



purple

intelligent spaces



About Purple

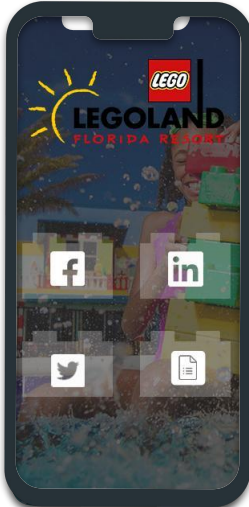
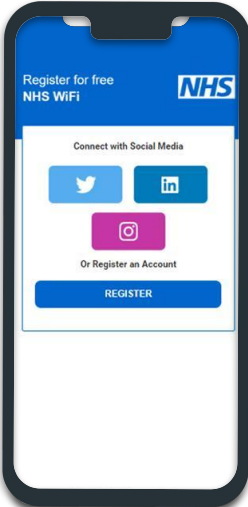
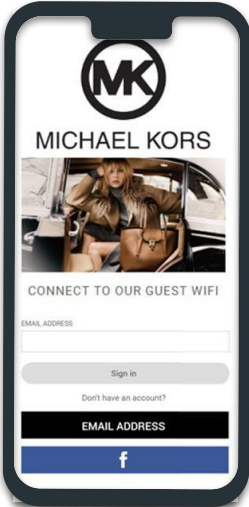
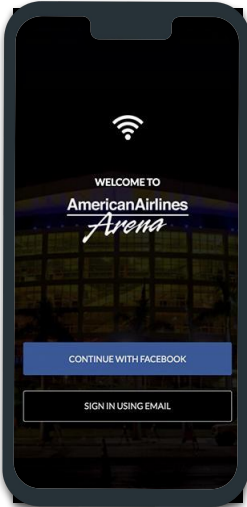
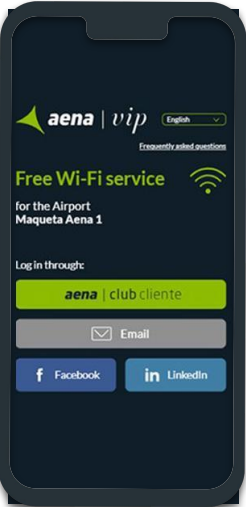
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Purple Global Hubs



Targeting the right businesses



Travel

Hospitality

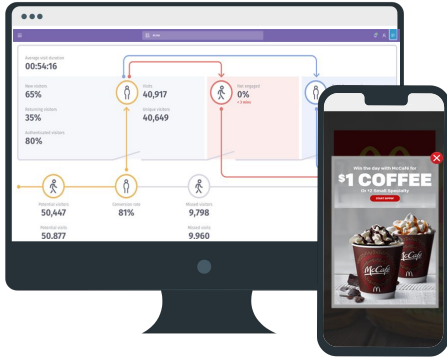
Stadiums

Retail

Healthcare

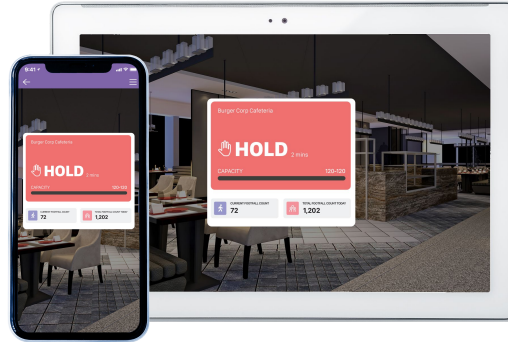
Leisure

We create **intelligent spaces** through data capture, analytics, customer engagement and indoor navigation



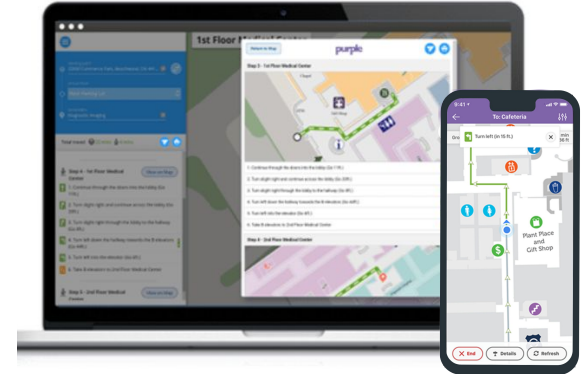
WiFi

Understand and influence customers pre-purchase, through behaviour, attitude and preference insight



