



# Smart Wifi

Leverage Free wifi to  
know and engage with customers

## ABOUT WEBLIB

We help leading brands go digital using WiFi, tablets and apps.

#WIFI

#TABLETS

#DIGITAL KIOSKS



25+ COUNTRIES



40+ BRANDS



7,000,000  
Unique users / month

10,000  
Devices deployed

## WHO'S IN MY STORE ?

### **#identified**

E-merchants know their customers very well thanks to cookies and logins.

### **#anonymous**

Brick-and-mortar retailers have little knowledge about their customers.



## HOW TO BUILD CUSTOMER LOYALTY ?

### **#UserExperience**

Tailor made user experience for every type of Customer profile

### **#Couponing**

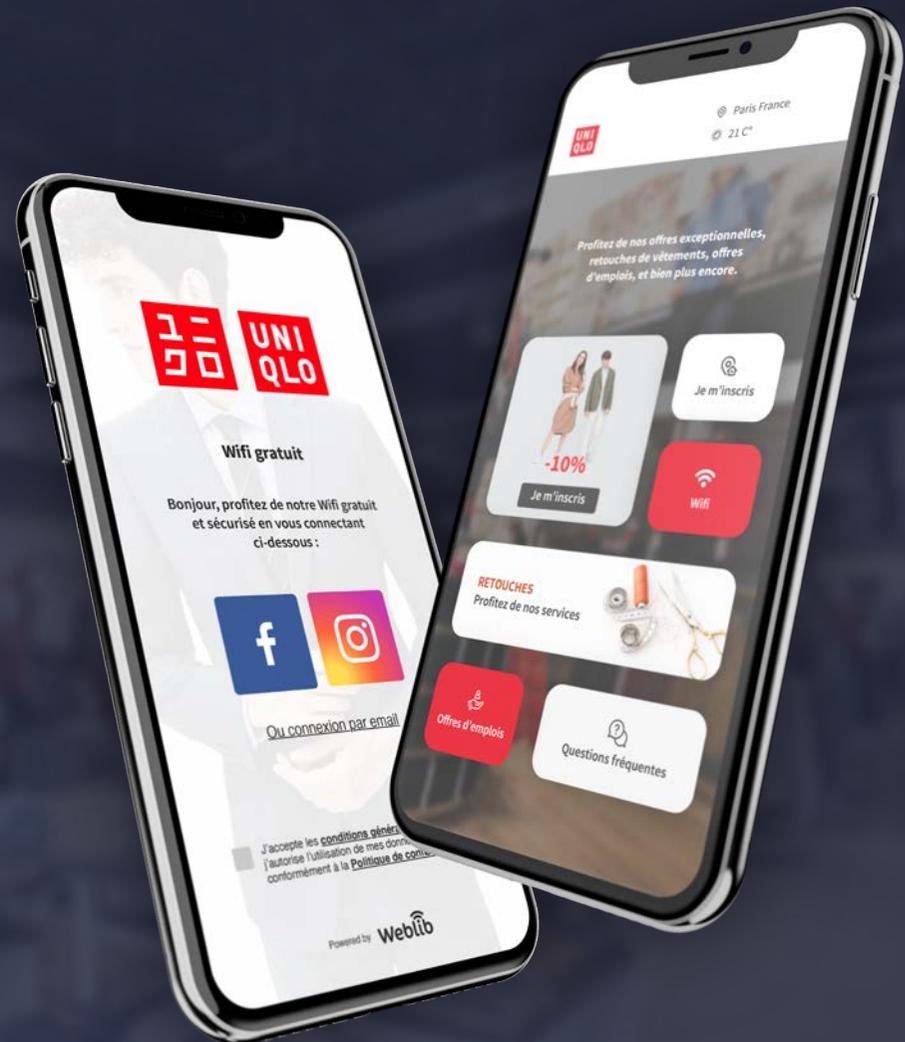
Push couponing or specific marketing strategy to loyal customers



