



**WHAT'S
NEW**

Version

5.1

Engagement and monetization

Customer path and new usage patterns

Wi-Fi as a Service

Management and security

ENGAGEMENT AND MONETIZATION

The UCOPIA Web Services (UWS) online platform is a one-stop gateway to Wi-Fi marketing and data analytics/management. Historically, this solution has been used for managing UCOPIA controllers (asset management). Nevertheless, the recently revamped version benefits from new features that help mine the wireless audience, manage Wi-Fi marketing campaigns, and design/customize captive portals through a powerful configuration wizard.

Data collection and analytics

With UCOPIA, you can collect user-related login information to ensure compliance with applicable regulations.

Besides, valuable personal data, such as emails and phone numbers, can also be gathered. You own this data and can enhance your existing databases, adding granularity and power to your marketing campaigns.

UCOPIA provides an analytics dashboard that delivers visibility into network usage patterns and customer profiles. Available data can be exported in a CSV format for further processing by third-party tools.



Wi-Fi Marketing:

Customer Engagement and loyalty

Engage in real-time communication with your users through injecting content into their browsing sessions, such as special offers or polls. Such a service helps improve user experience and enhances your visibility across your audience.

With opt-in marketing, you are fully compliant with applicable regulations as users are informed that their personal data may be used for marketing purposes.

Wizard: the fast track to efficiency

Speed up your solution configuration and design responsive portals in tune with your expectations.

New portal templates are available in 16 languages: English, Arabic, Korean, Chinese (simplified and traditional), Dutch, French, German, Italian, Indonesian, Japanese, Portuguese, Polish, Russian, Spanish and Thai.



Monetization through refill codes :

With UCOPIA, your users can autonomously purchase refill codes for extended connection time, improved bandwidth, higher download quotas, etc.

Such codes can be generated:

- In volume and sold in bulk
- On-demand, and sold by the unit through a coupon.
- Online through the captive portal
- Automatically through an API for integration purpose with a third-party tool to make a more global solution.

OPTIMIZED CUSTOMER PATH AND NEW USAGE PATTERNS

Social credentials and OpenID Connect are available to make authentication simple and improve the collection of user-related information.

Let any user log in through the captive portal using his social credentials (Facebook, Twitter, Google+, LinkedIn), or via the standard OpenID that supports multiple services (Office 365, Instagram, Salesforce...).

Any user can therefore skip the tedious manual registration process simply by using existing credentials.





Wi-Fi AS A SERVICE

To offer new services and improve efficiency, our Multi-Client Guest Access now includes the Marketing Wi-Fi and Wizard features. Through this multitenant solution, your customers can access their specific UWS platform that is personalized to their specific requirements.

Centralized Architecture with a local breakout

In distributed environments, the portal and the authentication services can be centralized at a specific controller, which is easier to manage.

All requests from users, prior to their login on different distant sites, can be forwarded and handled centrally. Once the authentication is successful, user-related data is redirected to the central solution using the link to and from the distant site.

This architecture can be implemented with a central UCOPIA controller and:

- A lighter UCOPIA controller at the site level
- A Wi-Fi access point or router at the site level that supports UCOPIA (Meraki, One-Access...).

Multi-tenant and Multi-zone Controller

Several customers can benefit from personalized services delivered by a shared central platform, with a specific access for each of them. This provides:

- Scalability to a defined threshold in terms of concurrent users
- Portal customization in tune with any applicable graphic guidelines
- Various configuration modes for the portal (online payment, self-registration via email, standard, login/password authentication)
- An access to UWS (Wi-Fi Analytics & Wi-Fi Marketing) per zone, and visibility through the analytics dashboard, as well as marketing campaign management per customer.





MANAGEMENT AND SECURITY

Web filtering:

Web, HTTP and HTTPS traffic can be filtered through UCOPIA, whatever the browser configuration, and without requiring encrypted data to be decrypted. Filtering can be customized at the management platform level.

URL categories can be defined by the admin to match internal requirements.

VMware and Hyper V :

UCOPIA can be made available as a Virtual Machine (VMware or Hyper-V) with the capacity to support up to 10,000 concurrent users per VM (UV 10000).

Sponsoring: keep your operating cost low.

Control user enrolment (via self-registration, email or SMS) by sending a validation mail to a person within your organization who simply needs to click an embedded link to accept the registration request and grant access to the applicant.

Advanced management of email-based registration:

UCOPIA dynamically manages profiles for classifying users, using predefined lists of such profiles.

This automation can be based, for example, on the domain name of the mail filled in by the user.

Dynamic VLAN for improved Wi-Fi security:

- Tamperproof security with encrypted Wi-Fi and 802.1X authentication: this makes the proven standard for wireless security.

- Ease of use: a single Wi-Fi SSID is provided to all users. These are consistent rights granted for accessing and using the network.

- Streamlined management: access rights and VLANs allocated to each profile are centralized at the UCOPIA solution level and can be edited with no impact whatsoever on the Wi-Fi infrastructure itself.



Maxime J. - VIP Guest
Logged in via Facebook Connect
Newsletter subscriber



HARDWARE UPGRADE

US20000RDP & 10 Gbps

The latest high-end server from UCOPIA supports up to 20,000 concurrent users and offers performances of 10 Gbps.

Several US20000 servers can be deployed to implement a load-balancing cluster that may support tens of thousands of concurrent users.

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