Sensors

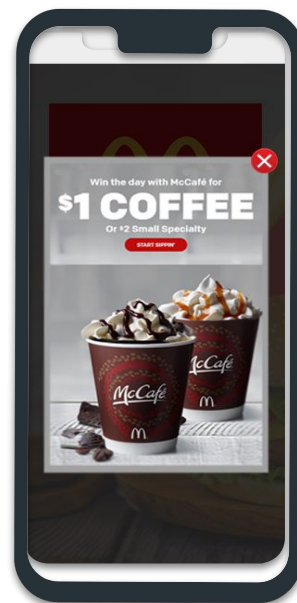
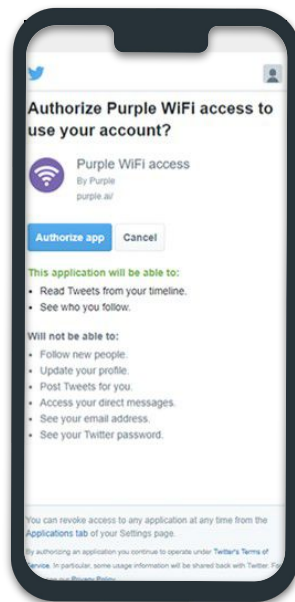
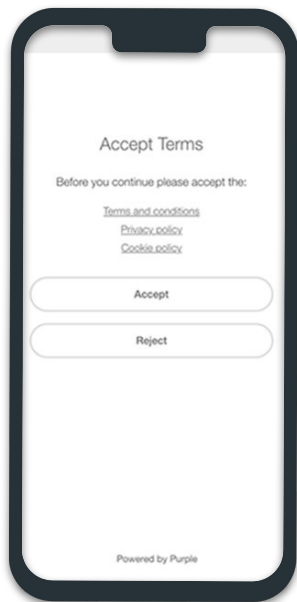
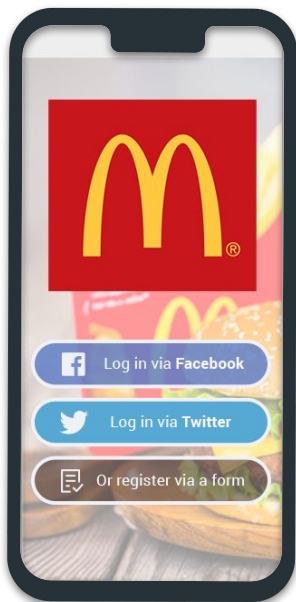
Highly accurate people counting and occupancy control through 2D & 3D sensors



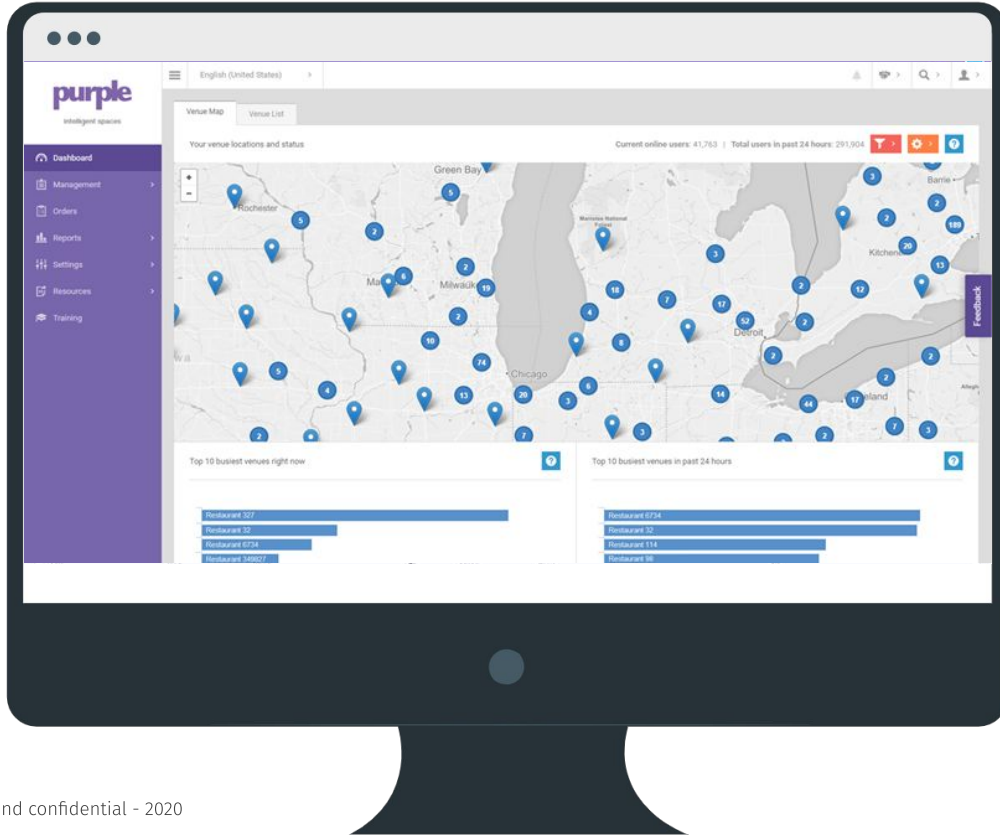
Wayfinding

Enhance patient experience and improve efficiency and safety through location-based wayfinding and engagement