IN EUROPE,  
UNIQLO COLLECTED  
**1,000,000**  
UNIQUE PROFILES  
ON THEIR FREE WIFI



# USE IT TO KNOW WHO'S IN YOUR STORE

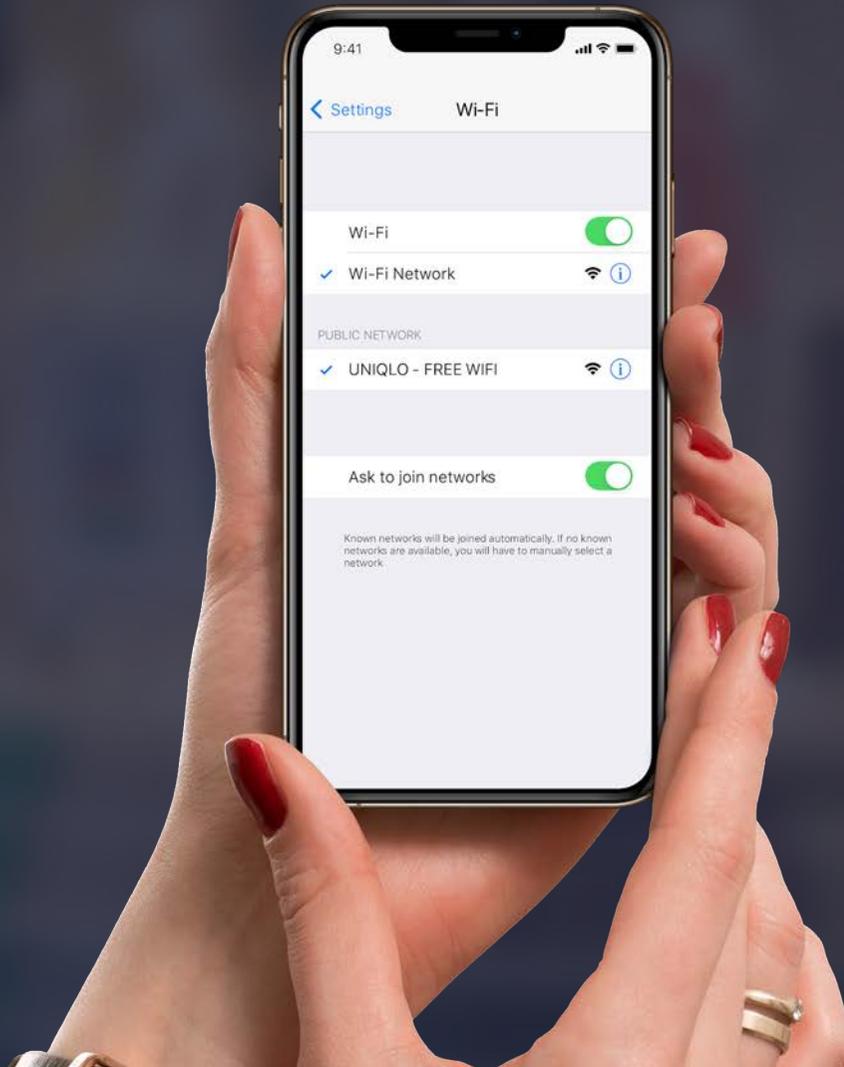


# HOW IT WORKS

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# #1

CUSTOMERS CONNECT  
TO YOUR WIFI



# HOW IT WORKS

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## #2

FREE WIFI  
BASIC GUEST OR SOCIAL LOGIN  
EASY TO USE



# HOW IT WORKS

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# #3

## NEWSLETTER SUBSCRIBE



# HOW IT WORKS

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# #4

