

# Meraki MR

Reliably deliver new mobile experiences with future-proof wireless. Armed with rich analytics, administrators can quickly configure and monitor devices across the network to optimise both the end-user experience and network security.

# Base WiFi

One-stop orchestration, visibility, analytics and control for your entire business WiFi network.

Status	User	SSID	Usage	IP Address
●	HUAWEI_Mate_20_Pro-b27966	Public SSID	↓ 4 KB ↑ 1 KB	10.142.135.253
●	DJOVANS-iPad	Public SSID	↓ 486 KB ↑ 79 KB	10.204.35.177
●	HUAWEI_P20_Pro-7362f1312f	Public SSID	↓ 4 KB ↑ 1 KB	10.220.227.178
●	HUAWEI_P30_Pro-3e9793ab62	Public SSID	↓ 4 KB ↑ 1 KB	10.221.164.146
●	HUAWEI_Mate_20_Pro-6ac642	Public SSID	↓ 4 KB ↑ 1 KB	10.246.35.117

Status	Name	Model	Serial Number	IP Address
● Online	Office Main	MR33		192.168.125.210

## Wi-Fight the Inevitable

Automatically, consistently configured WiFi that you can define once and have every customer automatically provisioned with.

### View access point status

Easily see the status of access points at a glance.

### View connected clients

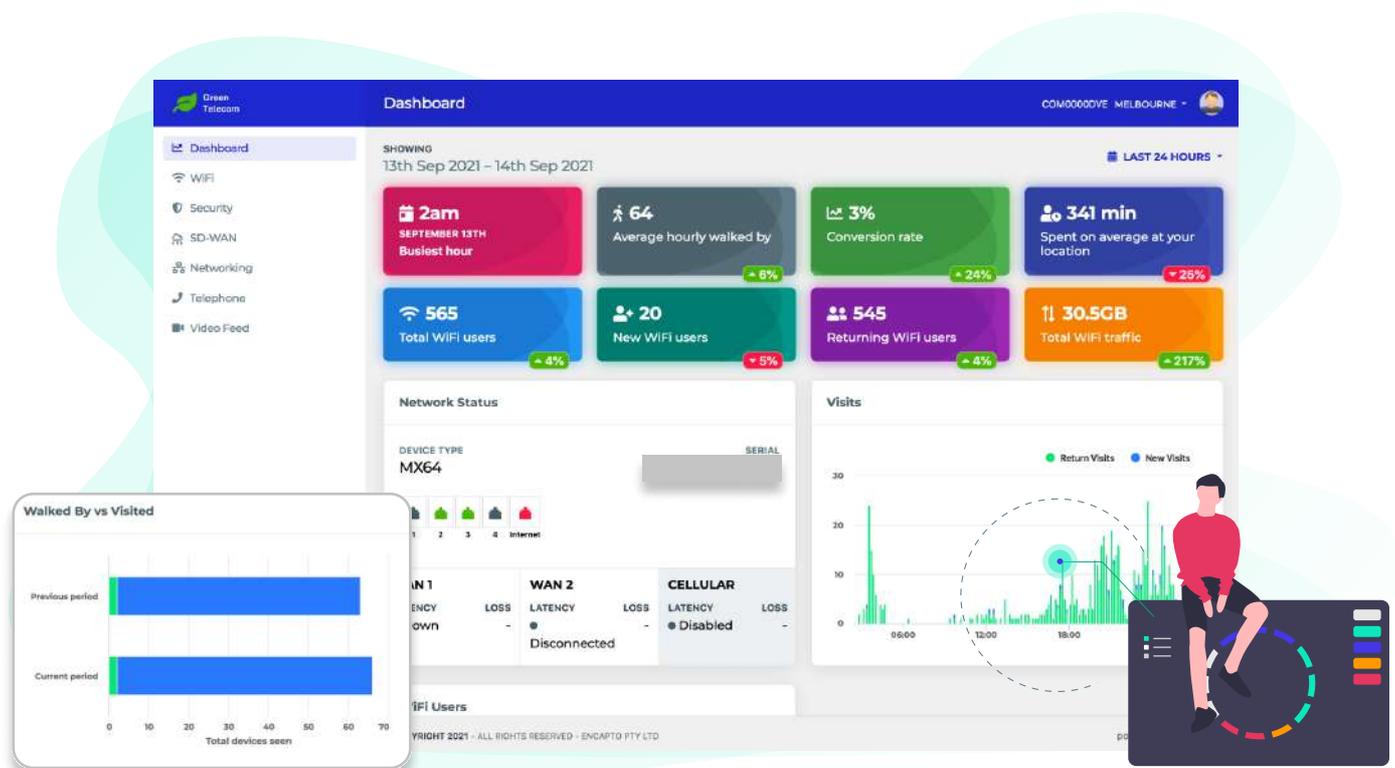
See connected users and devices on your Wifi network.