1. WiFi Analytics and Marketing Automation: Guest WiFi Access Journey



Data to Insight to Action: Manage settings and data for all locations in one place



Multi-lingual
Multi-Brand
Custom reports

Engage
Educate
Feedback

Insight
Campaigns
Rewards

Reports that tell your customers' stories

Understand your customers and analyze venue performance with a range of reports and filters that allows you to segment data and understand individual customer behaviour as well as the performance of your venues

WiFi Analytics and Marketing Automation Overview

An unrivaled offering

From data capture, predictive analytics and engagement, to helping customers quickly navigate complex venues, we are the Google Maps and Analytics of the physical world. Purple is a cloud-based platform that focuses on turning WiFi networks into revenue generation tools for businesses through social media integration, intuitive analytics and profile-based remarketing.

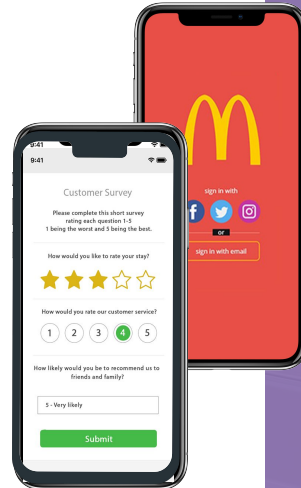
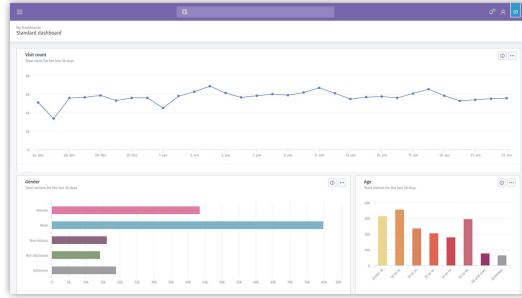
Purple can help you increase customer retention by 24%

How do we do it?

Through the installation of WiFi analytics, you can provide a high-speed and secure wireless connection for guests whilst also collecting valuable data and insight.

WiFi analytics enables you to paint a full picture of your guests; from key demographic data such as name, DOB and gender, to contact information, social interests, footfall, dwell and frequency of visits.

Couple this data with a centralized reporting dashboard and cutting-edge integrated marketing tools, and you can begin to understand and engage with your guests like never before.



Key Product features

Social login – connect easily to the WiFi, using either social media authentication or a customisable short registration form.

API access – quickly and easily integrate the data collected with your internal CRM system.

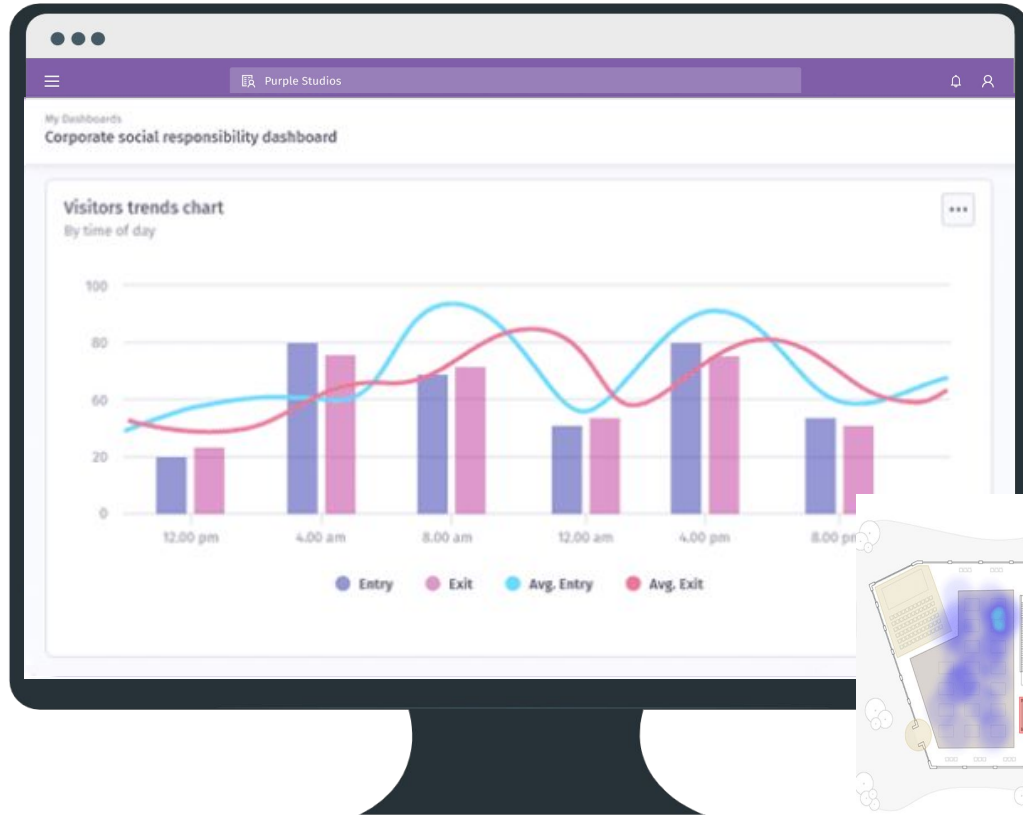
Webhooks - enables you can get new data in real-time, and engage with guests in the right place and the right time.