## ADVERTISING



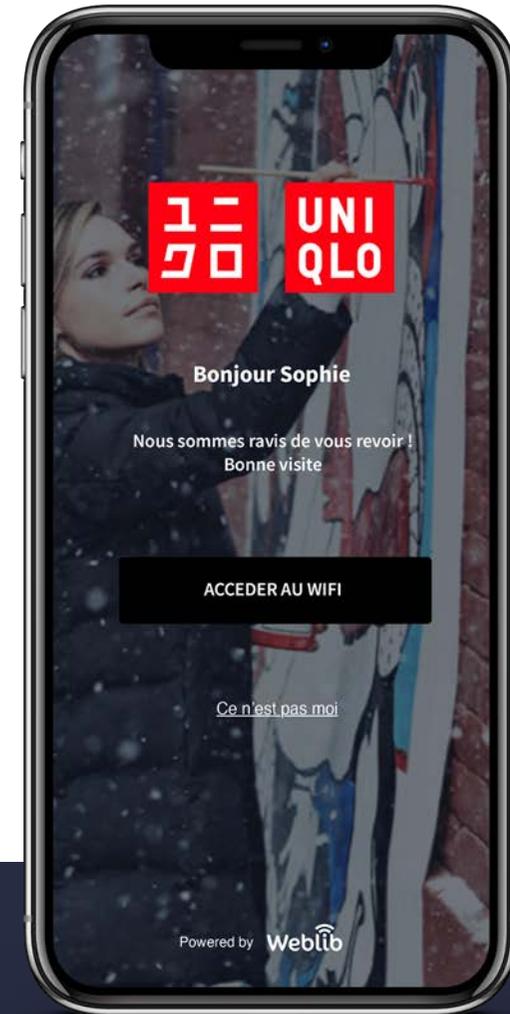
## WELCOME BACK

Say Hi to your best customers when they come back

Send targeted emails when they enter your store

## #KNOW YOUR CUSTOMER

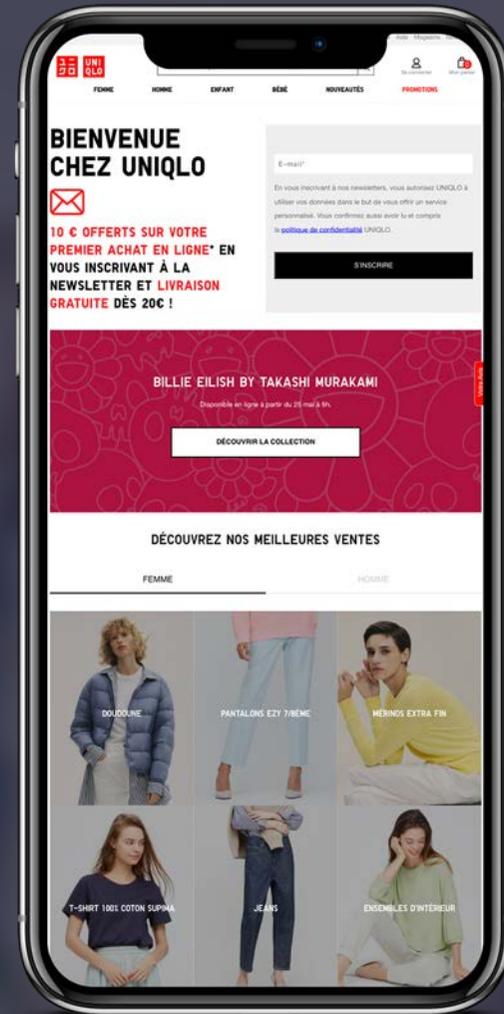
## #LOYALTY



# HOW IT WORKS

# #5

## REDIRECTION



# WIFI ANALYTICS



# CONTROL TOWER

A powerful supervision tool

Choose from an array of additional filters such as gender, login type and the age range you'd like to look at, for example



Find out how many customers are returning to your stores, their age range, gender and home country.

