INDIO NETWORKS

Driving business growth and generating value with WiFi.

Learn about how you can leverage the most out of wireless technology, and how we can help you do it.

Introduction

In the early years of WiFi, as is with every technology, its presence was not pervasive and people were only beginning to understand the technology, they did not have many WiFi enabled devices which actually allowed them to utilise the technology.

However, in the last decade, WiFi has exploded. The proliferation of WiFi in the world has created opportunities for people from various sections of society. Industry verticals, retailers, SMB owners have realised the potential that WiFi possesses, and what its provision to the customer can get for the business in terms of pure income generation.

The problem often is with understanding and getting around with the technology which is necessary to harness the power of wireless to generate value. We help you enable these opportunities by providing value driven solutions that are based on trustworthy and secure technology.

We will look at the various way through which you can generate income through the WiFi service using our WiFi solutions.

Here is how we help you.

We offer WiOS, our cloud-based hotspot manager & UniBox, our on-premise hotspot controller, both which come integrated with a complete WiFi Monetisation and Marketing platform which allows you to reap the benefits of providing WiFi to your customers.

They also come with a fully customisable Captive Portal that allows you to create designs that you think reflect your values and ideas. Captive Portals are extremely important aspects of WiFi offerings. They are digital first impressions, make them count.

There are multiple models through which we help you use WiFi and get valuable returns through it. Different domains of service can use and apply different models of WiFi monetisation & marketing, choosing the one which they feel helps their business the most.

WiFi Marketing with Presence Services:

Business Analysts and Marketing Strategists look at possible gaps in their current strategies, and how they can integrate even subtler models of marketing to increase engagement. Our solutions come with intelligent presence services that enable location based engagement. Our Access Points can sense users around them, make smart decisions about their environment and push notifications on to the users device regarding offers and discounts that they are highly likely to indulge in at that moment. You can set structured marketing campaigns that send out push notifications.

Pay-Per-Access:

One of the most widely used models of WiFi monetisation, Pay-Per-Access is a way of direct billing for end-users. Direct billing strategies however must be thought out carefully before deployment. Businesses can offer freemium services, a combination of free and premium services for their WiFi. A free service is session limited, while a premium service offers greater WiFi experiences at minimal costs. Businesses should implement tiered pricing strategies which allow them to generate more revenue, smartly. WiOS & UniBox come with a complete hotspot billing solution, with over 12 integrated Payment Gateways for end-users to pay with.

Data Driven Decision-Making:

Data is the new oil, you've heard that phrase. Data drives insights, and consequently sales. Especially today, when offline businesses are in a fierce competition with online businesses, where the latter has an immense edge over offline businesses in terms of data collection. Now, we allow you to gather intelligent insights, customer profiles and behaviour with the on-site WiFi.

Using location-based intelligence, we gather real-time data about user behaviour, repeat visits and footfall. Our reports and analytics allow you to create smarter marketing and sales strategies that will help you generate more than just revenue. It helps you get a deeper understanding of your customer.

WiFi Advertising:

Splash portals can be used for marketing, as well as advertising. You can deploy advertisements on your splash portals for your customers to see, that way your brand gets noticed, and it helps engage with your customers on a personal level. The advertisements can be static imagery or video ads, you can even apply settings to when you want the customers see them. That can be pre or post login, or intermittently as people use the WiFi.

Customer Surveys:

WiOS allows you to conduct comprehensive customer surveys through the online portal. Customer surveys are a goldmine of insight. You can create customer surveys the way you want to, for the answers you want from the people, by asking the right questions. WiOS allow you to silo the collected data directly on to a database for quick data analysis.

Leveraging Social Media:

Users today find it incredibly easy to register or log into services using a simple, few tap entry from their social media credentials. WiOS's Captive Portal service comes integrated with Social Media Login capabilities which allow users to connect to the network easily. You can use social media profiling for gathering useful insights. Social media profiles help you connect with customers on various levels and learn more about them.

Growth stories.

We strive to be the best, and do the best for you. Our WiFi monetisation platform has brought about remarkable results for our customers. We have served more than 25 million users till date.

Here are a few exceptional growth stories our WiFi monetisation solution has helped people realise.

For Honolulu Airport in Hawaii, our WiFi monetisation platform helped generate over $300,000 per month in pure revenue, only through WiFi. Prior to our deployment, the airport had not monetised their WiFi service, an added income of $300K helped their operational expenditure reduce to a great extent.

Mexico's Cancun Airport is another success story we have helped craft. The second busiest airport in Mexico, with over a million people using the airport for transit every year, they decided to monetise their WiFi service with us. In under a year, they added a value of $100,000 per month in revenue with our solution.

Retail Chain OXXO deployed our complete WiFi solution in their stores at over a hundred places in Mexico. Through targeted advertising and marketing free WiFi, OXXO recorded over 120,000 unique user signups and an increased footfall in their stores.

Why we do it.

The revenues, the numbers that we help drive are an important aspect of our solutions. However, the growth stories are what fills us with pride, we care about the growth of our customers, we work for you. That is why we do it. Our solutions help people grow, and with them, their communities grow. We want to encourage and help facilitate a culture of growth for everyone. We are for everyone.

Our solutions yield results.