LogicFlow – set-up multi-staged marketing campaigns in minutes and personalize engagement based on specific guest demographics and behaviors.

Reviews – increase the number of reviews for your venue with our TripAdvisor connector

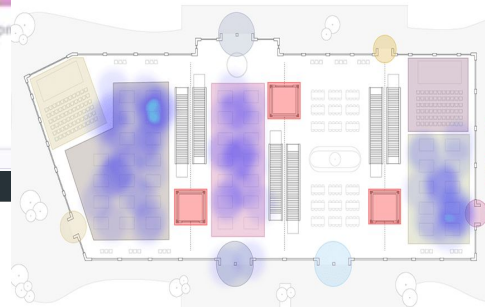
Multilingual – Purple is available in over 24 languages to allow you to customize your splash screens and landing pages.

1a. Insights into Social Responsibility: Use data insights to create a safer environment for customers, visitors and staff



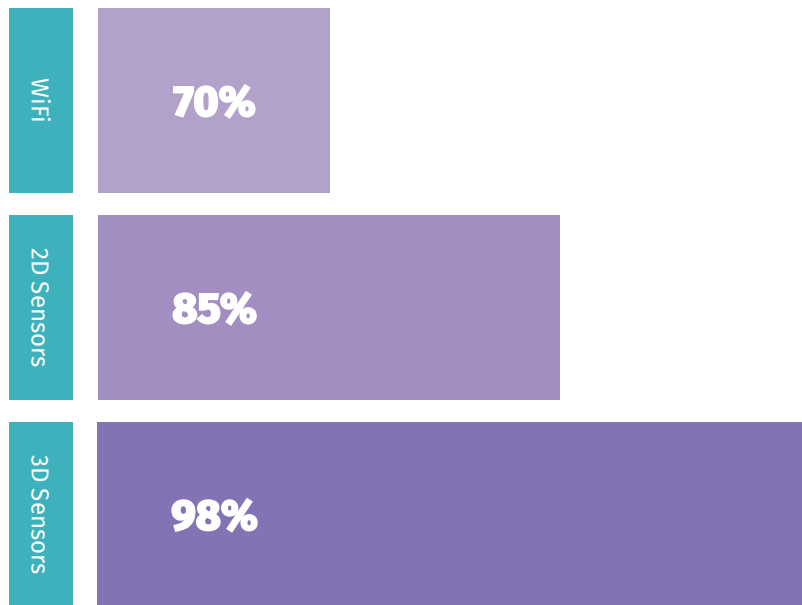
Track, monitor and ensure social distancing using the Social Responsibility Dashboard

Identify trends and patterns in your visitor footfall over time to help you make informed businesses decisions around staffing requirements and product placement.



