



The Lulu Shopping Mall Kochi

TRAI Compliant Internet Access, Billing and Wifi Advertising Solutions for India's Biggest Shopping Mall



Case Highlights

- TRAI compliant internet access authentication (SMS based)
- TRAI complaint User Activity Log Archieve
- Branded Captive Portal
- SMS Advertising Options
- Hybrid Billing Plans (Free & Paid)
- Remote Network Management.
- Smart Reporting Options

UniBox

Next Generation of Intelligent WiFi Access Controllers



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The Lulu Shopping Mall Kochi

The Lulu Shopping Mall is the largest shopping mall in India, located in the Edapally area of Kochi, Kerala. It is built on an area of 17 acres, with total area for mall alone at 149,000 square meters (16,00,000 sq ft) and the remaining portion for a premium five-star hotel managed by JW Marriott Hotels. Opened on 10 March 2013, the mall consists of more than 360 outlets including food courts, restaurants, family entertainment zones and a nine-screen multiplex, ice skating rink and bowling alley

Special Features;

- 149,000 square meters complex
- Consists of 5 star hotel, multiplex, bowling alley, Gaming Zones, Amusement rides
- More than 10000 foot falls every day
- More than 1000 requests for internet access

The Case

In current competitive market every mall, retail chain etc aims to provide best facilities and services to its customers. Smart phones and Tabs are becoming essential part of every one's lifestyle, people carry their wifi enabled devices like i-phones, i-pods, Tabs and other smart phones everywhere. Wifi services are source of customer attractions to a particular location as it provide users with options like location tagging, picture video upload live tweets and social media interaction.

Lulu malls management was searching for a solution that provides a Wifi solution which can comply with all the TRAI norms, provide different billing options, enforce branding, enable Wifi and SMS advertising and at the same time being cost effective. The solution was expected to be flexible and reliable enough to manage wireless network in the mall with smart database reports and advanced bandwidth management control.

Modwin Networks, Wifi solutions provider for Lulu mall recommended "UniBox" - Wifi intelligent controller as perfect solution to fulfill the requirement.

The Solution

To offer a comprehensive wireless hotspot management system and to comply with TRAI guidelines, system integrator proposed UniBox U250 for the project following are the solutions which UniBox provided for comprehensive Wifi management:

- **Branded Captive Portals**

-To fulfill Lulu mall's marketing department needs Wifi-Soft designed branded captive portal which includes following

- Lulu Mall's Logo
- Advertisement
- Promotions and offers at Lulu Mall
- Lulu Mall's aesthetics
- Terms & Conditions

- **SMS Authentication**

For complying with TRAI Guidelines SMS authentication was adopted. Following is the flow of the process

- Customer connects to the SSID
- UniBox redirects to portal page
- User enters mobile number on portal page
- UniBox sends 10 digit code via SMS to user mobile number
- Customer enters code on the portal page
- UniBox verifies code entered by user
- If code is verified by UniBox, user is connected to internet
- On invalid code entry, customer is asked to follow the process again

- **SMS Gateway Integration**

For delivering SMS authentication UniBox was integrated with two of the major SMS gateways in India for following purposes

- SMS delivery for authentication
- SMS delivery for advertising

- **Hybrid Billing Plans**

Lulu mall's management desired to have billing plan which comprises of free Wifi access for first 20 min and later on chargeable basis. System integrator implemented hybrid billing options, following are the details

- Free usage for 20 min with limited bandwidth
- Redirection of user to payment portal
- User is asked to purchase prepaid code from reception
- User is given with multiple choices for Wifi usage
- User purchases prepaid plan of choice
- User enters prepaid code & after verification allowed to use internet

- **Branded Prepaid codes with different options**

Lulu mall wanted to have different billing plans for the users for e.g 1 hr internet plan with 1 Mbps bandwidth and so on. System integrator created different billing plan with the help of UniBox Prepaid code generator. Following are the details

- Every Prepaid code batch represent one billing plan like 1 hour Wifi usase with 1 Mbps bandwidth
- Prepaid code contains information about billing plan and pricing details
- Prepaid code also contains custom branding of Lulu Mall

- **Maintain User Activity Log**

According to TRAI guidelines it is mandatory to log user online activity for security purposes. UniBox logs following heads in user activity logs

- User details like his name, phone no etc.
- MAC ID of the device
- URL visited by users
- Detailed time schedule of user online activity
- User upload and download details

- **Reports and Network Monitoring**

System integrator wanted different types of network performance and user reports for better management of Wifi network . Following are the different types of reports generated by the UniBox :

- Online user and their activity report
- Usage report
- Billing and Revenue report
- Analytical reports

Conclusion

With the help of UniBox, the system integrator managed to satisfy the overall requirments guidelines proposed by Mall management and TRAI. With the help of UniBox Lulu Mall was able to provide a great customer experience in following ways

- Branded Network
- Implement Hybrid Billing Options
- SMS Authentication
- Optimum Use of bandwidth available
- Comply with TRAI guidelines

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