Wi-Fi Solution

Drive your business to success with a reliable and robust wireless solution

Many businesses are experiencing increased demand on their networks due to the widespread adoption of smartphones, tablets and other mobile devices. Upgrading networks for wireless connectivity to accommodate the surge in traffic requires significant resources, and must take into account technical considerations such as interference, scalability and technology compatibility.

HKBN designs and implements Wi-Fi networks for organisations and enterprises large and small, from retail and shopping malls to hotels and schools. Our complete Wi-Fi solution includes:

Wi-Fi Services	On-going Support	Wi-Fi Network
Network architecture, authentication and security design	User training	802.11a/b/g/n/ac
Network audit & consultancy	On-site maintenance and support	High speed broadband
Managed Wi-Fi service	Client service support hotline	Customised network ID (SSID)
City-wide Wi-Fi service	Proactive monitoring and upgrade	
Location-based applications		
Wi-Fi tracking and customer analytics		

Managed Wi-Fi service

HKBN Wi-Fi solution provides secure and reliable connection to mission-critical applications from any device at anytime, for employees, customers and partners alike.

With more employees bringing their own devices to work, high-performance and reliable Wi-Fi is now essential. HKBN offers a wide range of professional network services to enterprises, from site surveying to designing and maintaining an enterprise-grade network, in order to ensure a seamless "BYOD" (Bring Your Own Device) experience for your organisation.

HKBN Wi-Fi solution also provides complete end-to-end service, covering everthing from initial installation through ongoing operation, support and maintenance. Since services are scalable, no single large initial investment is necessary, giving you both peace-of-mind and management control for your business.
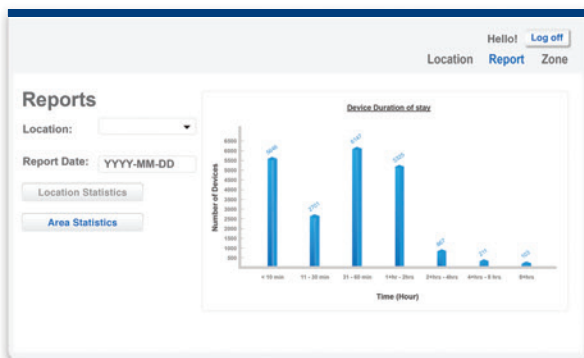
Geo-location Analytics

Extracting maximum potential from a wireless environment

An organisation's ability to work in a mobile environment hinges on its Wi-Fi readiness. Organisations in retail and hospitality, such as shopping malls, clubhouses and hotels need to make the most of their space to increase revenue. By understanding what customers do once they have entered the place of business, organisations can better serve, interact with and more effectively engage customers by providing the right content at the right time that matches with their real-time needs and preferences. HKBN Wi-Fi solution helps you create personalised content and experiences that build loyalty and boost sales.
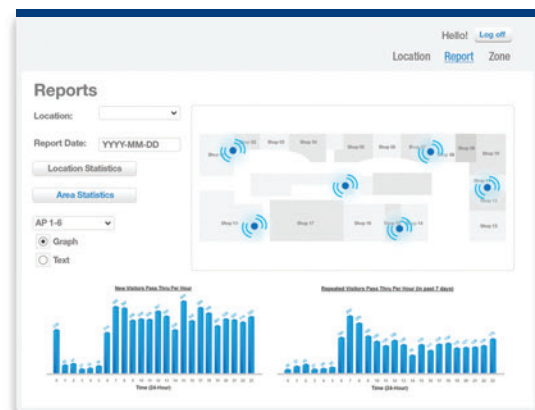
Locating the best sell

Geo-location Analytics personalises the shopping journey for customers using their own mobile devices in the retail environment. It allows retailers to simultaneously provide customers with highly personalised content through applications and website based on customers' actual physical locations and to gain a view into their behaviour in the store. By using this solution, retailers can deliver an enhanced shopping experience that benefits from operational control including:

- **Geo-location integration:** Discover customers' devices on-site to feed location-based product information, promotional offers and advertisements and to provide navigation service for them.

