



kloudspot

makes the right connections.

Connected Venues and Event Spaces

As an event organizer,
you love your audience.

Kloudspot Situational Awareness Platform gives you the ability to understand your visitors and engage with them before, during and after your event.

Harness the power of IoT and sensor analytics over Wi-Fi to make data driven decisions and improve event ROI for your exhibitors, attendees and ultimately you.

Venue managers can also implement the Kloudspot platform at their location and generate additional revenue by offering the platform services to all event organizers using their venue.

Gain better business value through situational analysis, analytics and action.

Identification, classification and analysis of on-premise behaviour of attendees enhances the event experience for both exhibitors and attendees.

The insights gained can be harnessed to provide meaningful, memorable experiences and interactions.

A summary of benefits to key stakeholders:

<u>Event Organizer</u>	<u>Exhibitor</u>	<u>Attendee</u>
Automatic attendee identification and classification over Wi-Fi	Identification and dwell time reports of visitors to stand/ booth.	Access realtime floor maps for directions to on-premise facilities
Recognize repeat visitors to event, zones, stands	Event footfall and crowd movement	On premise, off premise location-based access to exhibitor marketing through guest portal or integration with existing event apps if available
Real-time path traversals & location dwell times	Browsing habits report around exhibitor location	Know what visitors with matching profiles are doing at the event to stay updated
Utilize CRM data to serve better experiences	Facility to invite specific visitors to booths or meetings	High speed WiFi access
Integrated crowd re-direction using dynamic digital signage	Customized reports on crowd movement	
Visitor social data profiling	Harness programmatic advertising options on guest portal and on digital signage based on real time crowd or event data	
Replay historical event data for trend analysis		
Data lakes and deep analytics		
Wi-Fi Guest Portal		

Kloudspot provides real-time location analytics and visitor trends

During an ongoing event, Kloudspot converts visitor movements and activities in the physical space into digital data providing your businesses real-time location and situation aware analytics.

Event organizers and exhibitors can harness these insights to design meaningful engagements in real-time and thereby improve the event performance.

Data collected over Wi-Fi network



Footfall in various zones in premise



Dwell time of visitors in zones



Movement of visitors on premise



Repeat visitor identification



Observe behaviour trends by visitor profiles / location



Attendance at micro-events and impact analysis



Track crowding of service areas and wait times



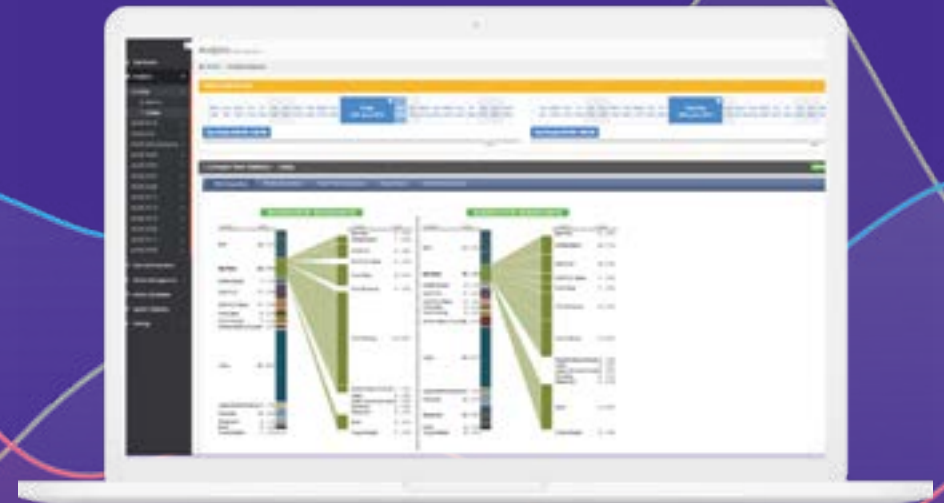
Captive guest Wi-Fi and Infotainment portal

Improve event capture rate and attendee engagement

Data collected over the Wi-Fi network is converted into actionable insights that enable organizers and exhibitors to make data driven decisions in real-time, instead of usual end-of-day footfall and performance reports.