### Change private WiFi settings

Update settings at the click of a button including SSID name and password.

# Retail WiFi

Presence information that can be used by retail, hospitality, and enterprise customers to understand foot traffic and visitor behavior across sites in order to facilitate an optimization of opening hours, marketing campaigns, and staffing policies.



## Location Analytics

Leverage data to better understand foot traffic patterns and behavior in a brick-and-mortar environment. This location information can be used to engage users and optimise marketing strategies.

Data includes:

- conversion rates
- walked by percentages
- number of visitors
- busiest hour
- session by location



# Portal editor

Create elegant, responsive, mobile friendly branded captive portals with Encapto WiFi's no-code page builder. The platform's modular approach makes it easy to add new elements such as screen advertising, data capture and rich media.

The image shows the Portal Editor interface for a captive portal named "BURGER JOINT". It features three main components:

- Mobile View (Left):** A smartphone displaying a sign-in page with a burger logo, "Sign in with" text, a Facebook icon, and a "Sign in with email" button. A label "Responsive" points to this view.
- Desktop View (Center):** A laptop displaying the same sign-in page with a "Language" dropdown menu showing flags for UK, France, Germany, Italy, and Spain. A label "Multi-lingual support" points to this menu.
- Source Code Editor (Right):** A dark-themed editor showing HTML code for a "Sign in with email" button. A label "Advanced editing available" points to the code.

Additional annotations include "Easy to use, zero code editing" pointing to the settings panel on the left and "Responsive" pointing to the mobile view.

The image shows the Campaign Editor interface. It features a dashboard with a sidebar menu (Dashboard, WiFi, Security, Settings, Networking, Troubleshooting, Video Feed) and a main content area. The main area displays a table of campaigns with columns for Name, Base From, Schedule, and During. A detailed view of a campaign is shown, featuring a "BUY 1 GET 1 FREE" offer graphic and a "Survey" section.

# Campaign editor

Campaigns allow you to monetize your network by delivering ads to a captive audience with unskippable rich media on connection. Campaigns can be scheduled and defined by location, audience metrics, and more.

# Survey editor

Add a survey to your campaign or as a requirement on login for deep visitor understanding and engagement. Gain actionable insights from their information and use it to provide better service to your customers.

The image shows the Survey Editor interface. It features a dashboard with a sidebar menu (Dashboard, WiFi, Security, Settings, Networking, Troubleshooting, Video Feed) and a main content area. The main area displays a survey configuration screen with options for "Enabled", "Mandatory", and "Frequency: Asked once only". A "Banner" section is visible, and a "Questions" section allows for adding questions. A detailed view of a survey is shown, featuring a "BUY 1 GET 1 FREE" offer graphic and a "Survey" section. A "Edit Survey Content" dialog box is open, showing a list of question types: Instructions, Personal details, Address, Email, Free text question, Single choice question, Multiple choice question, and Checkbox.

