



HARNESS YOUR NETWORK  
FOR DIGITAL TRANSFORMATION



## WHO WE ARE

Kloudspot is a new age network technology platform fostering digital culture and innovation for the connected generation. Kloudspot enables clients to manage these changes by integrating broad, cohesive, end-to-end digital operations and marketing strategies that enable profitability and stay nimble enough to respond to rapidly changing market conditions. These strategies access the power of technology to drive innovation, and harness it for business transformation.

## WHAT WE DO

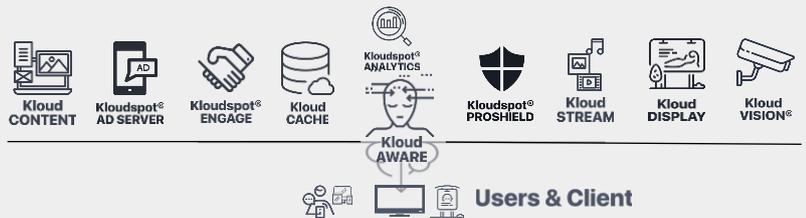
Kloudspot's innovative solutions and products enable businesses to harness wireless technologies to engage customers in both indoor and outdoor scenarios enabling practical, cost-effective solutions for a wide range of applications such as behavioural marketing, hyper-local campaign management, situational experiences, public Wi-Fi hotspots, community networks, public display systems, secure and fast Wi-Fi experiences to Home users, and infotainment solutions.

Kloudspot has provided solutions for various verticals including hospitality, retail, smart cities, public hotspots, community centres, healthcare, and agriculture.

## WHAT'S IN THE KLOUD?

### KLOUDSPOT PRODUCTS

Kloudspot's innovative platform puts it in a differentiating position in comparison with other industry vendors. Some of the key capabilities that make Kloudspot unique are:



### KloudEngage™

This platform service component helps any B2B and/or B2B2C customer to seamlessly engage their end customer/guest to enhance loyalty and help convert into a sticky customer. It can even help generate revenue through various means of pushing context aware content to the guests through understanding guest behavior.



### Kloudshield™

This platform service component is cloud-controlled. It helps filter content by various categories and provides very granular control on policies and their applicability.



### KloudInsights

This platform provides a highly scalable data service that gives visibility into realtime network and user-related insights including and not limited to footfall, dwell time, movement patterns and behavior. This, in conjunction with KloudAware™ can enable Data in Motion use cases including intensive complex Event Processing and customizable actions.



### KloudSensor™

Platform aware sensors that transmits data realtime in a secure encrypted channel to the KloudAware™ service for various situational awareness use cases and actions.



### KloudVision™

Cloud controlled IP camera that reacts to situations around it by scanning and pattern-matching against various algorithms and machine learning techniques.



### KloudDisplay™

This is a network based Smart Display that can be remotely controlled Realtime with various context aware content and can help generate revenues by rendering promotional advertisements and building branding for customers. It can react to situations around it and apply content policies to show the viewers the right content in realtime.



### KloudAware™

This ingests massive amounts of data to process realtime and react to the data and situation with various actions that can be used to engage customers and also build awareness of the end guests.



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## USE CASES



Using the **KloudAware™** service, which is a high performance situational awareness platform, Kloudspot has solved complex and highly data-intensive problems for customers in entertainment/theme parks, with footfall reaching hundreds of thousands of unique users per day and tens of thousands of network events per second.

Hospitality and Retail customers have used the **KloudAware™** platform not only to understand their customer behavior patterns but also to improve customer engagement and loyalty through the Kloudspot platform's situational awareness and machine learning capabilities. **KloudEngage™** plays a significant role in understanding guest repeat behavior, loyalty and social patterns/demographic information that help customize advertisements to users based on particular location and time. **KloudDisplay™** is also used for monetization and engaging users based on the context and situation at the venue via WiFi Network.

Internet Service providers are reaping excellent benefits from Kloudspot's unique **Kloudshield™** capabilities by not only providing **Safehome™** features to the customers, but also drastically improving customer experience, expanding backhaul capacity, and generating additional and significant revenues using **KloudEngage™**.

Hospitals are enabling Kloudspot's **KloudEngage™**, **KloudDisplay™** and **Kloudshield™** capabilities by providing isolated guest/patient connectivity to promote their own branding with targeted marketing content and awareness programs. **KloudAware™** is helping them understand guest behavior and providing benefits to them with additional products and services. **KloudDisplay™** is also used for monetization and engaging users based on the context and situation at the venue via Wi-Fi Network.

Smart Cities and Public hotspots are using entire stack of Kloudspot platform services and providing connectivity with productive and valuable services for guests. **KloudEngage™** and **KloudDisplay™** services are playing a key role in converting public networks into monetization platform by generating revenues through context-aware advertisements while serving as billboards and messaging platform.

Educational and Community Organizations are now focusing beyond connectivity. **Kloudshield™** is playing a vital role in helping them control content by making sure that Wi-Fi networks at their location are safe besides providing highest quality of experience.

## PLATFORM HIGHLIGHTS



### CLOUD POWERED

- Remotely Manageable
- Centralized Administration
- High Availability
- High Scalability



### MODULAR

- Activate Required Modules
- Easily Managed
- Rearrange Service Layouts



### ANALYTICS

- Track System Usage
- Track Effectiveness
- Monitor User Trends and Behavior
- Evaluate Content Efficiency



### RESPONSIVE UI

- Supports mobile devices
- UI for fixed Indoor screens
- Display & Signage Systems
- Integrates all types of Multi Media



### REALTIME & FAST

- Plug & Play Access points
- Automatic Activation
- Real-time Activation of Campaigns
- Remote Monitoring & Troubleshooting



### FAST ROI

- New Revenue Streams
- Strong Brand Awareness
- Superior Experiences



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