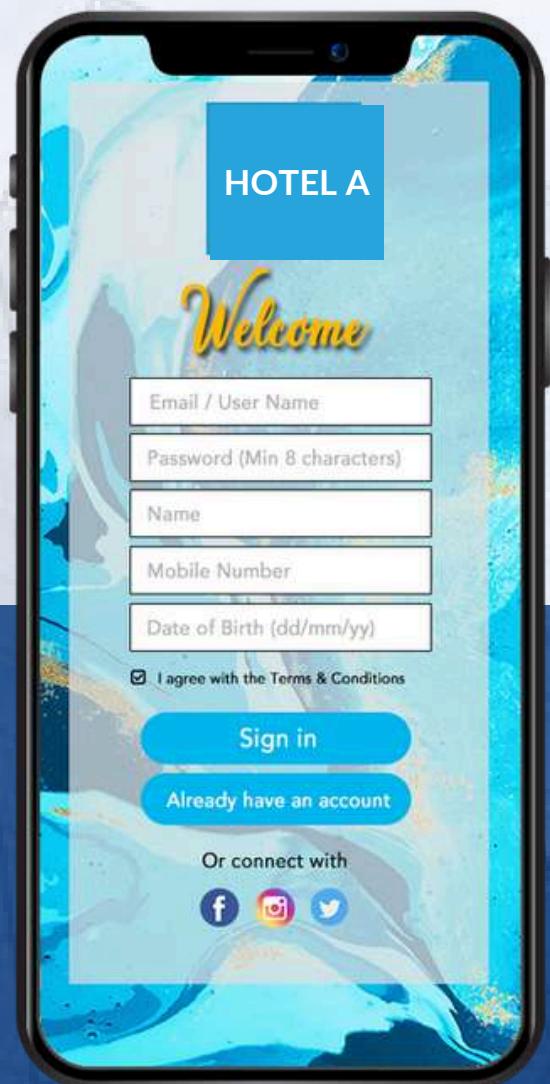


Ready to access

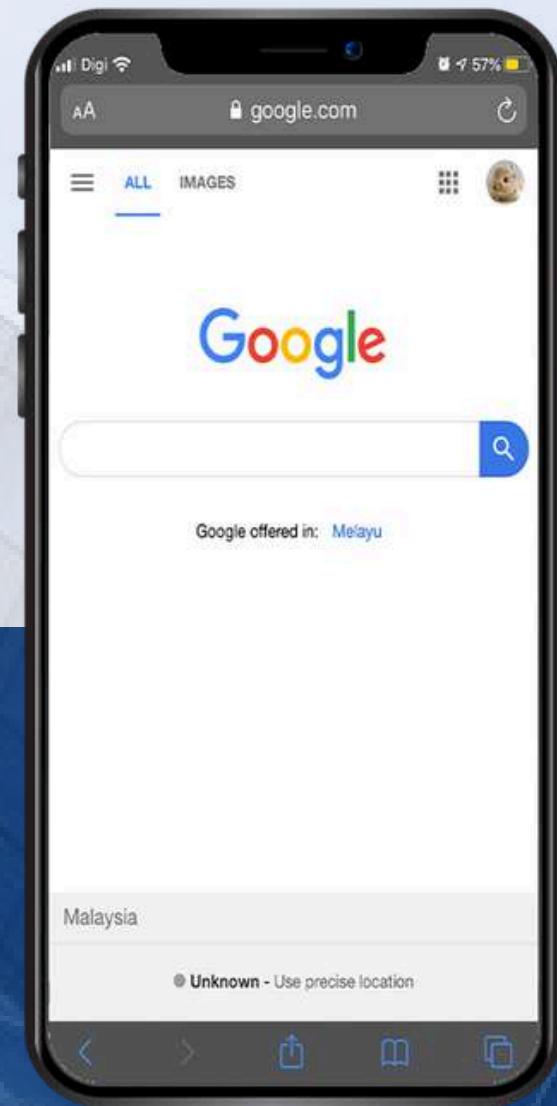
New User [Public Sign Up]



Wait for seconds
for advertisement



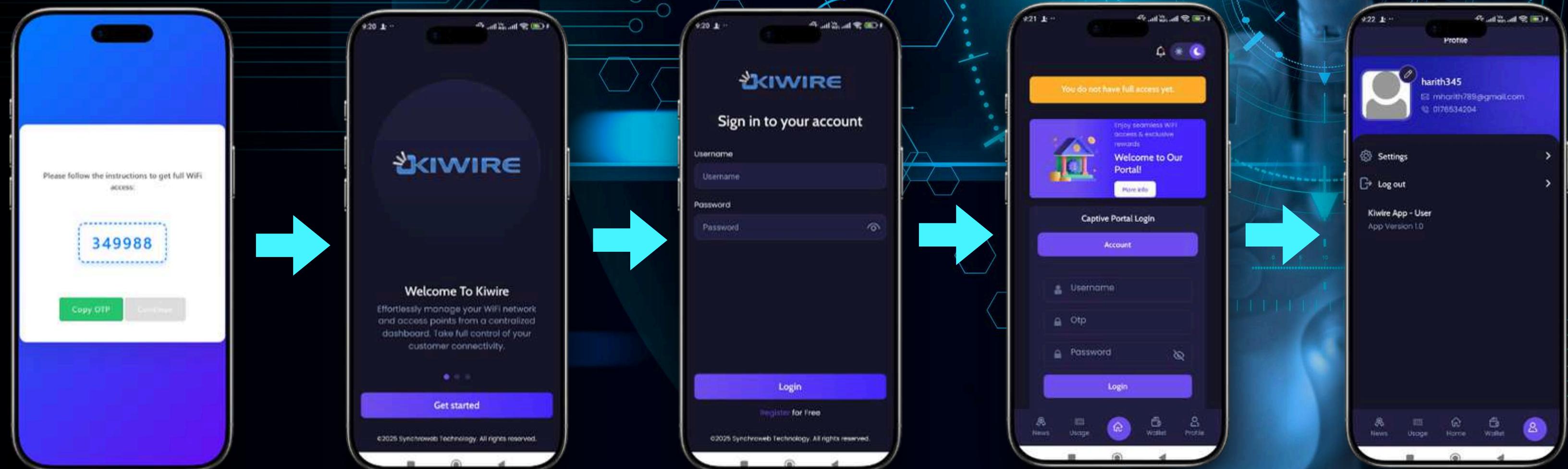
Sign In button.
User fill in their
details.