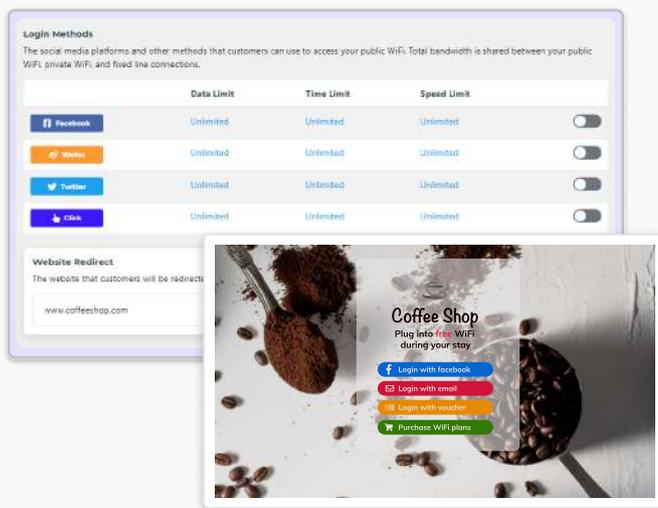
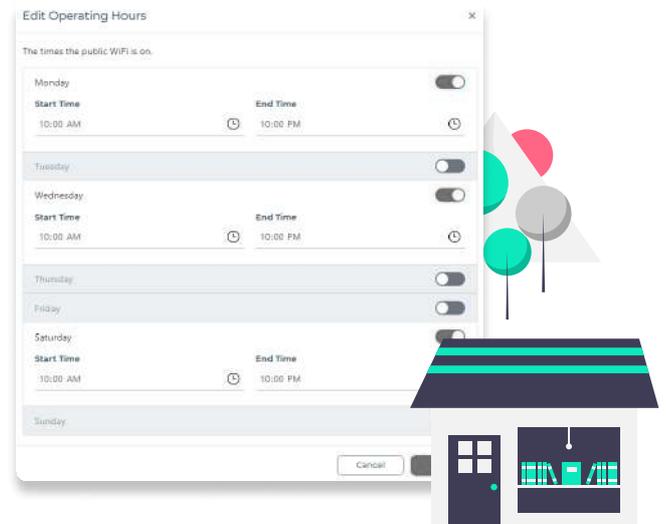


## Hotspot name

Easily set and update your WiFi name without having to ask your kids how to dive into the router settings to change it from "NETLYF8744VH8" 😊

## Opening hours

Set your business's operating hours so your WiFi automatically switches on and off without you or your staff having to remember to do it. Your WiFi is only on when you want it to be.



## Login methods and redirection

Set up how you would like your customers to log in to your WiFi. They can log in via email, their favourite social media app, or by simply clicking to get online. It's up to you.

# Guest WiFi

Meraki MR's guest access firewall provides secure, Internet-only guest WiFi in just one click.

The screenshot displays the Meraki WiFi management interface. The top navigation bar includes the Green Telecom logo, the title 'WiFi', and the location 'MELBOURNE'. The left sidebar shows 'Dashboard', 'WiFi', and 'Admin'. The main content area is divided into two sections: 'WiFi Users' and 'Guest WiFi Users'. The 'WiFi Users' section contains a table with columns for Status, Description, Last Seen, Usage, and IP Address. The 'Guest WiFi Users' section contains a table with columns for Email, Name/Description, Created, and Expires. An 'Add User' modal is open on the left, and an 'Edit Data Limit' modal is open on the right.

Status	Description	Last Seen	Usage	IP Address
●	John's Phone	Recently	↓ 511MB ↑ 302MB	192.168.20.201
●	Jack's Laptop	5 May 2021 11:38pm	↓ 1.5GB ↑ 964MB	192.168.20.199
●	Sarah's iPhone 12	5 May 2021 10:21pm	↓ 161MB ↑ 56MB	192.168.20.202
●	Smart Fridge	5 May 2021 12:36pm	↓ 1.5GB ↑ 964MB	192.168.20.198

Email	Name/Description	Created	Expires
john@gmail.com	John from Deloitte...	12/06/2021	13/06/2021
luke@gmail.com	Luke from Telstra...	09/07/2021	10/07/2021
cam@gmail.com	Cam from ...		
adam@gmail.com	Adam from ...		
mike@gmail.com	Mike from ...		

## Built-in guest access

Providing simple and secure guest access with a simplified guest ambassador widget. Guest ambassador accounts give organisations an easy way to restrict guest access to a wireless network.

### Manage your guests

Easily create and manage users for your network.

### Manage access limits

Grant specific users limited access to the WiFi and control their speed.

### View connected clients

See connected users and devices on your WiFi network.

# FAQ

**Q** What is the difference between Guest WiFi and Retail WiFi?

**A** **Guest WiFi**

Guest WiFi uses the Meraki Guest WiFi management under the hood. It can be used to give WiFi access to specific users by the customer (e.g. a receptionist). An expiry date can be set for each user, and the users will have their own password.

