



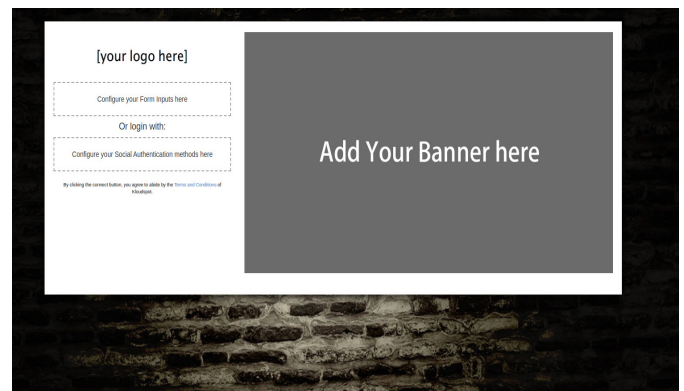
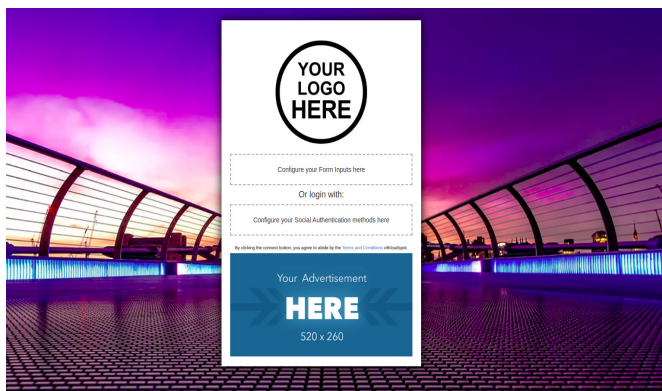
KloudPortal

Quick and easy creation
of customizable captive portals



Highlights:

- Quickly design, customize and publish WiFi-based captive guest portals for your audiences.
- Capture and Analyze the data generated by people and devices on the portals
- Use the data insights to deliver continually improving digital experiences and safety measures to logged-in employees, visitors and customers

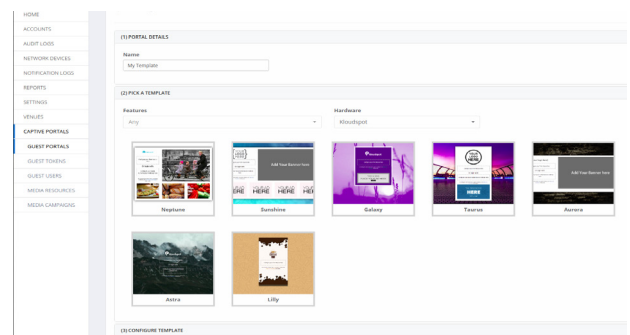


Captive Guest Portals are login screens used to access WiFi Networks, whether at a company, retail store, event, sporting venue, school or agency. Customizing such portals can include branding and information on what the end-user can learn and do next, as well as various types of authentication mechanisms, including social network logins.

KloudPortal allows Kloudspot customers to easily design and customize their captive portals for guest users. Organizations can then analyze the portal's captured data, and act according to the information and insights

Create a portal:

In the main KloudPortal screen the user creates and names a new portal. The user can then select from available optional portal features, including social authentication, sponsored content, and other form fields. Hardware options for Meraki, Cisco, Aruba, Ruckus, Kloudspot, Mist, Microtek, and Cambium are also provided, with the list expanding based on customer requirements

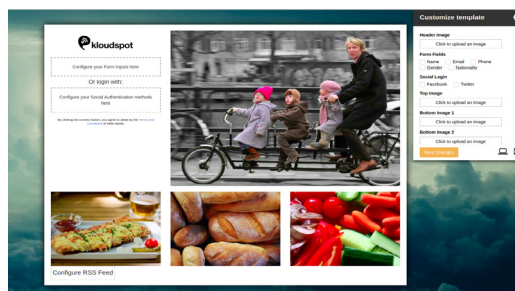


Depending on the features and hardware selected, pertinent options from our growing library of customizable portal templates are suggested for creating the portal. Within each template the user can choose from a variety of available layout options and parameters.

Most available portal template contains two or three pages:

1. Welcome page:

The Welcome page is customizable. The user can tailor the page according to choice by clicking on the Settings icon. This includes options for authenticating visitor access. The authentication can include verifications via either email, token-based log-ins, company passwords, SMS, or various social media log-ins including Facebook and Twitter. The mobile icon and laptop icon allow the user to see the page view in different platforms. When complete the customized Welcome page is saved and focus shifts to the next page.



2. Success page:

The user is redirected to build the customizable Success page. The user can design and place messages indicating visitor log-in success. Likewise advertisements can be placed in the sponsored content area, as well as on the Welcome page or any other page for generating revenue. The user can then direct onboarded visitors to a URL with additional useful content or next steps they can take during their accessed WiFi session.