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

KIWIWIRE 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

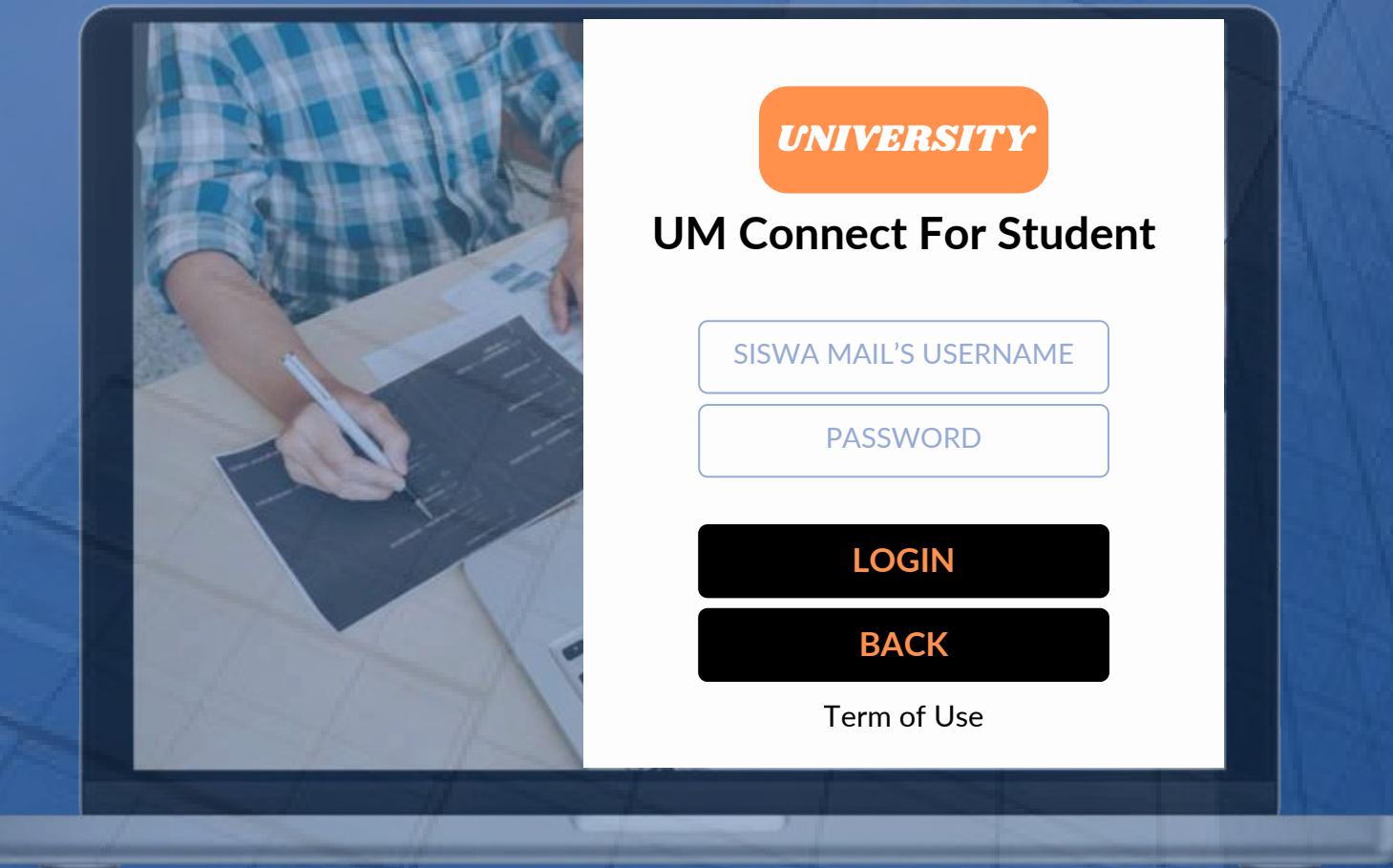


Security Update base on
Penetration testing July 2025

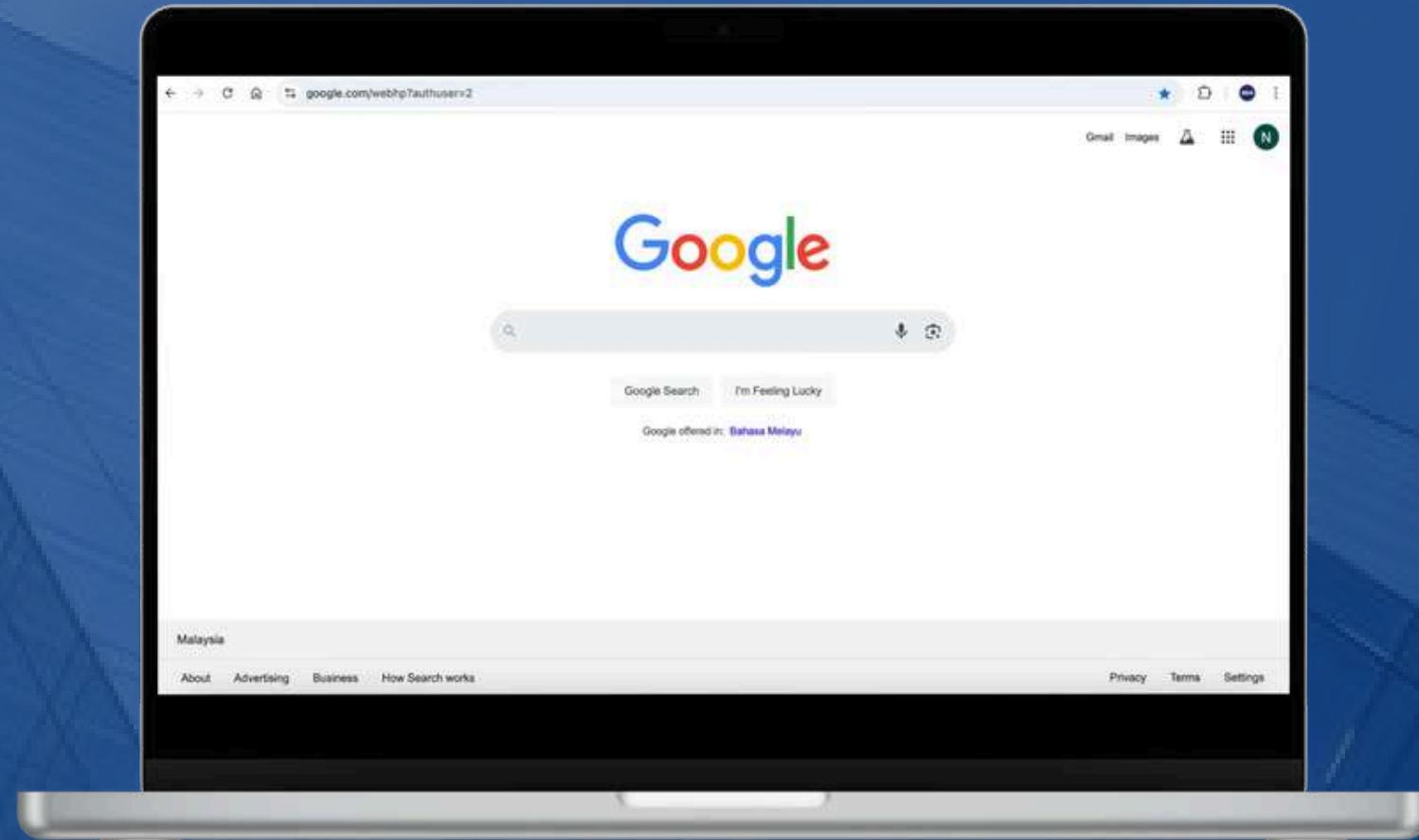


New API BPanel to get user profile
information.

Login Flow (LDAP Integration)

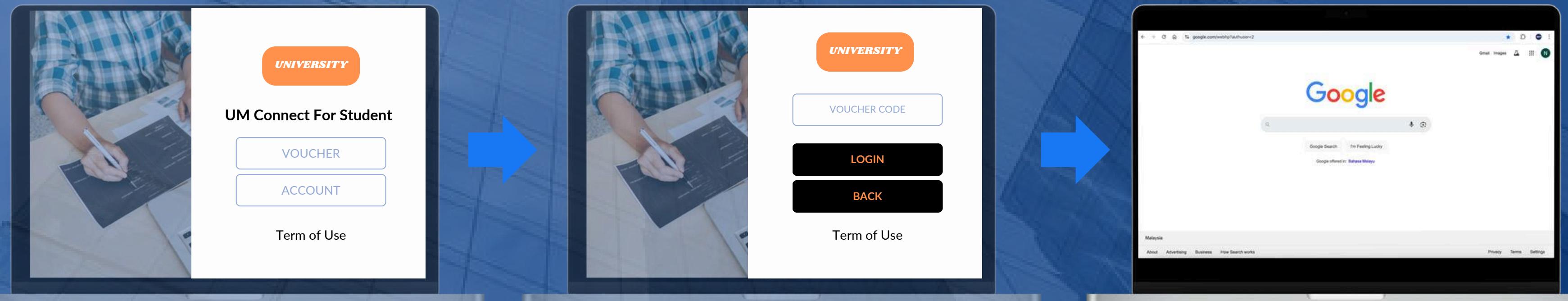


Login by using email and password



Ready to access

Login Flow (Voucher)



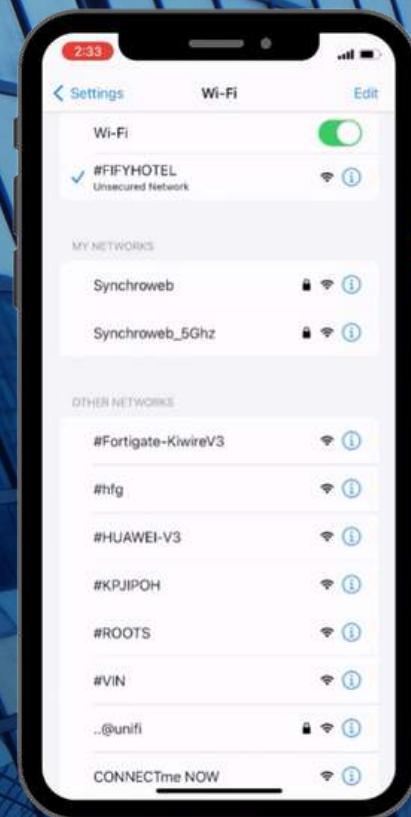
Guest can choose to login using voucher or register email

Login Using voucher Code

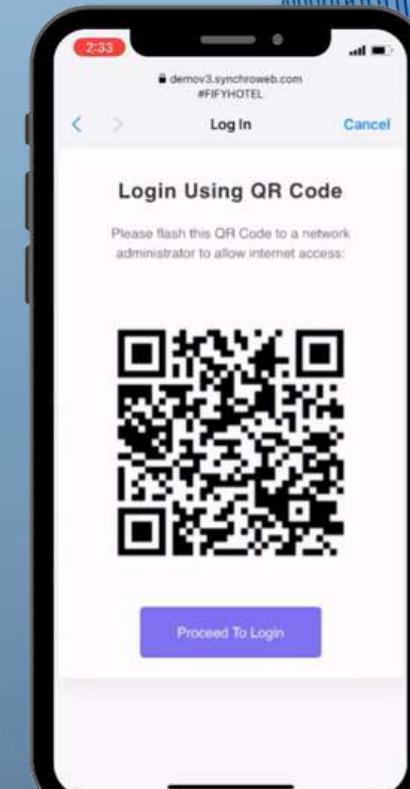
Ready to access

Login Flow (QR Code)