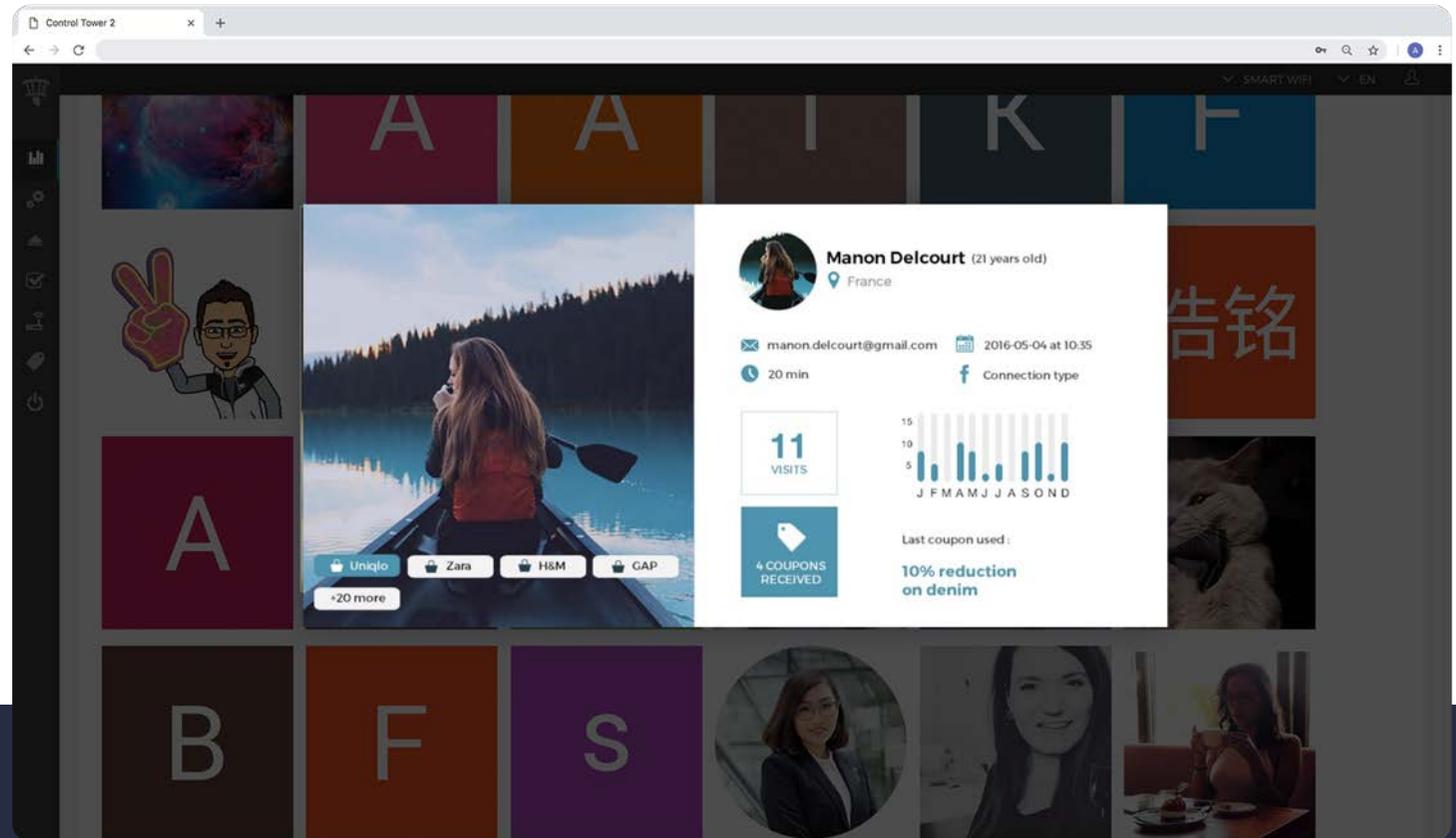
Download all the data collected or export to your CRM solution

Track WiFi usage and connections

# CONTROL TOWER

## Building up your CRM

The Data collected on the wifi is stored on ControlTower. It can be seamlessly injected through our API to your CRM for marketing campaigns.