- **Customer analytics:** In-store Wi-Fi access points or sensors receive Wi-Fi signals from mobile devices, measure and record shopping activities at a particular store or entire retail chain in different locations or shopping malls, and receive metrics such as foot-traffic, visit duration and return shopping patterns. Retailers and shopping malls can also collect customers' information such as gender and shopping interests through a simple questionnaire when they use free Wi-Fi service.

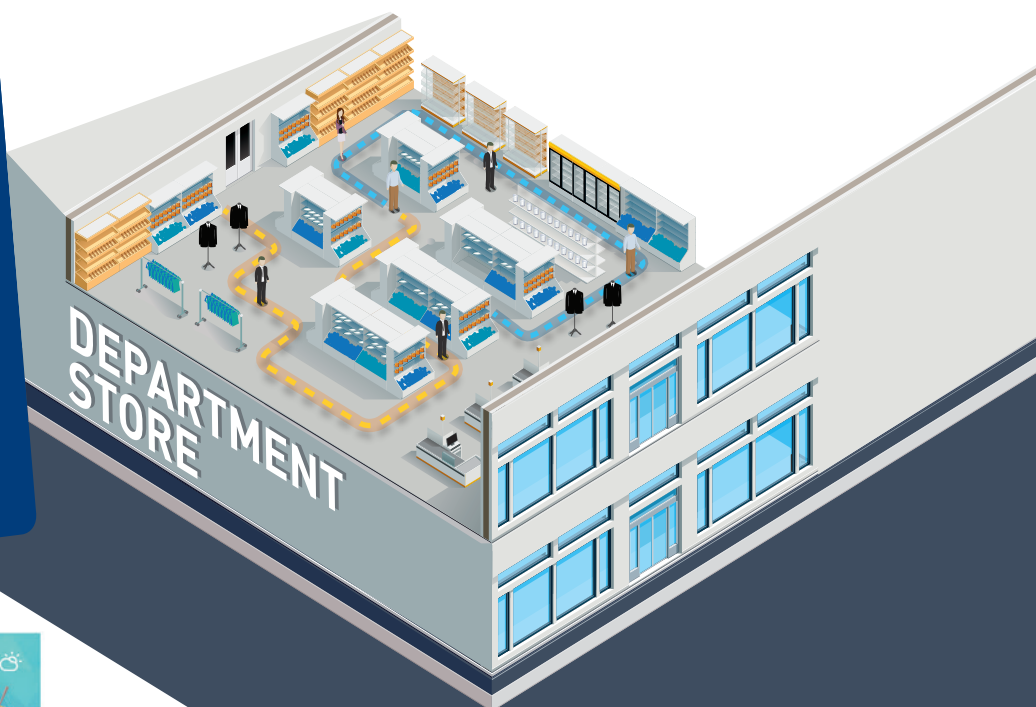Graphical report on visitors' duration of stay in the venue

Graphical reports on no. of unique users (devices) in each hour of a day; and no. of repeated users who appeared in the previous day or past 7 days in the same location

- **Advanced data analysis:** Gain insight into customer shopping patterns and trends by studying their behaviours. This includes valuable information on visit times, traffic, new versus return customers, stopping points and conversion rates, etc.

- **Better venue management:** By understanding the most commonly used paths, stopping points, points of interest and underutilised spaces in stores, retailers and malls can better manage venues and improve operational efficiency by, for example, evaluating staffing levels and store hours.