USER

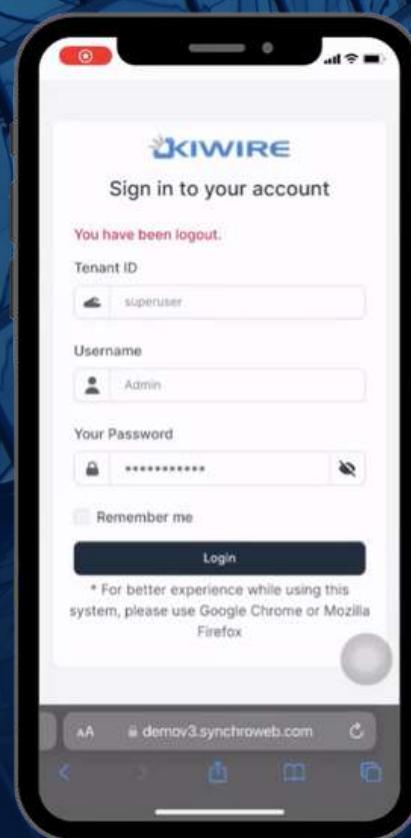


Connect SSID

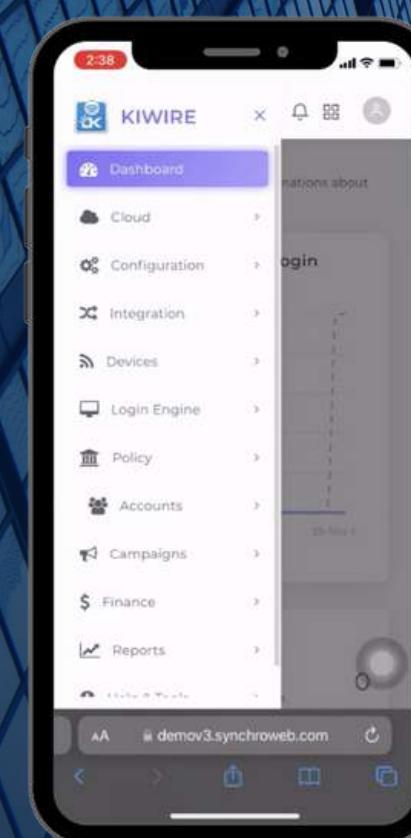


Show QR Code to Admin/Staff

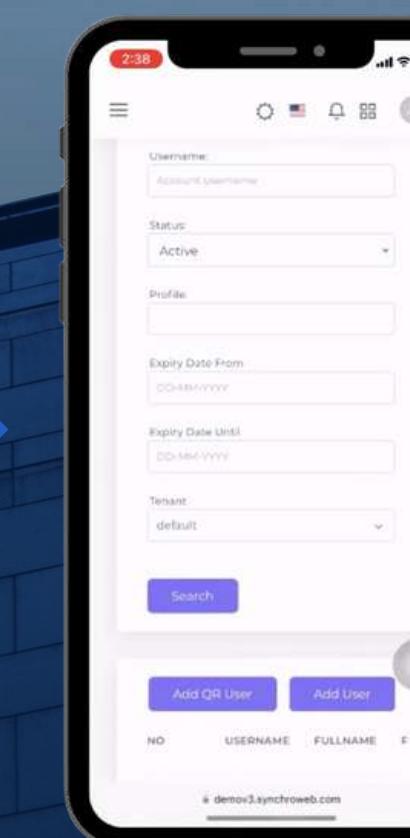
ADMIN



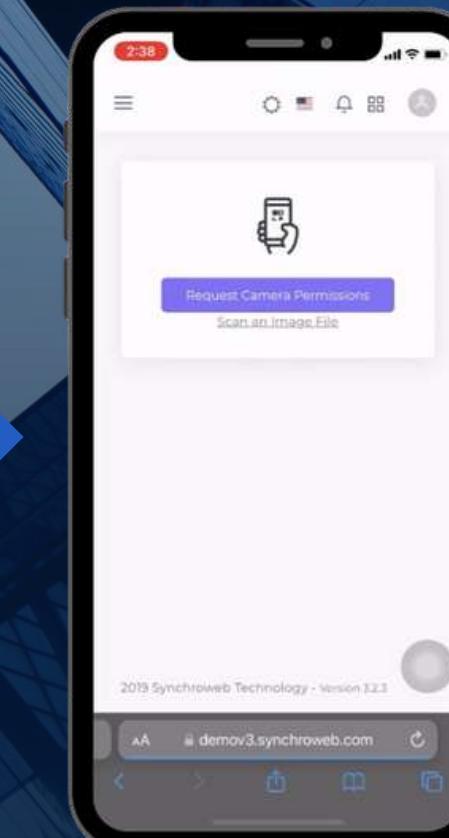
Login to Kiwire system



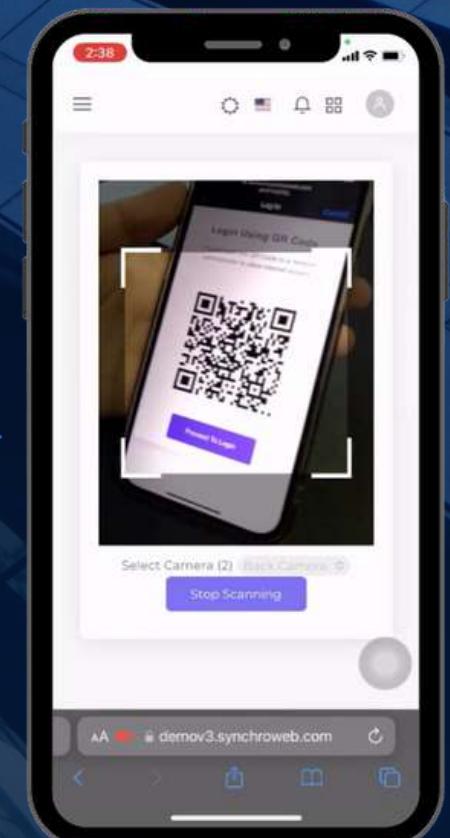
Click Account > User



Click Add QR User



Click Camera Permission



Scan QR Code

Login Flow [WhatsApp]



Connect SSID

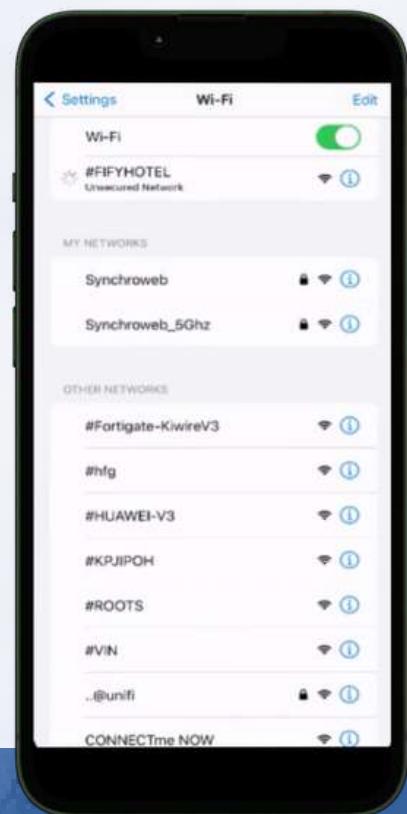
Input Phone
number and
request OTP

OTP
received

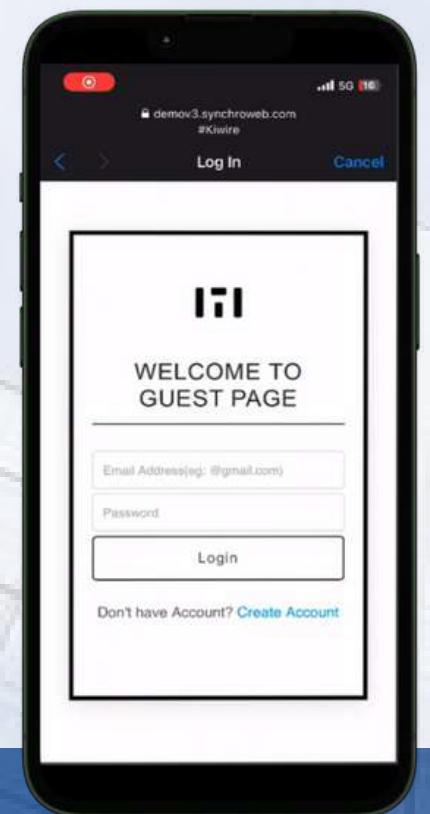
Input OTP
and Login

Success
Login

Login Flow [Sponsor Sign Up]