**NEW VERSION**

# CONTROL TOWER

Tailor made scenarios for your customers

Elaborate a state of the art  
tailormade user experience of your  
customers depending on their  
profile, time of day/week

The screenshot displays the SMARTWIFI Control Tower interface. The top navigation bar includes 'Configuration - Collection 2020', 'Scénario - Offre Homme', and 'Ajouter un scénario'. The main content area is titled 'Scénario : Offre Homme' and contains the following information:

- Portail actif **tous les jours** sauf le **lundi et dimanche**, de **07h00** jusqu'à **22h00**, pour les **hommes**, âgés de **18 à 30 ans**. Actif à partir du **02 avril 2020** (sans date de fin).

On the left, a 'FILTRES' sidebar is visible with the following settings:

- Langues: 07:00 - 22:00
- SEXE: Homme
- AGE: 18 - 30
- PLANIFICATION: Activation à partir 02 / 04 / 2020

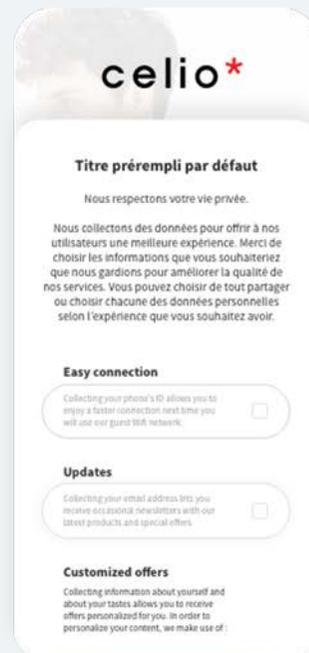
The main area shows four mobile app preview cards, each with a '+' icon:

- Wifi gratuit**: A card for Celio\* offering free WiFi. Text: 'Bonjour, profitez de notre Wifi gratuit et sécurisé en vous connectant ci-dessous:'. Includes social media icons for Facebook and Instagram, and a 'Ou connexion par email' button. Powered by Weblio.
- Titre prérempli par défaut**: A card for Celio\* with a pre-filled title. Text: 'Nous respectons vos données personnelles. Nous collectons des données pour offrir à nos utilisateurs une expérience améliorée. Merci de choisir les informations que vous souhaitez nous partager pour améliorer la qualité de nos services. Vous pouvez choisir de tout partager ou choisir chacune des données personnelles selon l'expérience que vous souhaitez avoir.'
- soldes\* -70%**: A card for Celio\* announcing a sale. Text: 'soldes\* -70%'. Includes a 'J'EN PROFITE!' button.
- celio 360**: A card for Celio\* featuring a 'celio 360' offer. Text: 'celio 360', 'Ligne sport', 'Je découvre', 'NEW'S WEEK', 'La sélection', 'JUSQU'À -60%'.

At the bottom right, there is an 'ENREGISTRER' button.