2. Sensors: Blending Sensors with Presence & Location to increase accuracy

Accuracy

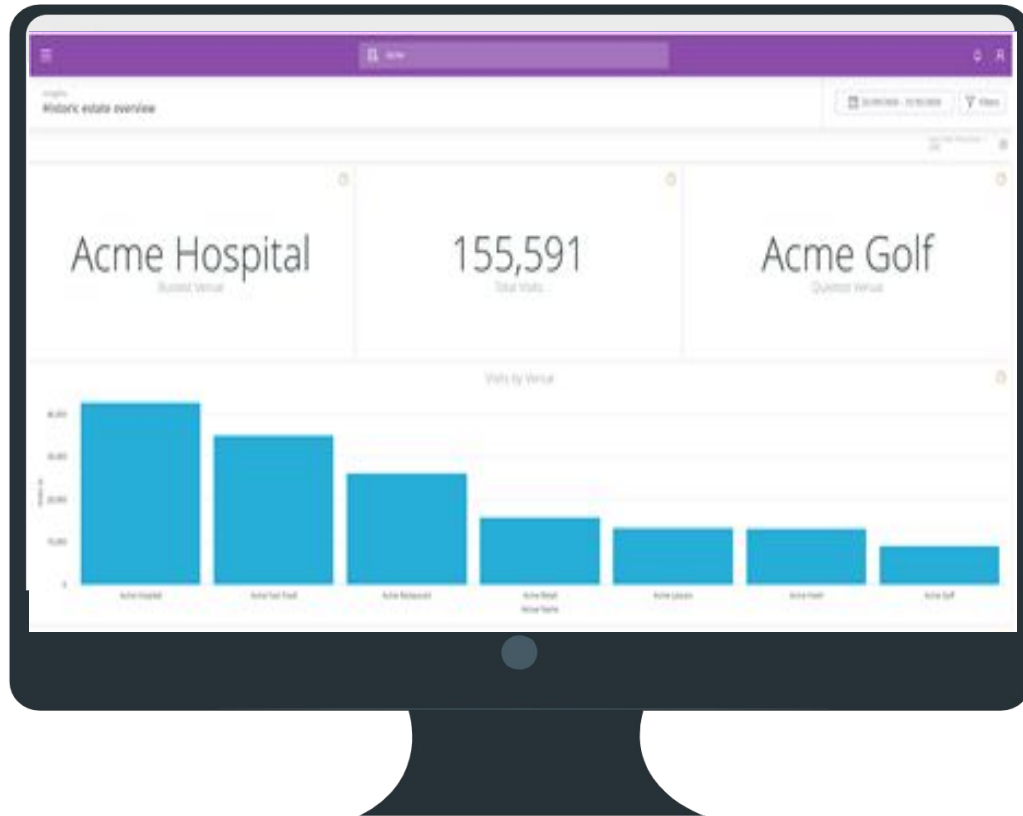


Example use cases

| | |
|---|--|
| Operations Ensuring key areas of use are hygienic and safe | Service Enabling the correct allocation of staff based on busy times |
| Compliance Creating a safer environment for customers and employees | Information Update customers on congestion levels (red/amber/green) |
| Legislation Needing to meet stringent legal requirements | Social responsibility Fulfilling a promise made to customers and employees |

Sensors- what data can I see?

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Quickly compare historic occupancy data across offices

With the Historic Data Dashboard, business will get a holistic view of historic occupancy across all of your offices, focus safety efforts and improve operations where it really matters. Prioritize new safety procedures to match demand.

3. Wayfinding: The components of the technology

Digital displays



Interactive maps, directions and multimedia

Web based solution



Pre-planning, offsite to onsite directions online - desktop and mobile

Mobile application



Accurate blue-dot navigation and location-based messaging



Data Protection & GDPR Policies

At Purple we've taken the proactive step of making the changes early so our customers can benefit from having one less GDPR headache to deal with, as well as giving end users the confidence that their data is being looked after.

Consent Driven

One of the key terms to come from GDPR is the idea of “unambiguous consent”, meaning users are aware of what data has been collected, how it will be used and by who. In order to attain this “unambiguous consent” we have made a number of changes to the access journey.

Access Journeys

When a customer ticks the consent box on the WiFi splash page, they will be presented with a further screen that provides a “Terms Overview”. The information on the data that is collected (Your data) and how the data is used for marketing purposes (Marketing) is broken down for customers. There is a third tab for Location licenses, explaining how and why location is tracked and collected.

Privacy Policy

If the user requires further clarification before accepting, they can look at our revised Privacy Policy.

To make it easy to understand, we've shortened our own Privacy Policy from 1600 words to 260 words. We've used the type of language that people use in their everyday life.



Service Providers

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LUMEN®



Singtel



verizon[✓]

Proposal Differentiator



Purple takes WiFi from a cost to a revenue generator

1:15 Pull Through Rate



For every \$1 of Purple costs, Service Providers sell \$15 of products and services

Consistently Add Value



Purple has a 90% renewal rate

Purple opens up conversations



Businesses are able to access multiple operational budgets, outside of IT.



Purple & BT SP partner success story

Bruce Cuthbert, Director Connectivity and Commercial Sport at BT:

“Our partnership with Purple will give businesses, and particularly those in the retail, on-trade, F&B and leisure sectors the opportunity to take their Wi-Fi service to the next level. These new features will help all manner of bricks and mortar businesses to connect with their customers in the online world and turn insight data into smarter marketing and profitable customer communications”.

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Objectives

BT's existing solution wasn't keeping them up with 'challenger' WiFi analytics and marketing providers. As a result, they went to market through tender to identify the best WiFi analytics provider to partner with to deliver a market-beating proposition.

Solution

Purple's leading WiFi marketing & analytics solution, combined with BT's capabilities with robust and secure infrastructure, result in a combined solution that delivers cutting-edge capability in a reliable manner. This solution is being deployed across BT WiFi's existing customer base and also used to leverage key new business wins.

Impact

We have generated opportunities from businesses in retail, hospitality and transport. With Purple's new Social Responsibility Dashboard, there are now even more reasons for BT to talk to customers about how WiFi can play a vital part in keeping customers safe and informed, as well as using it for contact tracing and gathering customer satisfaction ratings.