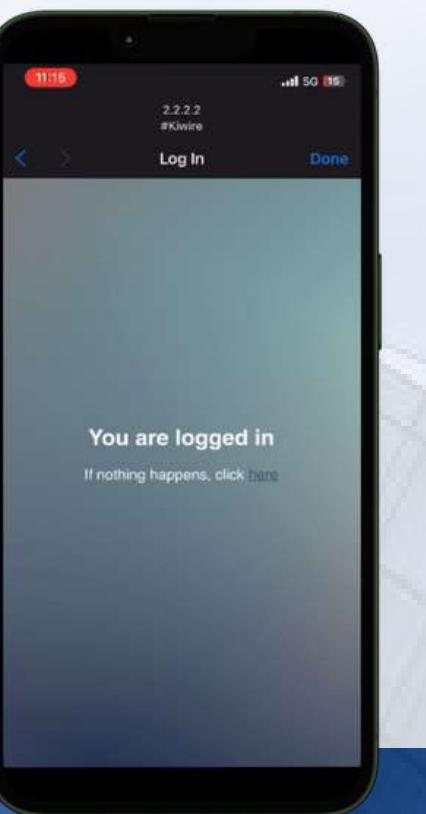
Connect SSID



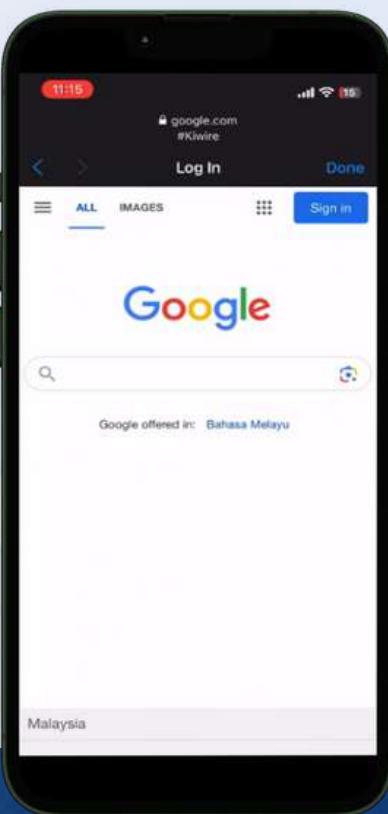
Login with registered account



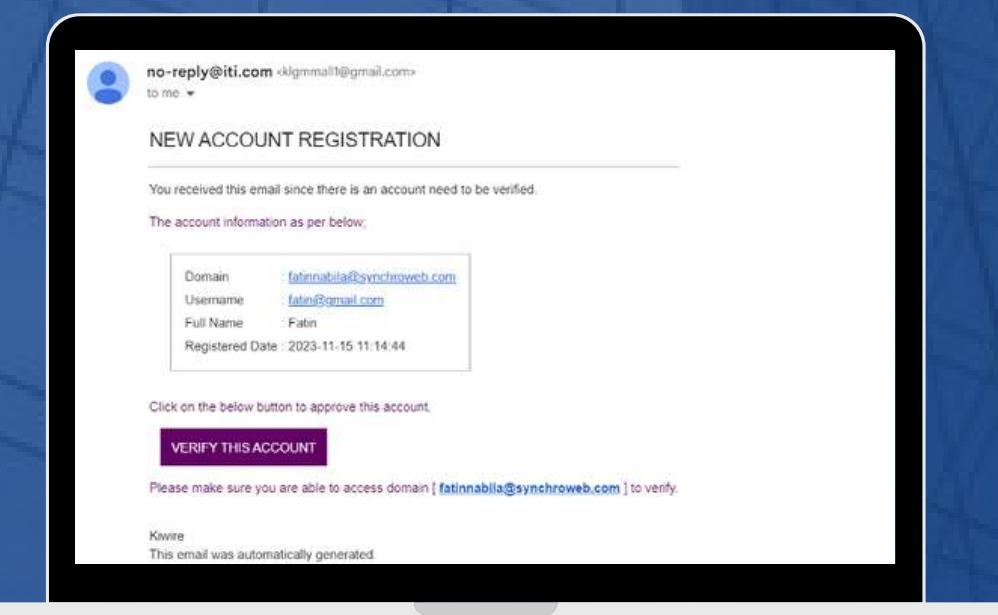
Account must be verified by admin



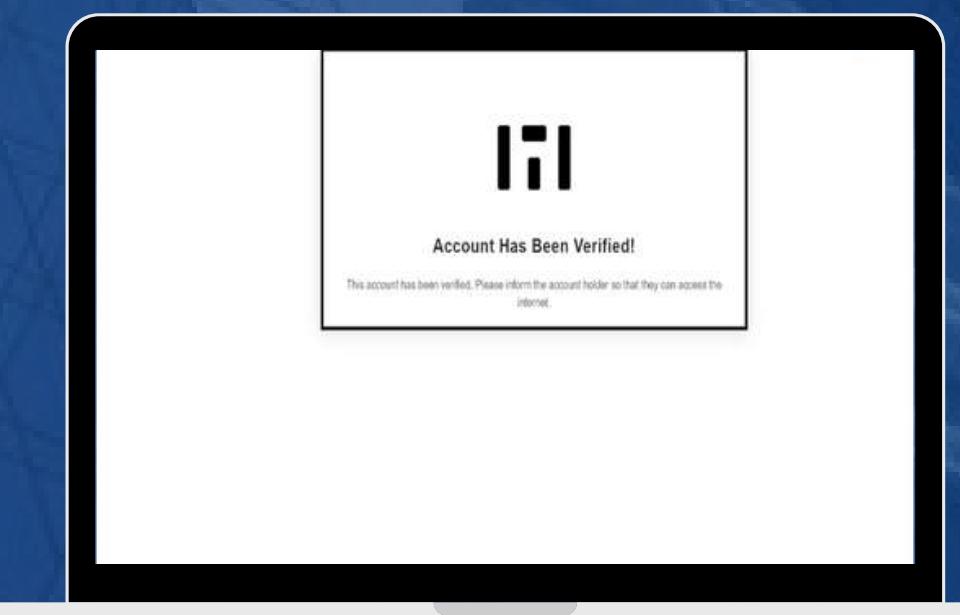
Admin already verified the account and success login



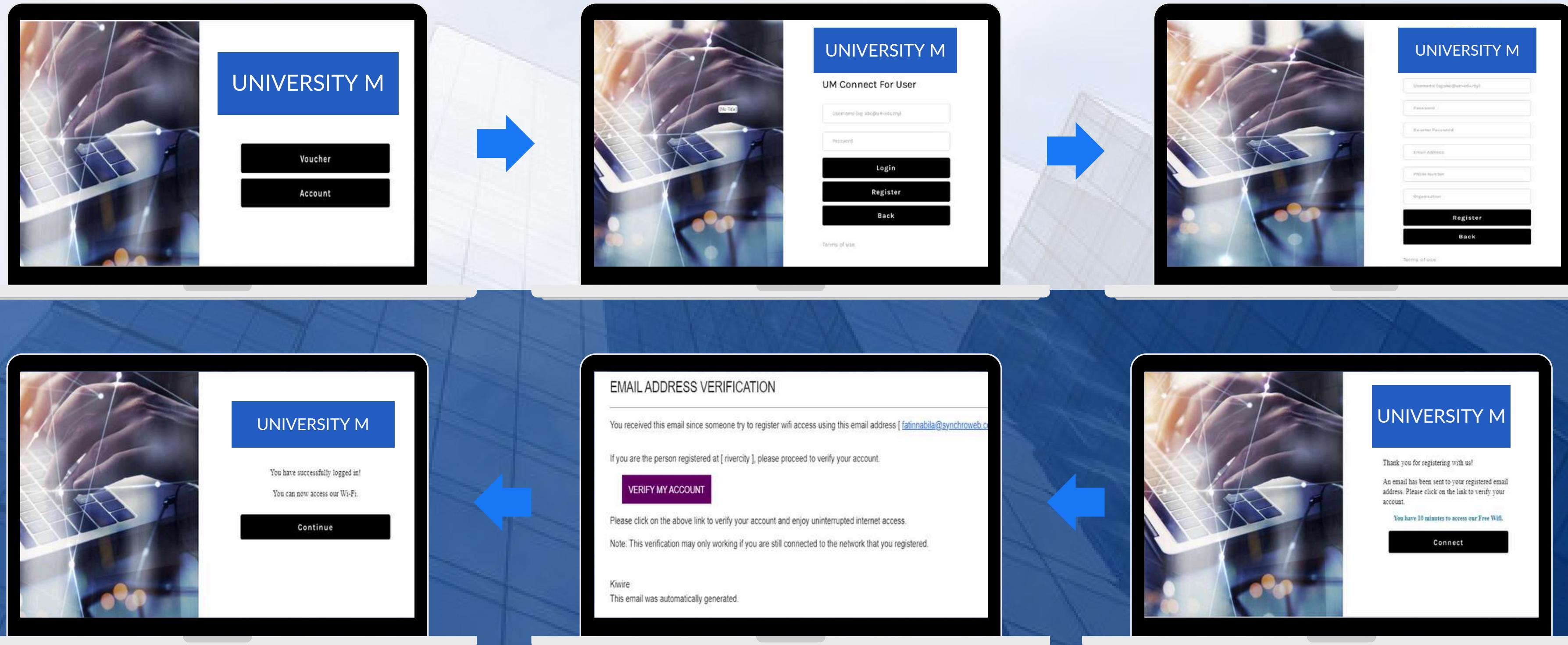
Redirect to post login



ADMIN



Login Flow [Email Verification]



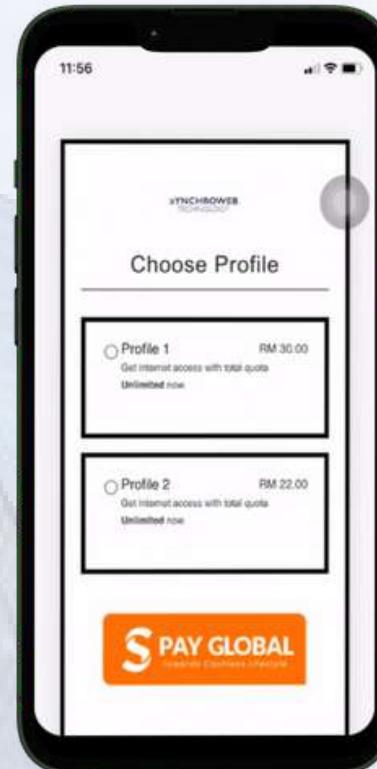
Login Flow [Payment Gateway]



Connect
SSID



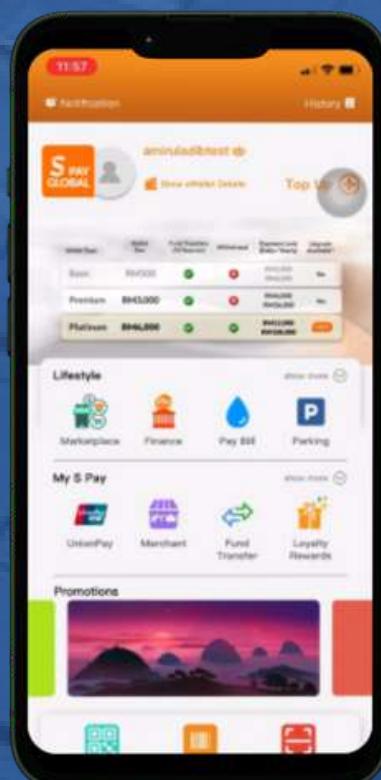
- User redirect to main page
- Login with voucher
- Buy voucher via Spay Global