The Kloudspot platform enables organizers and exhibitors to classify attendees by visit time and location profiles that enable behavioural predictions.

Ability to predict actions enables organizers and exhibitors to design and automate engagements with attendees, improving footfall and capture rates for better ROI.



Captive Wi-Fi with social login

Captive Wi-Fi not only provides secure internet access but also connects visitors to your brand. Captive Wi-Fi is the first point of contact between your service promise and your visitors.

The Kloudspot platform

- Enables easy, secure login to Wi-Fi
- Ensures good connectivity
- Supports Social Login
- Automatically logs in on repeat visits



Engage visitors with Infotainment and eCommerce

The Kloudspot platform can enable an infotainment solution over Wi-Fi for continued engagement throughout the event. Visitors can easily connect to the Wi-Fi infotainment portal by using their mobile, tablet or laptop.

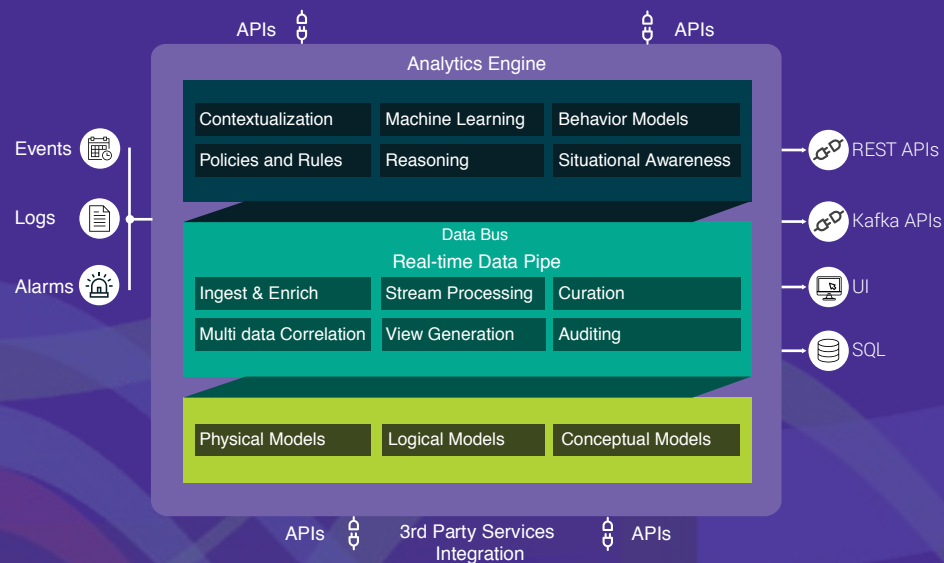
Event venue owners can also offer the captive Wi-Fi and infotainment Content Management System (CMS) as a permanent service for all events happening at the venue providing them additional revenue opportunities.



Kloudspot Situational Intelligence and Engagement Platform

Kloudspot harnesses software defined networking (SDN), artificial intelligence, machine learning to enable programmability and automation resulting in better attendee/visitor experience and improved event ROI.