Vendor Relationships

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Other manufacturers we work with



Aerohive
Airtight / Mojo Networks
Alcatel-Lucent Enterprise
Avaya
Belkin
Bluesocket
Buffalo Technology
Cambium Networks
cnPilot Enterprise
Cradlepoint
Deliberant / Ligowave
Draytek

Extreme Networks
Fortinet
GL.iNet
HP
Huawei
Icomera
IgniteNet
Linksys
Mikrotik
Mist Systems
Motorola / Zebra
Netgear

Nomadix
On Networks
Peplink
Proxim
Samsung
SonicWall
TP-Link
TRENDnet
Teltonika
Ubiquiti Networks
ZyXEL
[And more](#)



Key Verticals

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Healthcare

- Assisting healthcare professionals, patients and visitors manoeuvre through the venue with ease
- Simplifying the route allows for a reduction in the number of missed/late appointments.
- Through creating a geofenced zone, hospitals can also automate messages to visitors regarding key information about the current ward or area they are in, as well as identify and address hazard areas immediately



Hospitality

- Through leveraging captured data, venues can send personalized marketing communications to guests regarding offer discounts on hotel rooms, drinks at the hotel bar or to make guests aware of upcoming promotions and events
- Encourage customer loyalty and increase guest engagement
- Presence data can be used to identify busy periods, allowing the venue to optimise staffing capabilities and opening times.



Retail

- Deliver a secure and branded access journey for customers to access the corporate network
- Understand and monitor occupancy in accordance with government guidelines using sensors
- Deliver personalised messages with offers to drive loyalty and increase customer retention by up to 24%,
- Understanding a customer's movements to identify key dwell points within the store, in order to optimise the space efficiently



Government

- Cities can collect data on city-goers, monitor footfall to identify the most popular locations, most popular days, and most popular times of the day, which can then be used to improve city planning or promote local events.
- Drive increased dwell times, spend and receive actionable insight through surveys
- Multilingual capabilities to engage citizens and visitors in their native language



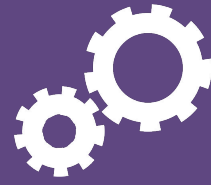
Transportation

- Encourage customer loyalty and increase guest engagement
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- Presence data can be used to identify busy periods, allowing the venue to optimise staffing capabilities and opening times.



Office Spaces

- Use Wayfinding to allow employees and visitors to easily navigate to a certain point
- Integrate into room booking systems to improve operational efficiency
- Help drive a compliant and safe “return to the office” strategy for employees during and/or after the Covid-19 pandemic
- Create a live showcase in your own environment so your customers can experience first hand



Customers

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Key Challenges

- Sofology had no previous way of capturing customer data in-store. They only counted the number of customers that entered their stores through footfall trackers
- Low customer engagement- on average, roughly a third of customers were engaging with one of their Sofologists
- Sofology required a solution that could be implemented seamlessly without disrupting their customer experience

Objectives

- Uncover new customers by adding more CRM records
- Converting customers online
- Differentiate from competition
- Understand customer behavior
- Increase MySofology signups

Joint Solution

- Easy to access Guest WiFi with a branded splash page
- Compliantly gathered customer data resulting in increase of leads within their customer data platform (CDP).
- Promote guest WiFi in store & staff were educated to encourage customers to sign up while browsing

Outcome

- Through the joint solution, **1,155** customers have logged into the WiFi since it was launched, with **90%** previously unknown to the business. **329** went on to purchase. This generated over **£525K** of revenue and achieved a huge ROI of **2,011%**!

Customer Testimony

“By matching the data collected from Purple WiFi with Exponea, we know that 75% were not already known to Sofology, so we’re easily growing our database.... By partnering with Purple WiFi, we can now make our existing media spend work harder with a very modest investment.” **Nicole Cottrell,**

Head of CRM



Key Challenges

- Enhancing the dining experience in new ways which provided more insight on customers

Objectives

- Deliver a fast, free and secure guest WiFi network in over 80 restaurants locations across Belgium.
- Use splash page to promote the app/ new campaigns

Implementation

- Deliver a fast, free and secure guest WiFi network in over 80 restaurants locations across Belgium.

Joint Solution

Access to a fast and secure WiFi connection whilst also allowing McDonald's to collect key demographic and behavioral data

Custom splash pages to advertise a number of promotions and encourage app downloads

Outcome

- Since the installation in May 2017, McDonald's have seen over 6 million visits to their restaurants, and have collected 1,880,064 unique visitor records
- Sharp increase in app downloads linked to campaigns

Next Steps

Continue to use analytics and data science to investigate presence/ cross-pollination of visitors to understand how to optimise venues

Key Challenges

- Mixed technology across the property, Cisco and Meraki, location and presence
- New development in busy downtown New York, many billions spent on the development
- Create a blueprint from a marketing and operations point of view by standardizing on Cisco/Purple across multiple properties, including capturing CRM data and offering revenue-generating opportunities
- SSID portability
- Greenfield deployment