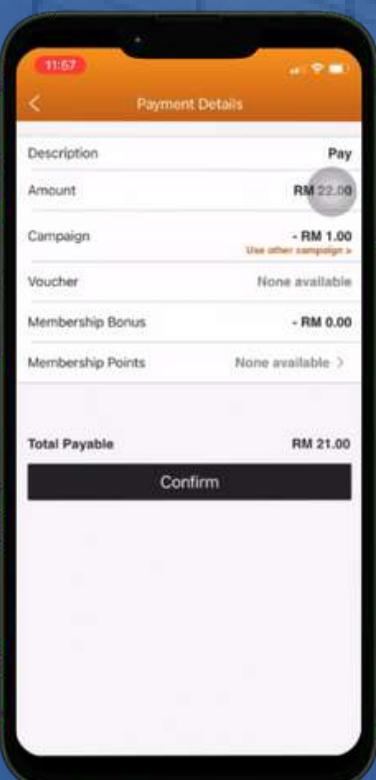
User select
package



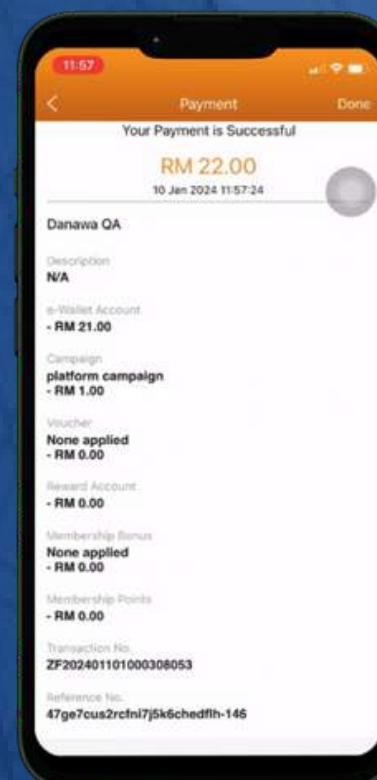
Download and
save QR to make
payment on sPay
Global Apps



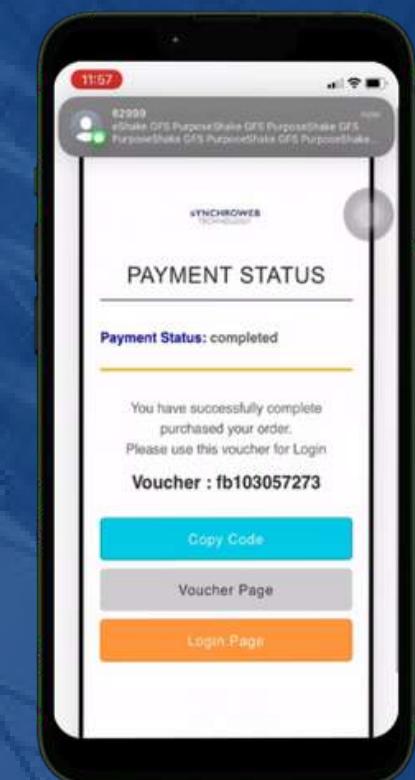
- User open Spay App
- Choose Scan & Pay
- Upload QR from file/gallery from previous step



User confirm
payment

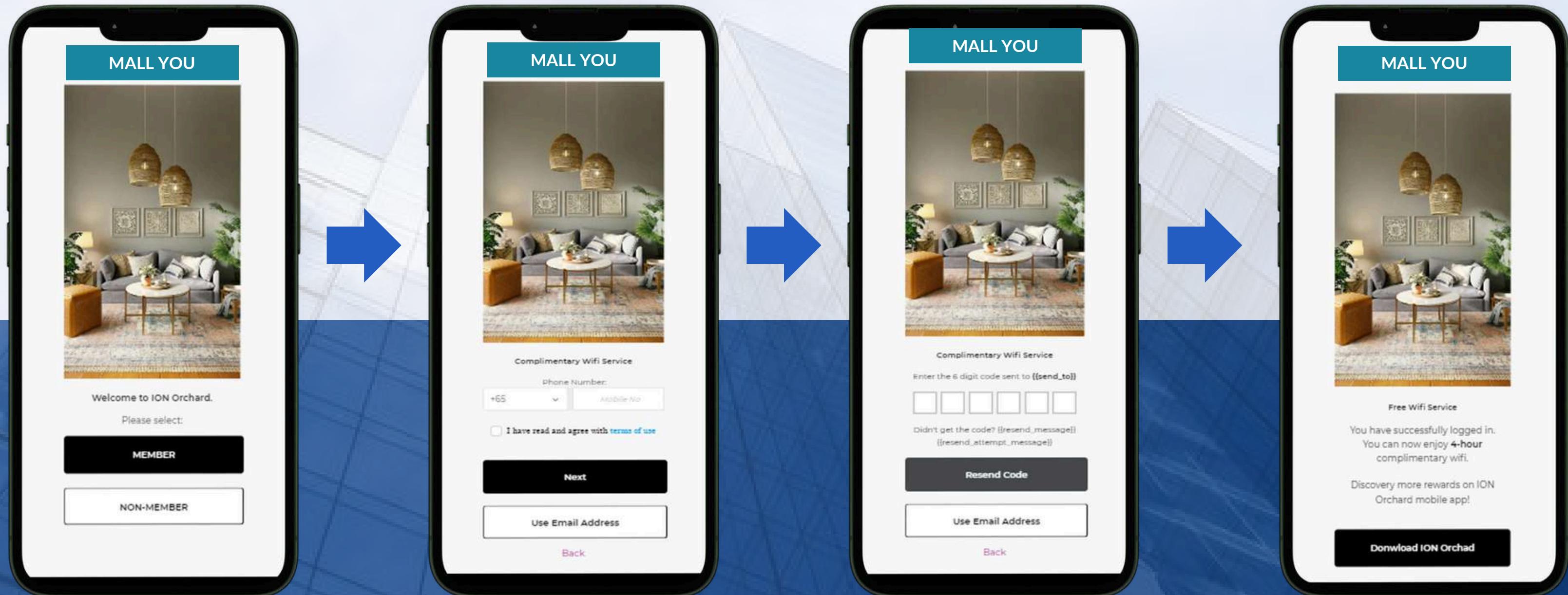


Success
payment
status



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

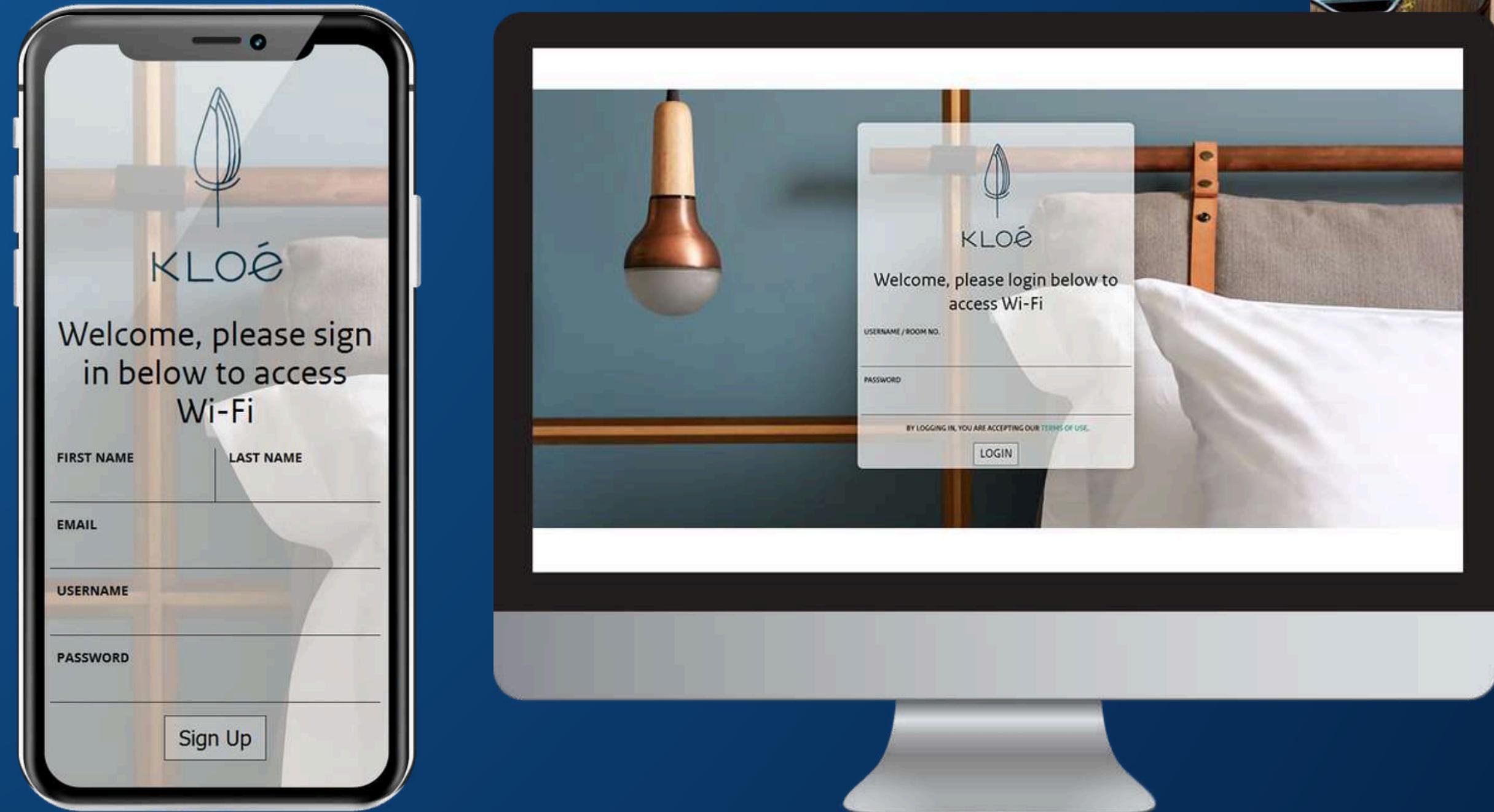
Login Flow [SMS]



