Case Study for nationwide grocery chain

Wifi-soft
Helping unwire the World

"WiFiLAN is integral to our operation as a hotspot service provider to our corporate customers. Our customers expect a high level of service and responsiveness for every one of their hundreds of hotspots. WiFiLAN's robust backend enables us to meet and exceed our customer's expectations."

**Girish Altekar
Founder & CEO,
DeepCoolClear LLC**

Problem Statement

An international grocery chain with fresh food restaurants in its stored wanted to provide free Wi-Fi access to its customers as a value-added service. Although the chain had a dedicated IT group in-house, it was overloaded with managing existing IT infrastructure. Moreover the store was offering the service for free and hence had to keep the operational cost down while providing a reliable service to its customers.

Since providing Wi-Fi Internet access was not the store's main business, the management team outsourced the task of installing and managing wireless hotspots to a service provider in Texas.

The management team laid down specific requirements for their hotspots and the service provider needed a reliable, feature-rich backend to handle them. Firstly, the management wanted to track the user activity at all their locations while making the login process simple and user friendly. The users would only accept terms and click on the login button to get access. The management needed the data to comply with federal regulations and calculate the effectiveness of the free service on the store sales.

Secondly, they wanted to block all objectionable material like pornography in all their locations. Such material was not only objectionable to the shoppers, but also detrimental to image of the business. Lastly, the management wanted to use the login and post-login page to advertise special offers and promotions to the Internet users. They wanted a central application that would allow them to manage the advertisement content on the login pages.

WiFiLAN offered it all

The service provider needed a reliable backend to handle all the above requirements in addition to standard OSS services such as authentication, security, monitoring and CRM. WiFiLAN offered it all. It provided an integrated solution for managing all the wireless hotspots from a central location. It provided various backend services including RADIUS authentication, centralized network monitoring, remote device management, CRM, content filtering, captive portals with advertisements and reporting. WiFiLAN also provided branded administrative interface for store managers to view data and reports specific to their location. Moreover the application was web-based and easy to use.

Wifi-Soft also designed custom portals with a click-through method for authentication. The login page displayed terms and conditions along with store-specific advertisements, specials and rebate. All the usage information was logged in central database and managers could view reports and graphs for each store location through a browser-based interface.

Case Study for Wireless ISP

Reliable, Integrated and Scalable Solution

WiFiLAN is a complete, integrated solution that was designed specifically for managing Wi-Fi networks. It encompasses all the necessary features for operating remote wireless hotspots for a centralized, web-based user interface. The solution is hosted in a state-of-the-art data center and is designed to handle high-load environments. Multiple instances of WiFiLAN servers run on separate hardware to handle load balancing and traffic distribution. Each server is capable of handling thousands of simultaneous connections and new servers can be easily added to handle increased loads.

Rich Reporting Features

WiFiLAN provides over 35 different reports that provide a consolidated and summarized view of accounting, billing and CRM data.
Since these reports may contain sensitive information, WiFiLAN allows administrators to fine tune access control list for each report. This ensures only valid users get access to the reports. The RADIUS reports provide statistical information on user sessions, bandwidth usage, online users and usage based on days of week, hour of the day, unique sessions, session durations, etc. The Network reports provide real-time view of the network status, reliability of gateways and access points and audit reports.
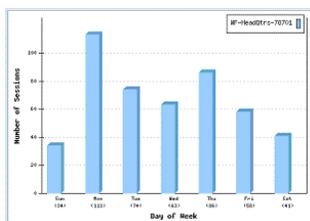
The CRM reports provide consolidated summary of problem tickets and other CRM related statistics. Lastly, the billing reports provide information about revenue generated, credited amounts, expense reports, failed transactions, prepaid usage and promotion effectiveness.

Centralized Content Filtering

Integrated, customizable content filtering solution is one of the unique features of WiFiLAN. Unlike proxy-based content filtering solutions, WiFiLAN's solution uses domain name resolution to block unwanted content from reach customer's desktop. The database of blocked content is update twice a week to make sure that new unwanted sites are blocked appropriately. WiFiLAN allows administrators to block specific domains (e.g. porn or violence) or specific sites that may be missing from the list. When users try to access the blocked content, they get redirected to a page that can be customized by the administrator.

Location-specific Reporting

Administrators can create special accounts that have restricted access to various features in WiFiLAN. These are called "viewer" accounts since they provide a view-only interface to the account holder. This feature is especially useful for hotspot operators who want third-party users to view WiFiLAN reports and usage statistics. Administrators can customize the view-only interface with their custom brand logo and configure access based on their needs.

The head-office gave view-only access to its store managers so that they could view statistical reports and customize user's experience in their stores. Administrators were allowed to customize logo and access restrictions for each individual report.

About Wifi-soft

Wifi-soft specializes in developing high-quality, innovative software solutions for the global Wi-Fi industry. Its web-based, comprehensive Wi-Fi management and QoS solutions help hotspot operators, wireless ISPs and enterprises to seamlessly deploy, manage and operate their Wi-Fi networks from a centralized location.