- **Effective campaign evaluation:** Retailers and shopping malls can measure effectiveness of marketing campaigns by understanding the shopping activities of their customers, and make adjustments accordingly along with changes to marketing resources and plans.
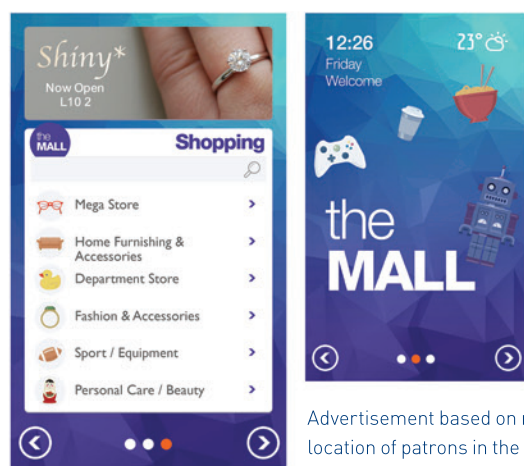
Detect mobile device and settings prior to entering the venue

Track and record the footprints of visitors, identify their preferences, profile and roaming patterns

DEPARTMENT STORE

DEPARTMENT STORE

Engage visitors with targeted content and services based on their real-time location and choices

Advertisement based on real-time actual location of patrons in the shopping mall

Unparalleled Level of City-wide Wi-Fi

Creating a giant leap for business growth

The necessity of Wi-Fi connectivity isn't news to the hospitality industry. HKBN's sensible out-of-the-box approach to the Wi-Fi service makes our service unique. Guests of hotels and serviced apartments benefit from unlimited single-login city-wide Wi-Fi accounts through a self-service web-based system. Staff can prepare and email Wi-Fi accounts and service information to guests before they arrive, even before they leave their home country. This city-wide Wi-Fi service will be available the day before and after their stay with the hotel, making it more convenient for them to stay in touch with family, friends and co-workers while moving around the city.

- Unique PIN is provided to guests in advance

- Single login service is available inside the hotel[#] and around the city, so that guests need only log in once

- Travellers can avoid excessive roaming charges

- The account is valid 24 hours before check-in and 24 hours after check-out, enabling guests to connect instantly to the Internet upon arrival at any HKBN Wi-Fi hotpot in Hong Kong, and enjoy convenient connectivity while traveling to their next destination

#Applicable for hotels with HKBN Wi-Fi infrastructure

On-the-road Connectivity for Enterprises

Providing convenience for mobile workers

In light of the importance for mobile workers of high-speed Internet connectivity while on the road, HKBN offers Wi-Fi accounts with our broadband service for enterprises, allowing access to 11,000+ hotspots in the city. The network's auto-login function makes the service easy to use and hassle-free. Now business workers won't miss a beat while travelling.

HKBN extensive hotspot coverage

Restaurants	McDonald's, McCafe, Starbucks, Pret A Manger; specified Yoshinoya, Maxim's Chinese Cuisine, Red Ant, and more
Shopping Malls	IFC, New Town Plaza, The One, Grand Century Place, Domain Mall, and more
Others	UA Cinemas, Golden Harvest Cinemas, Universities & Institutions; specified Jusco, Circle K, DSC, and more

HKBN Wi-Fi Service is provided by HKBN Group Limited. Each Wi-Fi service location may include different numbers of hotspots.

Advanced geo-targeted advertising opportunity

By providing HKBN Wi-Fi service to customers, the client receives high impact advertising space offered on a customised Wi-Fi login page, loading page and landing page. It is a cost-effective solution to reach the target audience and increase brand exposure.

HKBN Wi-Fi solution is a one-stop total solution, from implementation and service to tracking and reporting. Using advanced technology, it allows your organisation to aim specific advertisements at Wi-Fi users in certain venues and districts.

Address Your Business Needs For

- **Wireless network reliability, security, and resiliency** with assessments that identify architectural gaps and deviations from best practices

- **Improved speed and efficiency of migration** for simplified wired and wireless infrastructure changes

- **Secure mobile access** to mission-critical business applications with an end-to-end wireless design

- **Total resilience** throughout your Internet connection

- **Sustained and enhanced wireless network performance** with optimisation services that provide on-going operational insight, evaluation, and improvement

Discover how HKBN Enterprise Solutions
can meet your business needs by contacting us at **128-1111** or visit **es.hkbn.net**