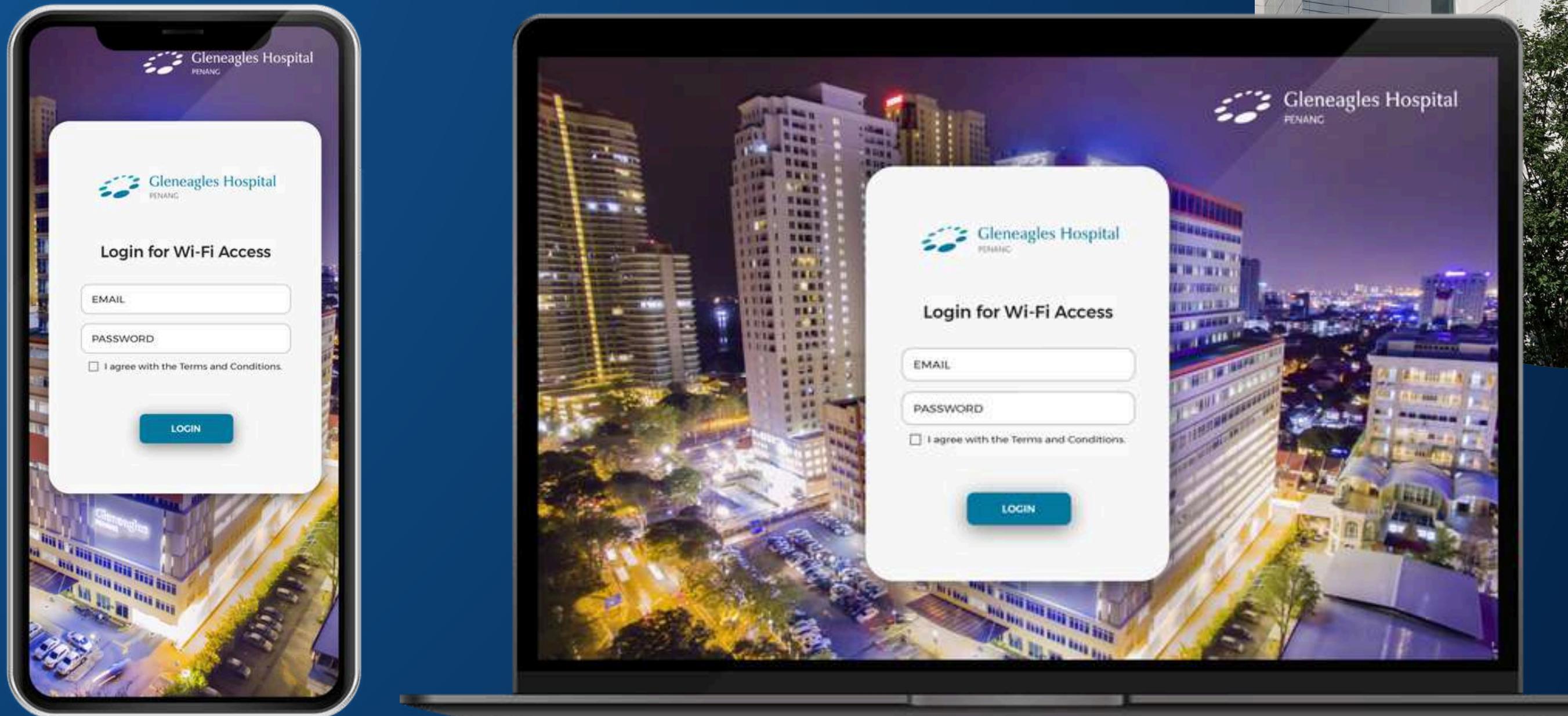
LANDING PAGE



Landing Page Hospitality



Landing Page Medical Centre

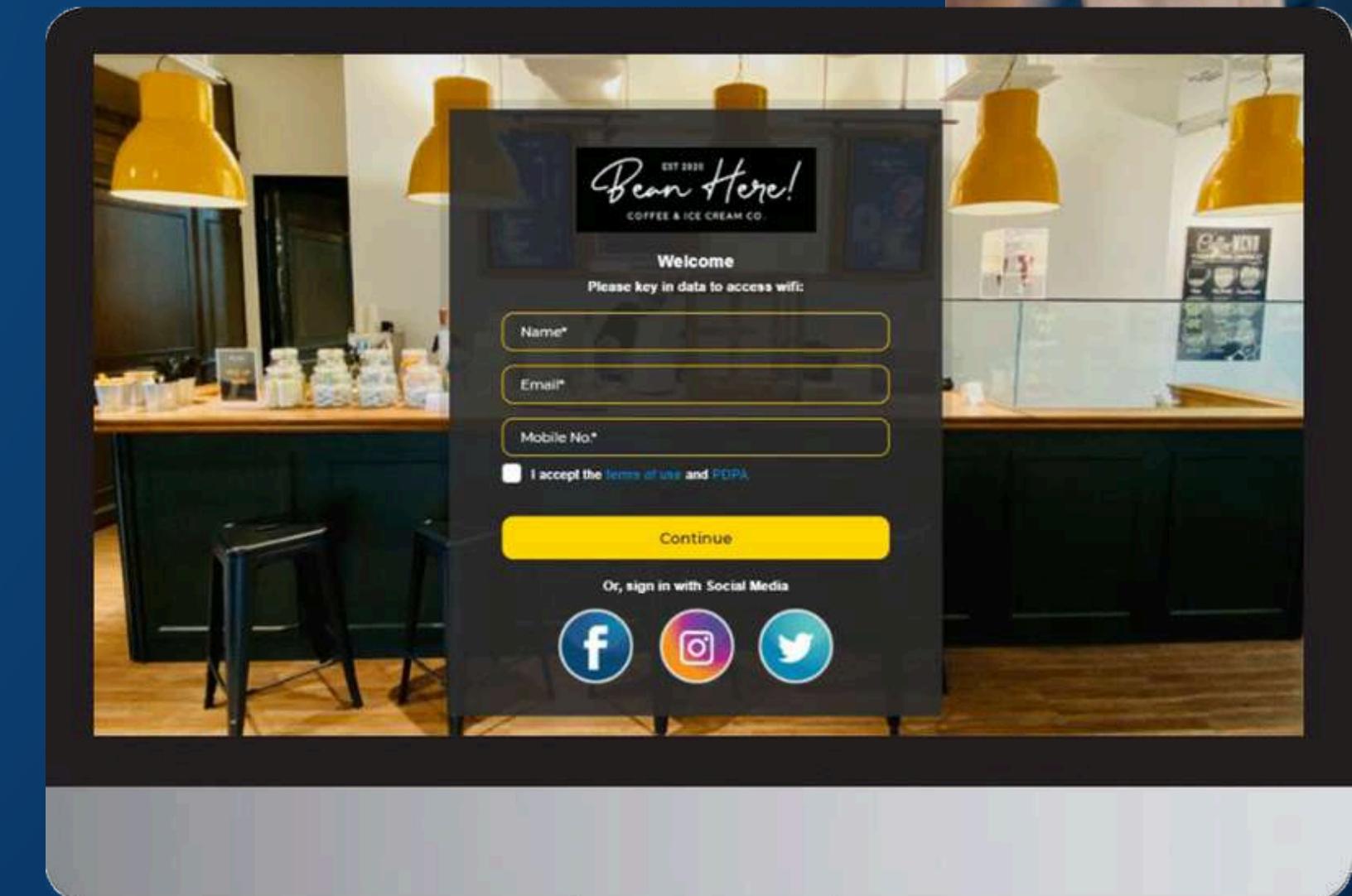
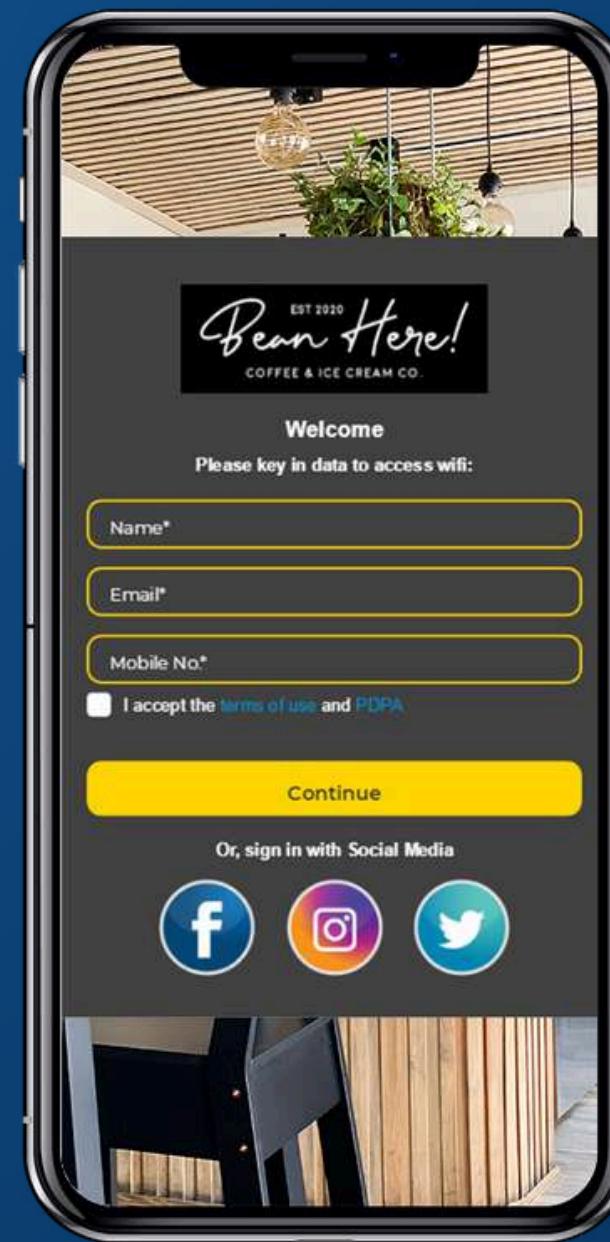