Customer Capability

- Seamless experience for all customers
- Big datasets to analyze and action
- Real time analytics and content served
- Digital advertising

Joint Solution

- Purple Connectors and Webhooks, with Google Data Studio, Salesforce, and Splunk
- 1200 Cisco Meraki Access Points + Cisco traditional networking
- AT&T was the reseller

Outcome









- Greenfield deployment in a multi-billion dollar Manhattan development requires SSID portability and guest analytics
- Seamless WiFi for guests
- Over 100,000 CRM records generated in first 45 days

Next Steps

Advertising potential is planned through brand activation on the splash pages. For example, someone logging in at a Coach store could feasibly alert the system, and a video about Coach could be launched during the login journey. Hudson Yards could charge Coach for all such views.

Defining success: Business benefits enjoyed by our customers.



| | | | |
|--|---|--|--|
|  <p>24% increase in repeat visits</p> |  <p>57% change in dwell times</p> |  <p>TripAdvisor ratings increased by .5 stars</p> |  <p>40% increase in loyalty enrollments</p> |
|  <p>Street conversion increased by 37.12%</p> |  <p>Increase Wifi usage by 36%</p> |  <p>Increased Social Engagement by 500%</p> |  <p>Add 450% new CRM records</p> |



Multi Lingual
Interactions across UK



Increase App
Downloads and
Loyalty

MICHAEL KORS

Drive repeat visits
and spend



Cleveland Clinic

Keep patients and
staff safe

HUDSON YARDS
NEW YORK

Create a truly smart
city

JPMORGAN
CHASE & CO.

Connect securely
with customers



Supporting staff
mental-health



Create a digital
customer profile

Walmart
Canada

Data Compliance
Driven

UCLA
Health

Enhance patient
satisfaction



Pricing Models

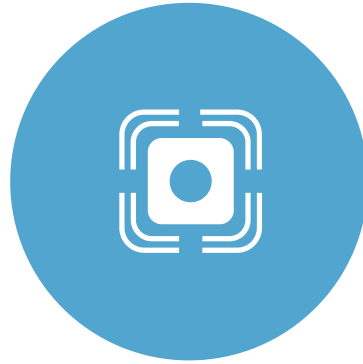
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SaaS Pricing Model - channel take 15-30%

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WiFi
Per AP
Per Year



Sensors
Per Sensor
Per Year



Wayfinding
Per Sqm
Per Year



Optional Professional Services

WiFi Licenses available for SME and Large Enterprise businesses



We have 2 core licenses, **Network** and **Enterprise**. We have three other 'add on' licenses as described below.

Network

Is for businesses that need a captive portal to collect the login data and would like to use it to do basic marketing to their users.

Enterprise

Is the full Purple package, with features such as surveys, analytics, reports, data connectors, the API and automated marketing tools.

Presence

Purple offers three types of Presence License; WiFi Presence, 2D Presence (cameras) and 3D Presence (cameras). Each enables businesses to optimize venue safety, improve the in-venue experience, and increase operational efficiency through occupancy monitoring and data analysis

Location

Gives the ability to see where customers are within the venue either as representative dots, or a heatmap. You also see journey statistics for the most used paths within the venue and busiest/quietest time of day. The most impressive part of this license is the location-based marketing via zones.




Protect

A simple web content filtering license. You can choose categories you want to block and then see reports based on domains most requested, for example.