# A PORTAL FOR EACH KIND OF CUSTOMER

CREATE DIFFERENTS SCENARIOS



# NEW PORTAL EDITOR

FULLY CUSTOMIZABLE, REALLY

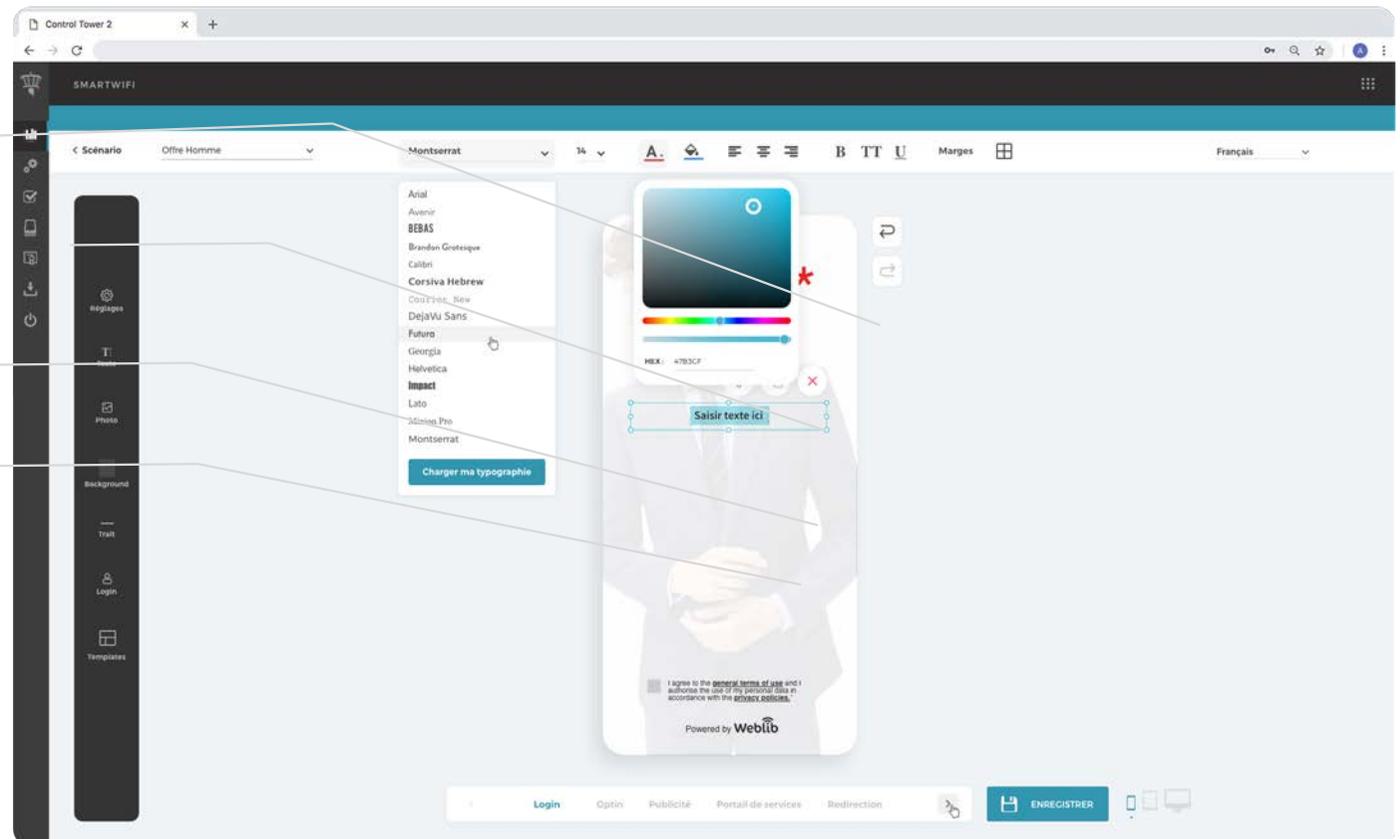
IMAGE : position, size, border radius, opacity, shadow

TEXT : position, size, color, background, border,...

LOGIN : social connect, email, form, SMS,...

SEPARATOR : color, weight, size, position

TEMPLATES : really quick nice pages, all you have to do is to edit the page with your own images and slogan

