

Captive Portal Deployment in Yangon Shopping Mall - A Case Study from 2017

Products:

- Cakebox ISG
- Cisco Wi-Fi and Wireless LAN Controller
- Third Party Loyalty Program
- SMS Gateway for OTP user authentication

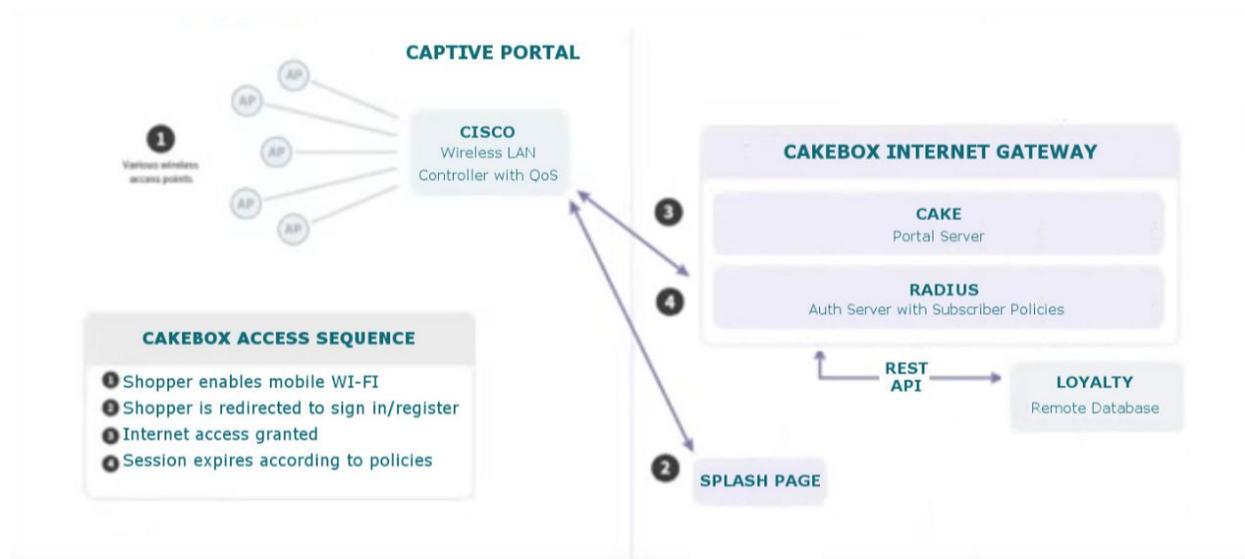
Customer Objectives: Offer free Wi-Fi to mall guests, and also provide incentives for guests to register for the mall's loyalty program by providing premium broadband to registered loyalty members.

Solution Description:

Cakebox designed a solution where Wi-Fi was made available at two different speeds.

One speed for non-registered guests, and a premium speed for those guests who were loyalty program members.

For those guests that were not yet program members, but that would like to sign-up, were given the opportunity to do so via a registration form on the Wi-Fi log-in page.



The Cakebox Internet Services Gateway provided a link between the Wi-Fi infrastructure and a cloud based loyalty system. The loyalty system database was accessed to match log-in credentials for pre-existing members, and also to push new records directly into the loyalty program when someone opted to fill out the registration form. To avoid down-time, Cakebox also provided a fall-back solution, so that if connectivity to the third party loyalty system went down, the Cakebox Internet Services Gateway would keep an on-premise copy of the consumer's registration data, and upload as soon as connectivity was re-established. By doing this, no service interruption or errors would be experienced by the customer.

Result: Cakebox's client was able to drive tens-of-thousands of authenticated, new loyalty program registrants through this incentive scheme over the course of a few months.