KIWIRE

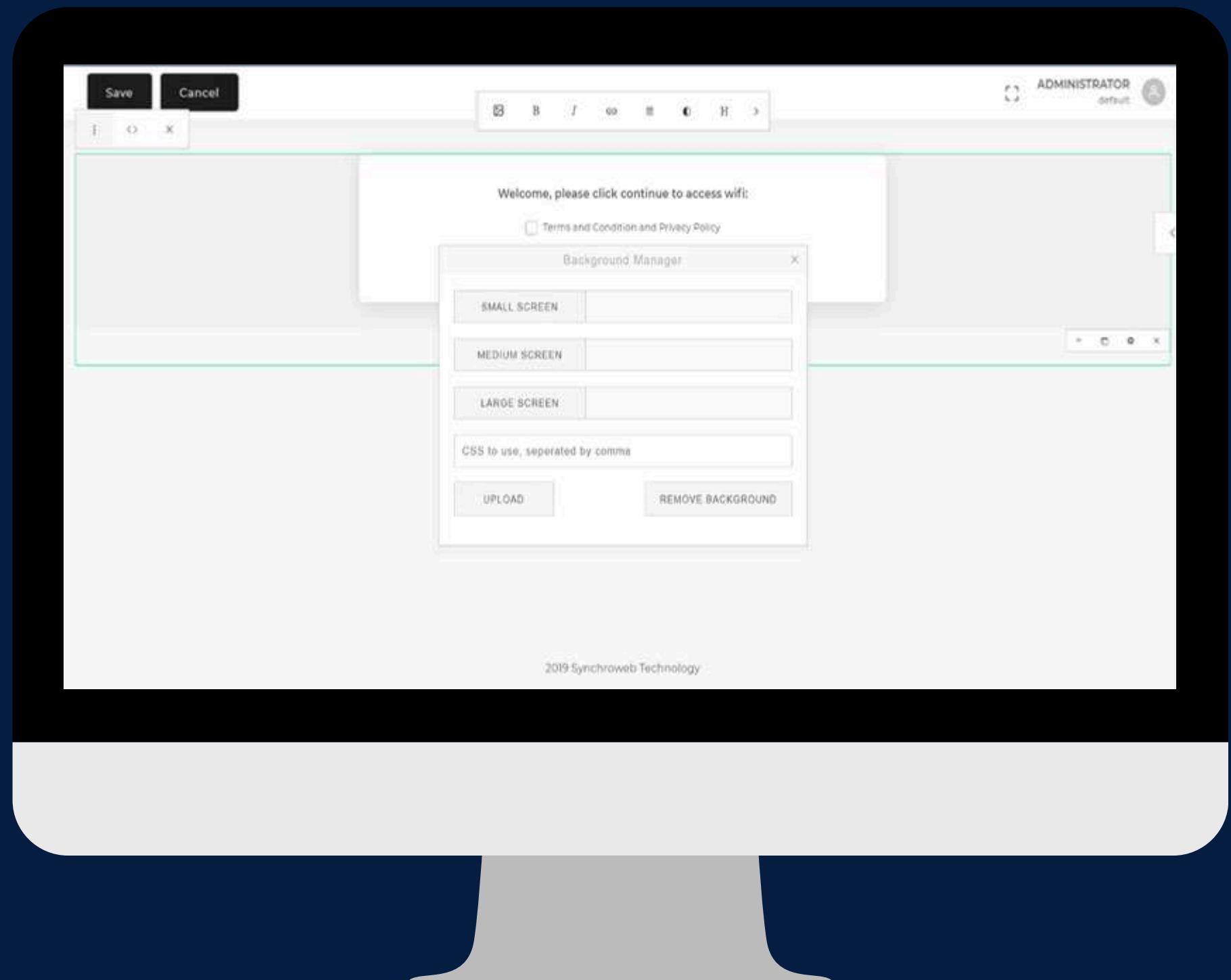
HOSPI

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

KIWI 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.

KIWIREE CAMPAIGN ENGINE



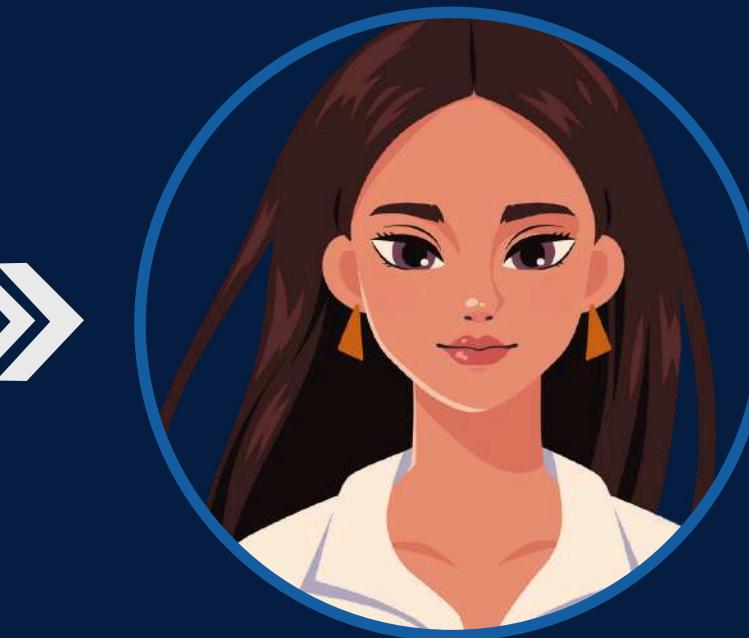
TARGETED CAMPAIGNS USING PERSONA / TRIGGERING



TRIGGER

Sarah

First/repeat login user
Last seen 29 days ago



PERSONA

25 Years / Female



ACTION

Display ads/
promo/discount

Campaign Remarketing





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

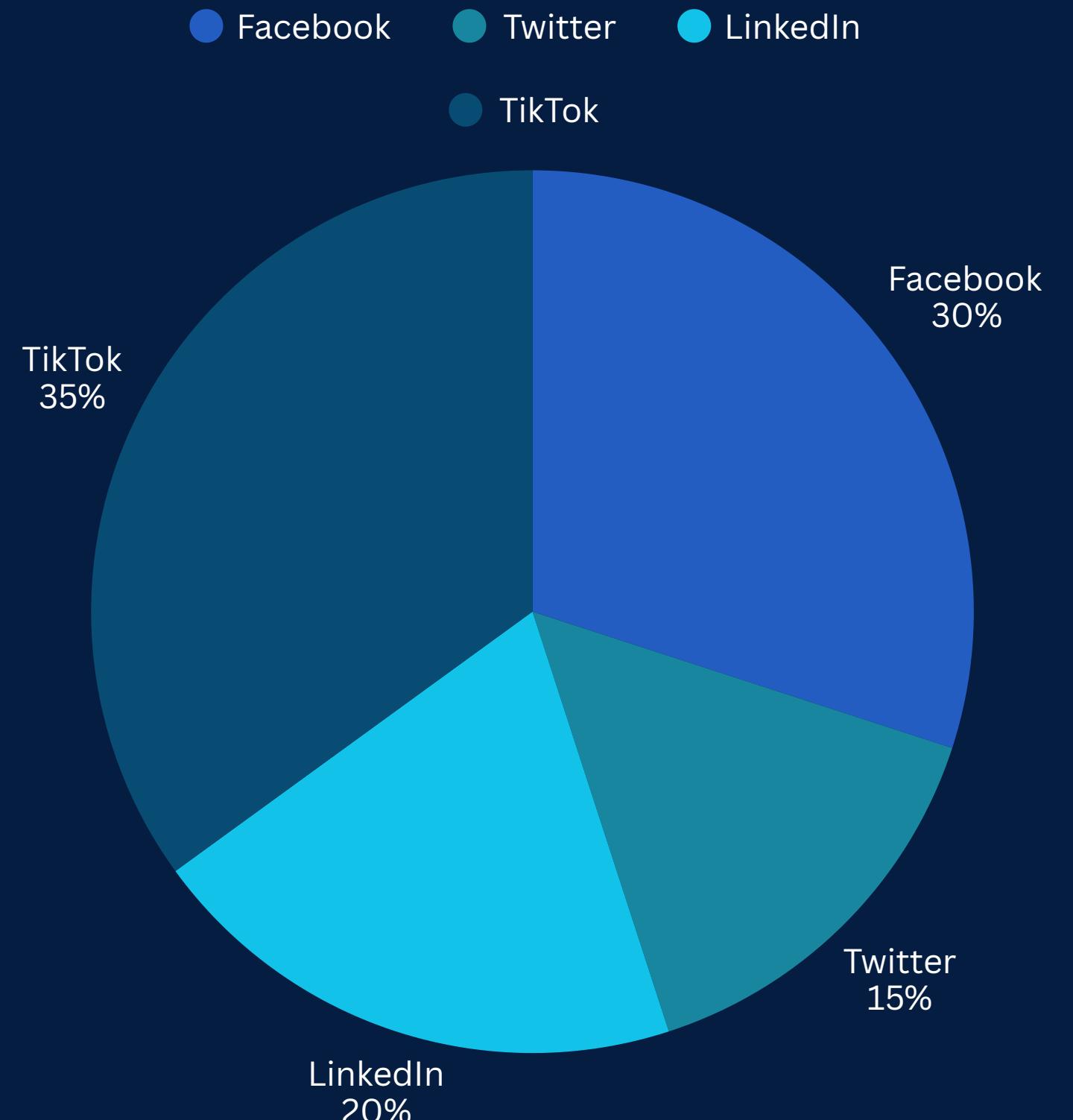
Gather feedback / suggestion to improve business and provide better experience for upcoming users.