A typical scenario for this is a receptionist in an office giving temporary WiFi access to contractors.

### **Retail Wifi**

Retail WiFi is WiFi that is open publicly, users connecting will be shown a customised portal (created by the customer) that can show campaigns, ask surveys and supports a variety login methods (like facebook).

Retailers can give their customers WiFi - and use the opportunity to advertise through campaigns, or collect customer info via surveys.

Retail WiFi is used from small cafes to large airports.

**Q** What widgets are included with each license?

**A** The list of widgets available for each license type are as follows:

### **Base WiFi**

#### *WiFi*

- List of access points
- List of connected clients
- Private WiFi settings
- Provisioning stats in MSP dashboard

### **Retail WiFi**

*in addition to the base WiFi inclusions:*

#### *Dashboard*

- location metrics (conversion rate, walked by etc).
- busiest hour (based on retail WiFi).
- visits and WiFi users metrics.

## WiFi

- Detailed WiFi reports showing user analytics (traffic, survey metrics, device types, location on map)
- User journey widgets
  - Portal editor
  - Campaign editor
  - Survey (editor and downloadable csv data)
  - Terms and conditions configuration
- Hotspot name editor
- Opening hours
- Login methods (including social login)
- Redirect URL on successful connection

## Guest WiFi

*in addition to the base WiFi inclusions:*

## WiFi

- A guest user table that allows giving limited access to the WiFi.

**Q** What are the key features for customers?

**A** The key features of the widgets included for for customers are:

- Easily see your status of the access points at a glance.
- See the connected users and devices on your WiFi.
- Update the SSID name and password.

**Q** What metrics are exposed with these widgets?

**A** The metrics exposed will depend on the license you have.

Here is a list of the metrics available for each license type.

## Base WiFi and Guest WiFi

*Metrics unavailable for these license types.*

## Retail WiFi

### WiFi

- Location metrics (conversion rate, walked by etc)
- Busiest hour (based on retail WiFi stats)
- Visits and WiFi users metrics
- Traffic metrics (average time spent etc)
- Analytics based on survey data (gender, age)
- Device type metrics

**Q** What features do managed service providers have access to?

**A** Managed service providers are given access to powerful tools to help provision and deploy new services:

The list of features for each license type are as follows:

#### **Base WiFi and Guest WiFi**

- Automatically, consistently configured WiFi that you can define once and have every customer automatically provisioned with.
- Customers are empowered to make simple, non-breaking changes to their service, reducing your support costs.
- MSP can still use the Meraki dashboard to make final adjustments to the customers network settings if required.

#### **Retail WiFi**

- Automatically configured on-demand Retail WiFi.
- Customers can create their own portals, surveys and campaigns, reducing your support costs.
- CloudDeck is available for user should a customer need a configuration change that cannot be made in the simplified dashboard.

**Q** What advantages does Encapto MSP have over just using Meraki?

**A** Encapto simplifies processes for the average customer to be able to carry out with ease.

#### **Benefits for Base WiFi and Guest WiFi customers**

- Customers do not need to have access to the full Meraki dashboard to make simple changes. The Meraki dashboard is quite powerful, but also requires a fair amount of technical knowledge to use - giving access to customers may frustrate them with its complexity and can lead them to inadvertently making breaking changes.
- Alternatively, not giving customer any access to make changes means increased support load for simple, commonly requested changes like changing SSID.
- Customers can see proof of value on the dashboard, by seeing their APs online, and users connected to the network.
- The WiFi network is automatically configured by Encapto - so customers are consistently configured, simplifying support complexity and reducing human error.
- Private WiFi is automatically configured with a randomly generated password out of the box.

#### **Benefits for Retail WiFi customers**

- Meraki does not have any of the features that Retail WiFi offers. Customers using Retail WiFi will have an experience that can't be matched by the Meraki Dashboard.



# Simplify Streamline Scale

Start growing SMB  
revenue now



Like what you see so far and  
want to see it in action?

Arrange a time with one of our experts to  
walk you through how everything works.

[sales@encapto.com](mailto:sales@encapto.com)