5a. Licensing Continued- WiFi Presence, 2D Cameras, and 3D Sensors



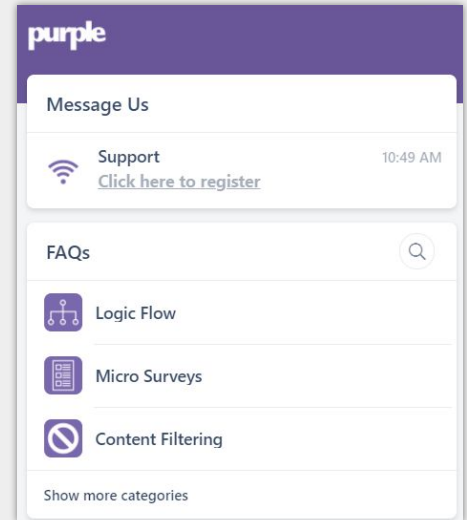
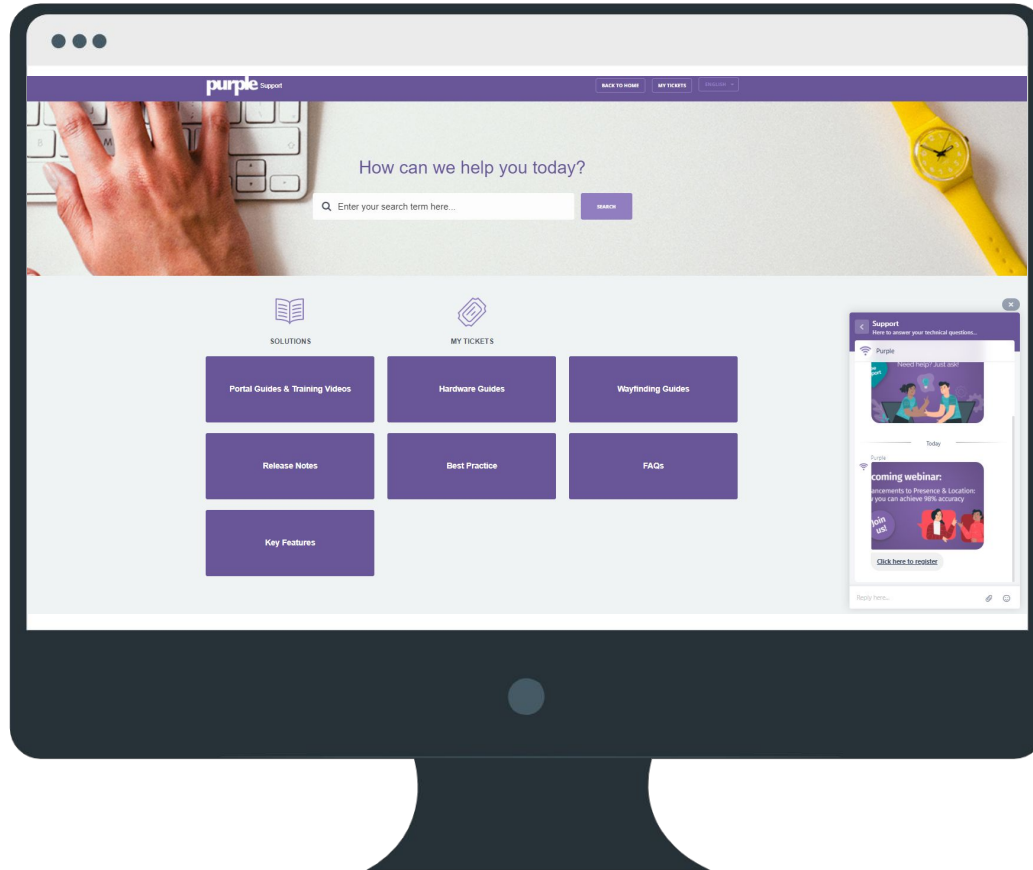
We have 3 types of Presence licenses, as described below.

|  WiFi | 75% Accuracy |  2D | 80% Accuracy |  3D | 98% Accuracy |
|---|--------------|---|--------------|---|--------------|
| <p>Real-time (refreshed in 15 min intervals) dashboard with the following report tiles:</p> <ul style="list-style-type: none">→ Current occupancy,→ Current average dwell,→ Visitor split (gender),→ Most popular device | | <ul style="list-style-type: none">→ Real-time dashboard→ Historic dashboard→ Historic estate overview dashboard | | <ul style="list-style-type: none">→ Real-time dashboard→ Historic dashboard→ Historic estate overview dashboard | |



Additional Services

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Access to our knowledge base for 1st line support, available by visiting support.purplewifi.net

Customer Success Management & Additional Professional Services

CSM- Key Purpose

A service provided to our customers to ensure they are as successful as possible with our product. Linking business objectives with what's achievable in the product, the team work collaboratively to develop a plan for success, which is regularly reviewed

How do we do it?

1. Discovery

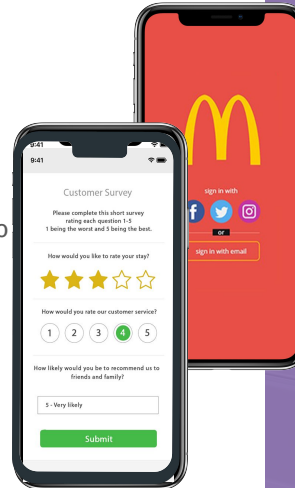
As part of your onboarding with Purple, the Customer Success team will conduct an initial kickoff Q&A session to identify key areas of opportunity and success. Following that

2. Success Plan

To help maximize value from the Platform, the Customer Success team will work with you to create a collaboratively produced set of objectives and identify priority areas of focus, which are consistently reviewed and refined:

3. Quarterly Reviews

Every three months, the Customer Success team will deliver a session to present back key business updates, summative performance review, best practice and key opportunities.



Additional Services

Online Training – How-to training videos, PDF step-by-step training guide and troubleshooting tip

Custom Development–We are open to working with businesses who would like to customize our platform. Our API is utilized to combine new data sources by leading organizations across the world. We have developed a number of bespoke features for our customers.

Data Science- Our team of data scientists piece together your data to provide business insights and recommendations. We take a holistic approach, combining what's collected through the WiFi experience with other data sources available, empowering your organisation to take action