

CAKEBOX

/INTEGRATE /ANALYZE /ENGAGE



Solution Summary

Cakebox Meraki MāZ our Cakebox Mapping, Attribution and Zone Engagement solution enhances YOUR customer engagements and guest management experience significantly augmenting existing Cisco Meraki deployments.

MāZ facilitates zone creation on floor plans by dividing floor plans into zones, several key enhancements are realized.

Integrate data sources (e.g. POS, Signage, IoT devices) correlated in dashboard widgets and reports leveraging the visitor location data collected from Meraki. Our Cakebox Middleware clients may continually add predefined devices with integrated data sources to the floorplan using a simple “drag and drop” method or dynamically position devices with in-built GPS capability.

CISCO PRODUCTS UTILIZED

Meraki MR Version: 25.11 MX Version: 13.33; Spark Release: WBS31 WBS32; ISE Version: 2.2; Prime Infrastructure Version: 3.1

Solution URL : <http://cakeboxsolutions.com/cisco-cmx/>

Validate your Promotions Signage campaigns are A/B tested across zones according to location and POS data.

Zones act as boundary triggers for engagements and notifications defined in the Cakebox Middleware. Advertisements and surveys sent every time a visitor enters or exits a zone. Staff Notifications when a VIP enters a zone.

Track and Correlate Zone Engagements on Your campus. MāZ offers considerable benefits in marketing and business intelligence not possible with "Meraki out of the box".

SOLUTION DESCRIPTION

The Cakebox Meraki MāZ solution is a comprehensive deployment solution consisting of our Cakebox WASP and Cakebox Middleware core products.

The power of the solution originates with the implementation of our captive portal, the Cakebox WASP which is a Plug 'n' Play Wi-Fi service for campus visitors and may be located onsite or in the cloud; user login data may be stored on-board the WASP or connect to existing CRM systems, proprietary or other popular user database systems. Login and registration options are available on demand amongst various social media applications and single sign-on service vendors. Flexible login and registration options allow global enterprises the ability to deploy regional solutions without mobilizing additional development teams.

User data from the Cakebox WASP is integrated with our Cakebox Middleware- a single point of data source integration, analytics and business intelligence for the enterprise. Following

the configuration of client selected data sources such as CRM or POS systems, clients are ready to begin the set-up process for the Cakebox Meraki MāZ. In the set-up screens, users upload a floorplan and enter reference GPS coordinates from the campus in order to transform the floorplan view into a more manageable work space. Next, users are able to create a realistic working space by adding pre-defined devices, complete with data source configurations or as landmark references through either manual or dynamic positioning using in-built GPS devices.

As a final step, users are able to define zones using an intuitive suite of drawing tools. Once users are satisfied with the layout preview, they can navigate to the "Heatmap" page to view visitor and device data in near real-time. Once users are ready, they can navigate to the in-built "Engagements" module to create zone based promotional campaigns.

Final note, administrators have the option to display avatars of known users such as customer facing service staff or campus members who have opted in to sharing their personal data.

Our Services

- ✓ Visualize User Location Data
- ✓ Define & Draw Zones
- ✓ Add Intelligent Devices to Zones
- ✓ Integrate Data Sources with Zone Devices
- ✓ Define Zone Based Triggers
- ✓ Send Zone Based Engagements
- ✓ Calculate Zone Density
- ✓ Visualize Zone Density
- ✓ Additional Features with Cakebox WASP Integration
- ✓ Onboard Analytics
- ✓ Customizable Appearance
- ✓ Onboard Database Authorization Services & Subscriber Policies
- ✓ Quality of Service (QoS)
- ✓ In-built Connectors for External Data Access
- ✓ Customer Relationship Management (CRM) Systems
- ✓ User Database Systems, LDAP/Proprietary
- ✓ Loyalty Programs
- ✓ Payment gateways
- ✓ Order Customized Connectors



Cisco Spark

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