KloudPortal also supports completely customized log-in journeys that some customers prefer. If the Success page or any other page contains Sponsored Content, the user has options available, 'Campaigns' or 'External - Content', for choosing a specific campaign to run in the portal using media content previously created or designated in the KloudCampaign service.

'Campaigns' can only run static content including images, slides and videos within portals, while 'External Content' lets users choose from specific external content streams like Youtube, Twitter, Survey Monkey, etc. to be embedded in the Captive Portals.

KloudPortal now offers a unique progressive attribute collection feature, where during subsequent visitor WiFi log-ins additional single pieces of information are asked to be filled in. This allows for the building of more robust and useful profiles of visitors over time, without asking them to spend much time with each log-in.

Publish a portal:

Once customized and saved, the newly created portal will be listed in the master table of KloudPortals, with an option for previewing to see how the new portal looks in the end user device. Finally the user can also perform additional actions on the created portal, including Edit, Delete, and Publish – to make the portal go live exactly as intended! And once published, KloudPortal comes with reports that can be run on each portal or the portals overall.

Integration with the Kloudspot Situational Awareness and Action Platform:

KloudPortal works well as a stand-alone product that enables user-friendly creation and publishing of portals for many organization. In addition, when KloudPortal runs as a service in the Kloudspot platform, it can interact with other powerful Kloudspot services to bring about even greater results.

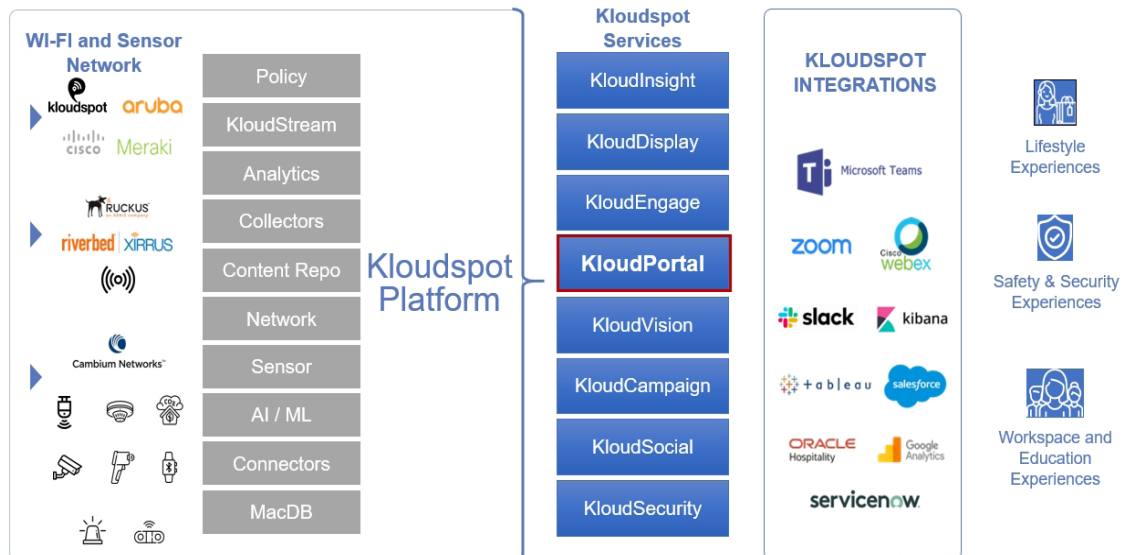
For instance, KloudInsights is one of those other services. It analyzes captured information and provides mashup data between WiFi, Bluetooth and video. If a KloudPortal customer also has KloudInsights running on their system, the collected portal data can be synched for analysis.

This enriches the data beyond being anonymous, to make it demographics-based data - and more actionable. For example, Where did my male customers go vs. female customers? Where did my different age groups go? What did they do? How did different nationalities interact with the site?

In the bigger picture KloudPortal outputs can be advised or guided by ever-improving location and demographic results from the KloudInsights service.

Mentioned earlier, KloudCampaign is a Kloudspot service where campaigns are assembled and configured. It can integrate with KloudPortal, using its sponsored content area as the delivery mechanism for pre-configured campaigns. Being versatile, KloudPortal can also hook up with external campaign systems.

Overall service interactivity within the Kloudspot platform gives users many more options for meeting objectives, further enhancing KloudPortal's value for wide-ranging organizations.



Next:

Click [HERE](#) to learn more about Kloudspot Services.

About Kloudspot

Founded in 2016, the Kloudspot Situational Awareness and Intelligence platform uses data collected from Blue-tooth, Wi-Fi, environmental sensors and connected cameras, married with AI, to convert physical actions and movements of people and devices into digitally treatable data. Organizations can then leverage actionable insights to deliver compelling digital engagements to enhance a variety of experiences for their constituents across health and safety, lifestyle, and workspace and education.

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