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



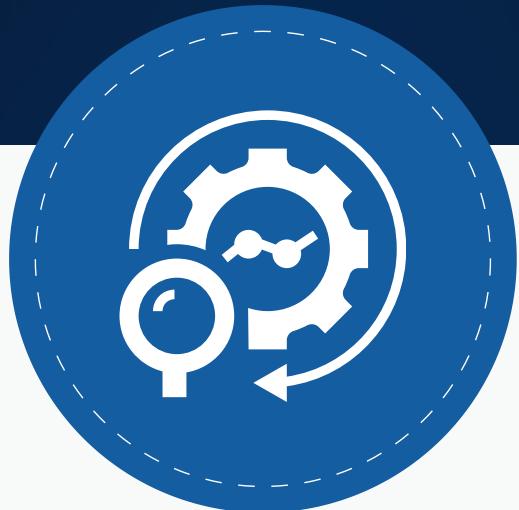
Login Monitoring

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 Analytics
- Social Network Data

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

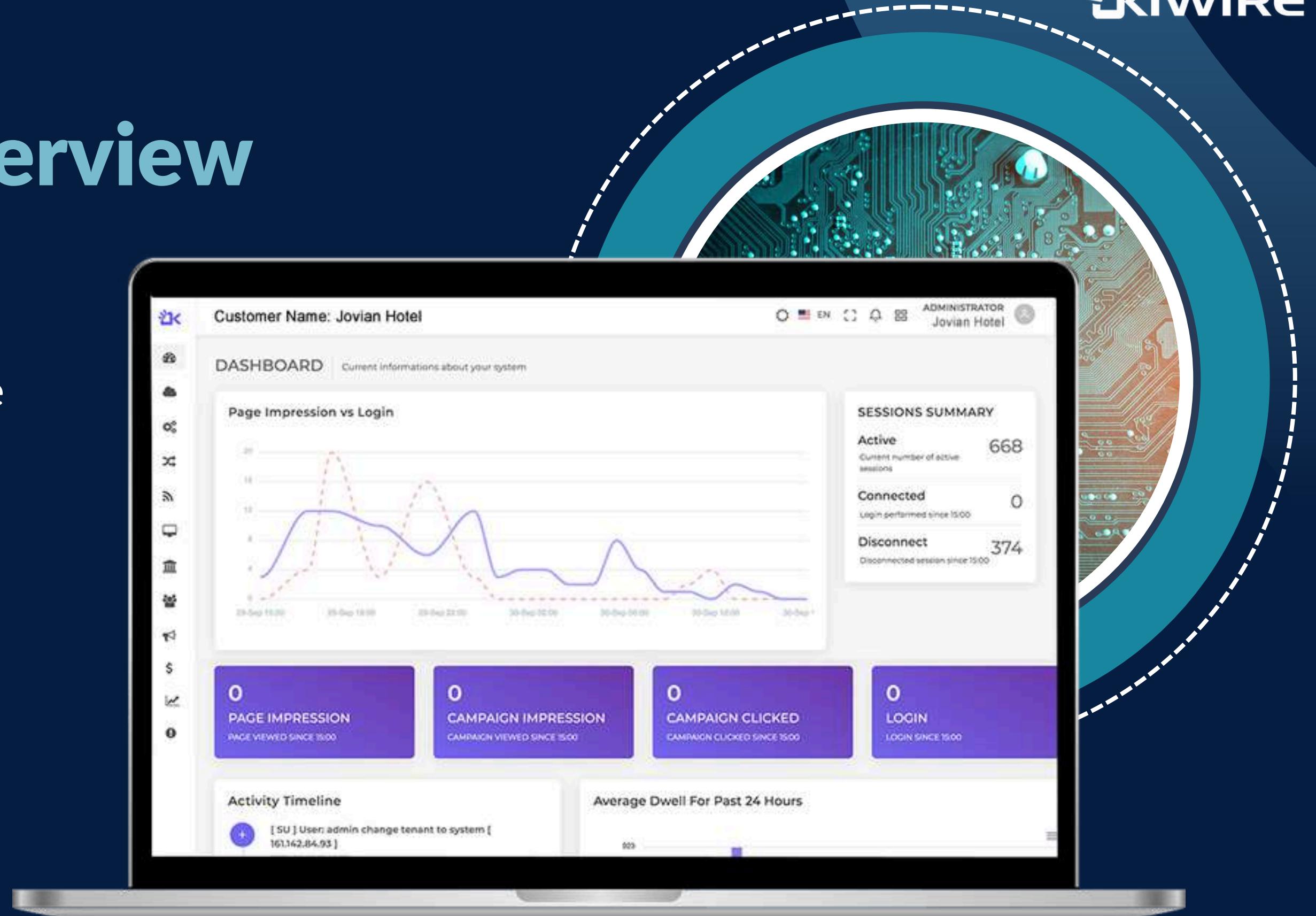


Disconnect User

- 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

AI INTEGRATION

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



MOBILE APP

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



NEW UX

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

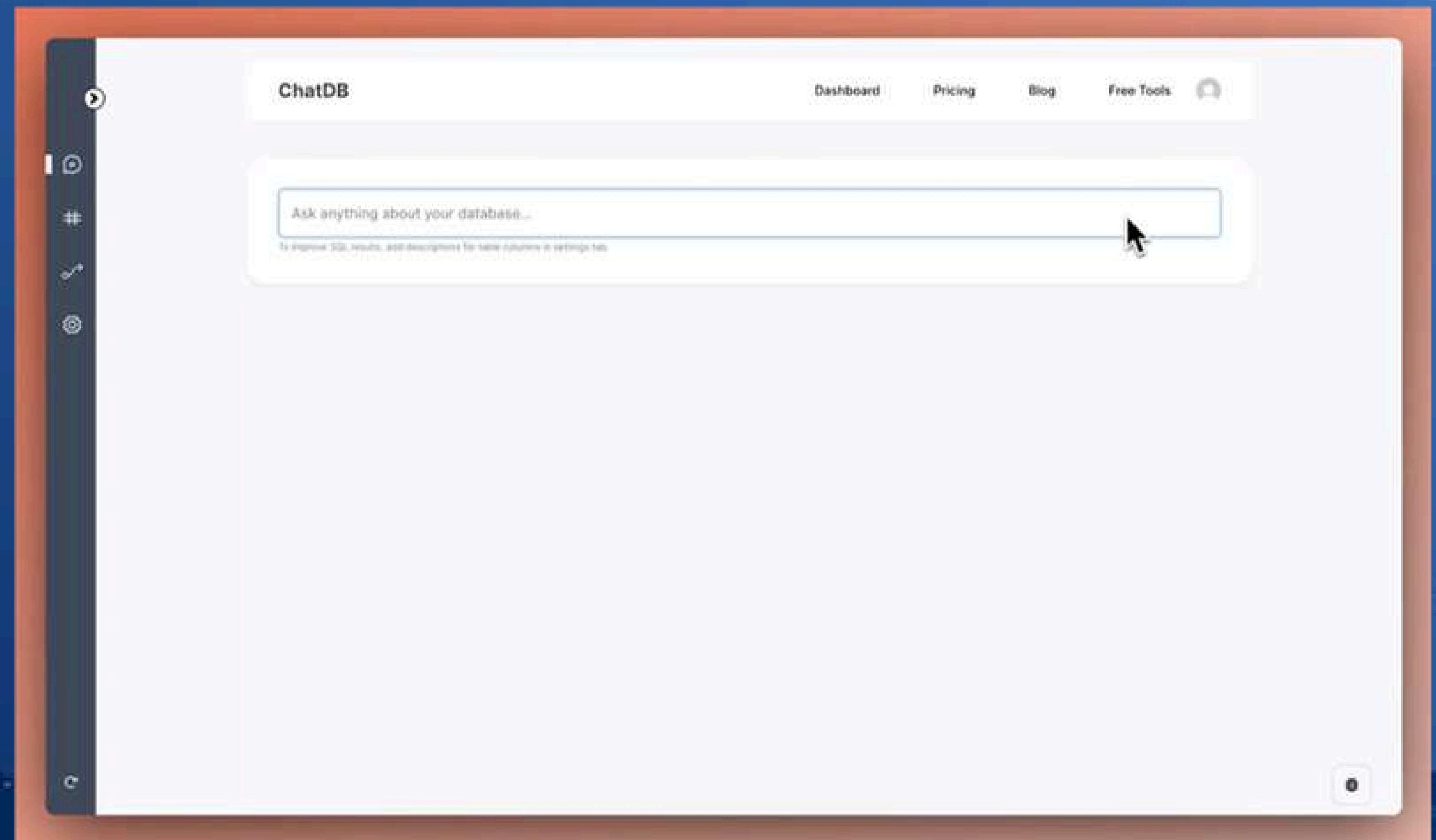


Dashboard

Introduced a dynamic dashboard for real-time data visualization



New Chat DB



New UI/UX Design





THANK YOU!

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