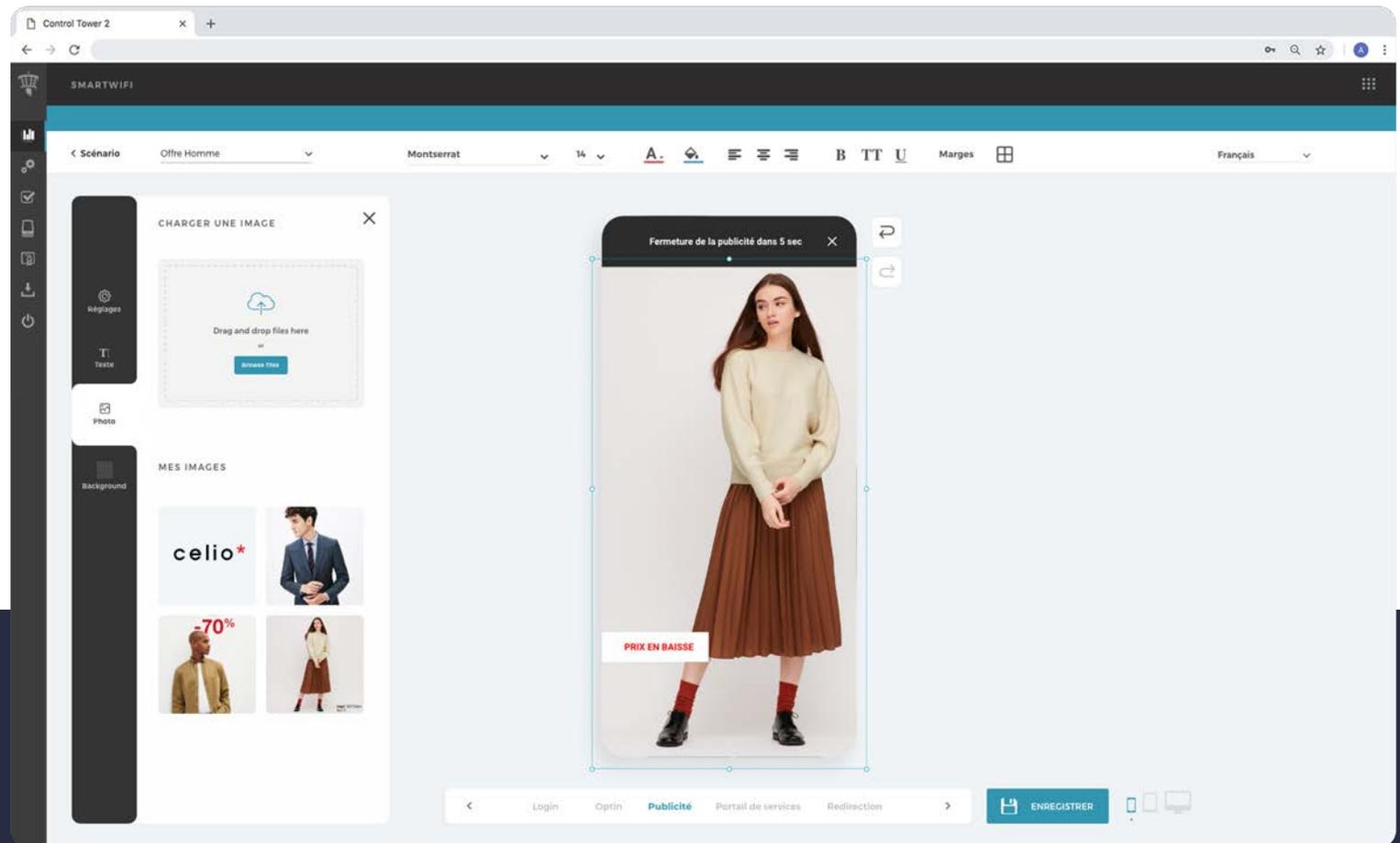




# CONTROL TOWER

## Targeted promotions

Insert targeted promotions in your scenario depending on the profile of the customer (photo/video)



# AVAILABLE PACKAGES

## BASIC

## PREMIUM

Responsive design and customizable captive portals	✓	✓
Self-registration (form), social networks	✓	✓
Recognition and automatic login of users	✓	✓
Regulatory compliance (Anti- Terrorism Act + RGPD)	✓	✓
Cloud centralized administration	✓	✓
Customizable captive portals with predefined templates	✓	✓
Standard Analytics of connections	✓	✓
OpenID Connect connector		✓
Personalized social network connector		✓
Advanced customizable captive portals		✓
Advanced Analytics of connections		✓
Data collection		✓
Access to the public API		✓

# LEGAL

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## Anti-terrorism law

*Law No. 2006-64 enacted January 23, 2006 addressing the fight against terrorism*

