

ENCAPTO FOR MUNICIPALITIES



Making smarter cities

A civic service, business development tool and means to activate public space, municipal WiFi is an increasingly important piece of urban infrastructure.

A free WiFi service attracts visitors to the local area, provides the backbone on which to build the smart services of a more efficient, greener city, keeps citizens connected and stimulates the local economy.

Encapto makes managing large networks easy and delivers the reports and insights that prove the value of a WiFi connected city.





The smart city

From connected citizens to sensor arrays.

Encapto-managed municipal WiFi opens up opportunities to connect city infrastructure, services and citizens in new ways to work smarter and better allocate resources.

An array of sensor technologies is set to transform city services from rubbish collection to parking management and Encapto WiFi's robust network management system provides the platform from which these devices can be monitored and managed.



The WiFi Hub

Sustainable public WiFi that connects users with local businesses and generates revenue through advertising.

The Genius of the WiFi Hub converts the WiFi splash page into a sophisticated information portal to connect businesses with WiFi users. Businesses can promote local products, services and events to data-hungry WiFi users, fostering a vibrant and connected community and generating revenue for network owners.

WiFi Hub's unique bidding system lets the local market set advertising prices and ensures even the smallest network can generate income.

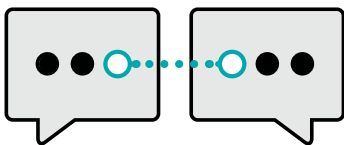


Sophisticated Reporting

Build your own reports with graphs and tables for an instant view of network performance.

Encapto's Cloud Deck control platform brings together everything required to configure, control, and report on a sophisticated Municipal WiFi network. Standard reporting includes detailed data on WiFi sessions while integration with other Encapto modules enriches this information with location, campaign view and survey data for refined analyses.

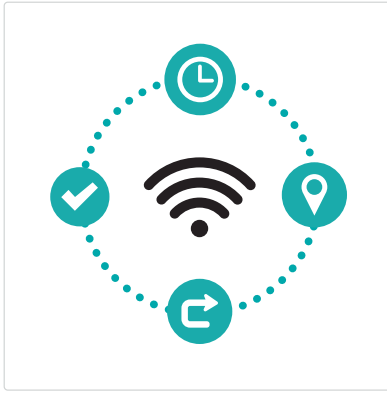
At-a-glance reporting provides an overview of network performance and sophisticated custom reports can be generated easily for multiple hotspots. Data can be outputted in a variety of graphical and tabular formats.



The Encapto API

Get Encapto talking to parking apps, workforce management tools and more with our easy API.

The Encapto API enables easy integration with your applications. Whether it's asset tracking, parking enforcement or workforce management, the Encapto API can make your WiFi network hum.



Encapto presence

Footfall counting has never been easier.

Encapto's RADIUS user management system has long captured information from clients on Encapto enabled networks. Now Encapto also provides insight onto those that don't use your WiFi.

Encapto Presence anonymously logs WiFi enabled devices to show how long visitors to a WiFi area stay, how often they come back, or whether they're new to your area. Encapto analytics allows you to cross reference this with other data from WiFi users to deliver enhanced information and services.



Encapto locate

Plot visitors on a map with this pinpoint module.

This super-intelligent module takes all the insight available from Encapto Presence and plots it on a map. Encapto Locate now integrates with Ruckus WiFi's SPoT WiFi location based services to locate visitors to within metres.

Encapto Locate is the pinpoint solution for:

- delivery of location aware advertising and information;
- tracking valuable assets across a large area; and
- giving visitors the location information needed for way-finding.