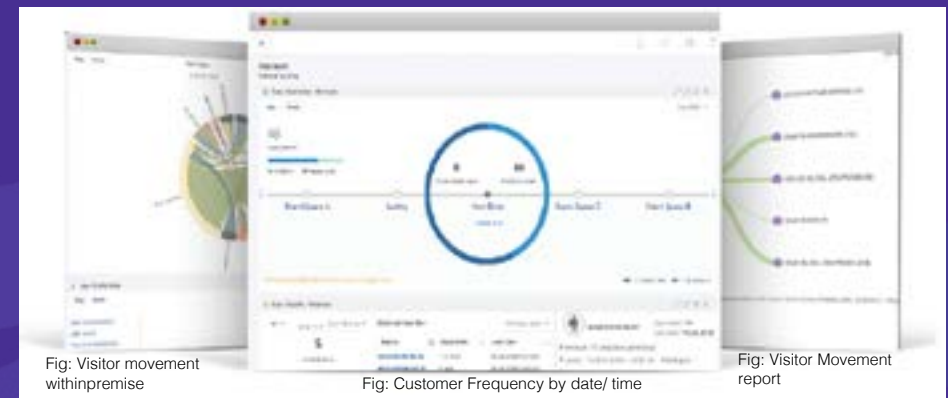
THE KLOUDSPOT PLATFORM



Kloudspot works on all popular public, private hybrid networks

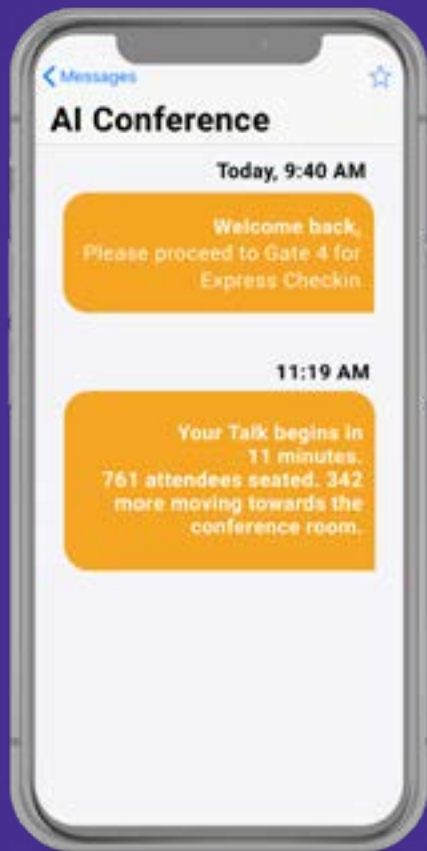


Kloudspot's Reporting and Insights Dashboards



Easily define and generate your own reports using standard scripting language (JSONs). Generate reports in real time and also automatically sent to email as PDF/ CSVs.

Use Guest Portal login data and CRM integration to engage with offline visitors and repeat visitors



Kloudspot enables the design of meaningful messaging and the ability to stay connected with visitors during and after the event using SMS and social network integration.



Kloudspot provides for data privacy

From registration forms to post-event surveys, there is an excess of tools that data processors use to run events. Kloudspot can help event organizers in understanding what event data is Privacy compliant (GDPR, PII). Kloudspot helps event professionals build secure client touchpoints at each stage of the event.

Cloud managed digital signage solution

Captivate your audience with powerfully innovative signage systems designed to engage! Use IoT and data mashups for your display campaigns to generate quantifiable ROI.

Salient Features:



Manage Remotely



Multimedia Support



Social Integration



ERP, CRM Integration



Indoor & Outdoor



Screen Zoning



Sensor Support



Programmatic Scheduler



4K Video Support



Layout Designer



Make your digital signage displays respond to physical events. Switch from scheduled media to reactive or on-demand experiences using sensors.

All aspects of your display usage are recorded and data can be exported.



About Kloudspot

Kloudspot helps businesses in digital transformation by creating Intelligence Systems and Engagement Systems over cloud managed WiFi and sensor networks.

Kloudspot began by building a software defined networking solution to ensure networks were easy to install, monitor and manage and to ensure reliability at a global scale. Artificial Intelligence and Machine Learning concepts were then used to create services to manage sensors and devices to gather intelligence from the physical world. Businesses use various third party solutions to run their business. In order to make digital transformation effective, Kloudspot built methods to integrate and correlate data from WiFi networks, from the sensors and from existing third party CRM and PMS systems with the client. Kloudspot's data analytics enables intelligence to be derived from these co-related data.

For product information visit:
www.kloudspot.com

For business enquiries, please contact

Email: contact@kloudspot.com

KLOUDSPOT HQ

Kloudspot Inc.
39465 Paseo Padre Pkwy
CA Fremont, CA 94538
USA
E: contact@kloudspot.com
F: +1-408-716-2512

INDIA Dev Center

Hive Workspaces
Level 5, VR Bengaluru
ITPL Main Road
Bengaluru 560016
E: contact@kloudspot.com