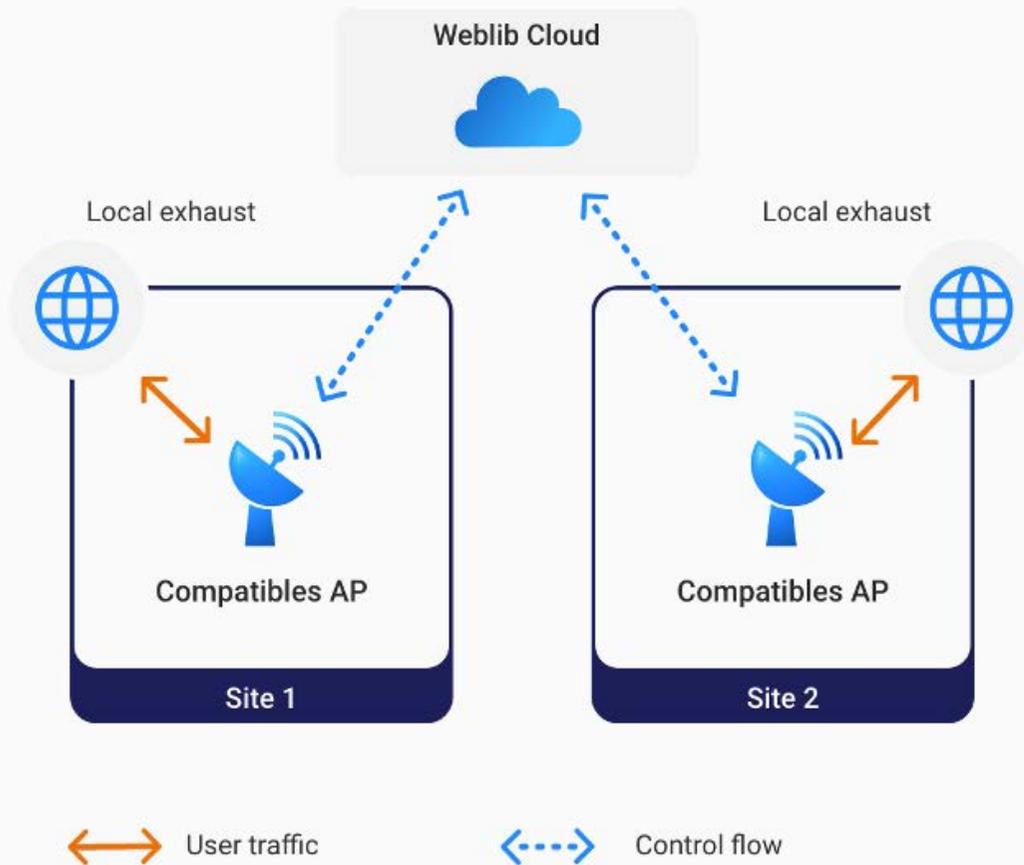
- Login logs must be retained for 1 year.
- One is required to make the logs accessible to law enforcement agents if they are requested to do so.
- The method for collecting data must facilitate the identification of users.
- Data related to the devices and terminals used is provided.
- The characteristics as well as the date, time and duration of each communication is provided.
- The data facilitating the identification of the recipient or recipients of the communication.
- The penalties: can be up to 1 year of imprisonment as well as a €75,000 fine for natural persons or a €375,000 fine for legal persons.

## GDPR

*Ruling (EU) 2016/679 by the European Parliament and the Council on 27 April 2016 relating to the protection of personal data of natural persons.*

- UCOPIA acts as a subcontracted company to its clients who are responsible for the processing. UCOPIA processes personal data only on behalf of its clients.
- For this reason, UCOPIA must adhere to the requirements set out by the General Regulation on Protection of Disputes, by giving counsel and by being transparent about personal data and its processing.
- The penalties: can amount to up to €20,000,000 or 4% of the worldwide turnover of the previous year.

# Architecture



Compatible with the following constructors:



In progress with the following constructors:



\* Legal logging not available yet, for FR market

LOREM

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## THEY TRUST US



**KIABI**



*Galerias Lafayette*



**Heathrow**



**Intermarché**



elior 

**flunch**