



FortiPresence™

WiFi Presence Analytics and Customer Engagement Solution

Online retailers take advantage of the plethora of information that they collect on customer behavior. Fortinet's Presence Analytics solution gives brick-and-mortar retailers the same competitive edge, through deep insight into customer behavior and the ability to influence customer purchases, improving customer loyalty and sales.

Introduction

The advent of smartphones and the expansion of online retailers like Amazon are challenging the market for offline brick-and-mortar retailers. A further threat to offline retailers is showrooming, the practice of customers viewing and trying a product in-store, then buying it online. Until now, online retailers had an unfair advantage as their platforms have been collecting consumer data for years. This data enables them to monitor shopping behavior, customer loyalty, and promotion impact.

From Raw Data to Actionable Information

FortiPresence enables brick-and-mortar retailers to better understand customer behavior, including when they come into the store, how long they stay, and if they are a new or repeat customer. The unique combination of statistical analytics with a sophisticated customer engagement engine, including social WiFi capability, enables retailers to influence customers purchasing decisions to engage new customers as well as increase the basket size of existing customers.

Using machine learning techniques and algorithmic analysis of in-store customer traffic, the information goes beyond trends. By mining Internet and retailer databases for social, trending, and consumer data, retailers can gain real insights that can be used to deliver more effective marketing campaigns.

Fortinet Presence Analytics Solution

The solution leverages the existing in-store Fortinet FortiAP or FortiWiFi wireless LAN access point infrastructure to detect each customer's smartphone WiFi signal. Smartphones continually scan for wireless access points, and FortiPresence uses this signal to detect customer presence, location and movements. This information is processed in the cloud and presented in a simple dashboard format, providing the retailer with actionable insights into their customers.



Fortinet Presence Analytics helps answer these questions:

Franchise wide

- Which store has the most traffic, largest customer base, or most customer loyalty?
- Does the new window display bring in new customers?
- How long do customers stay and how many are repeat customers?
- What campaigns are making customers stay longer?
- What is the ROI on the marketing dollars that are being spent?

Inside the mall

- Which stores are popular?
- How long do people spend in the mall?
- What are the movement patterns of people in the mall?
- Is the difference in rent due to foot traffic of the location justified?
- How many people are visiting more than one store?

Inside the store

- Which aisle cap or department gets more foot traffic?
- How many customers are at register queue?
- Are my employees opening the store on time?
- Should I open earlier or close later?



FortiCare

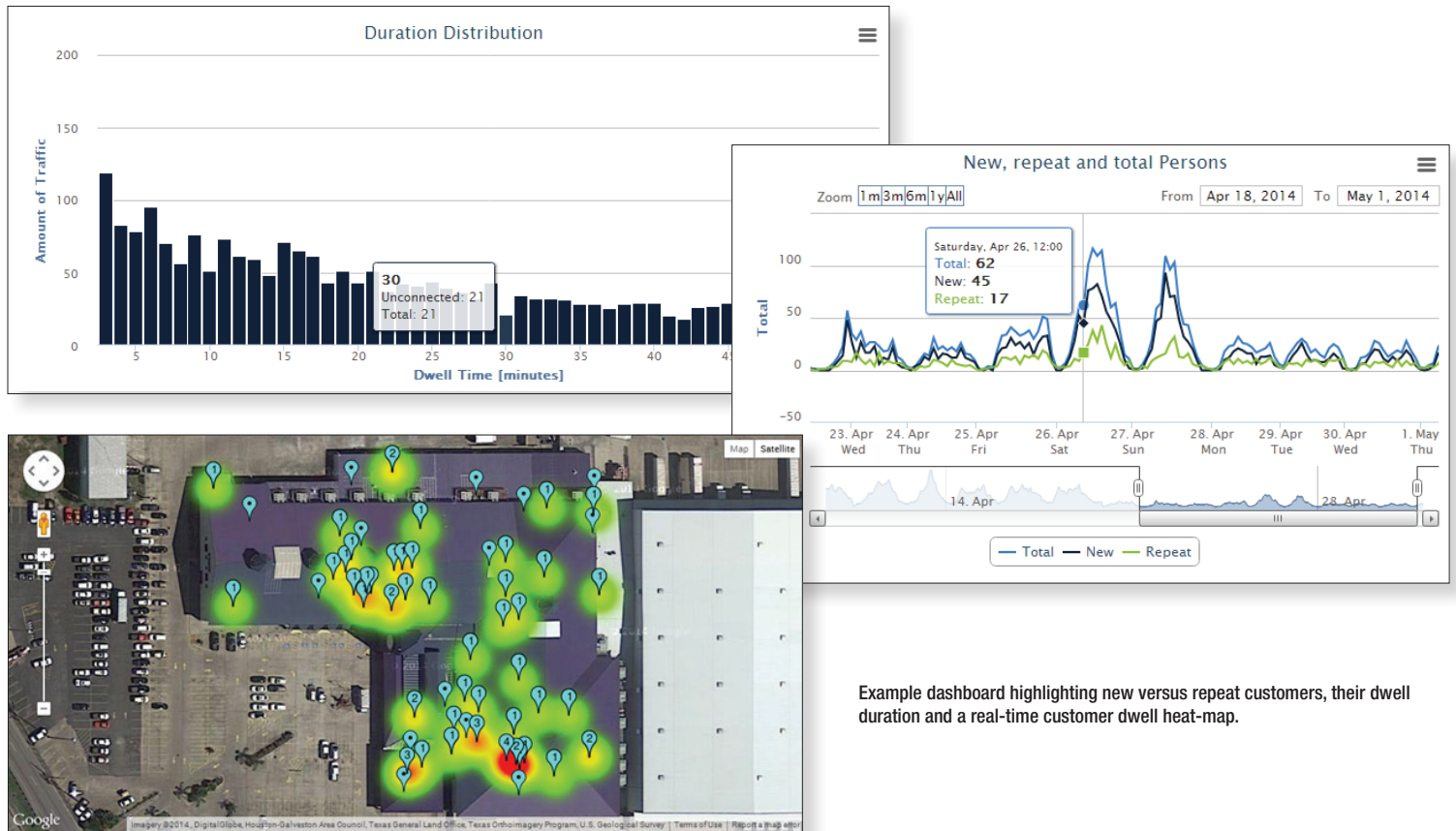
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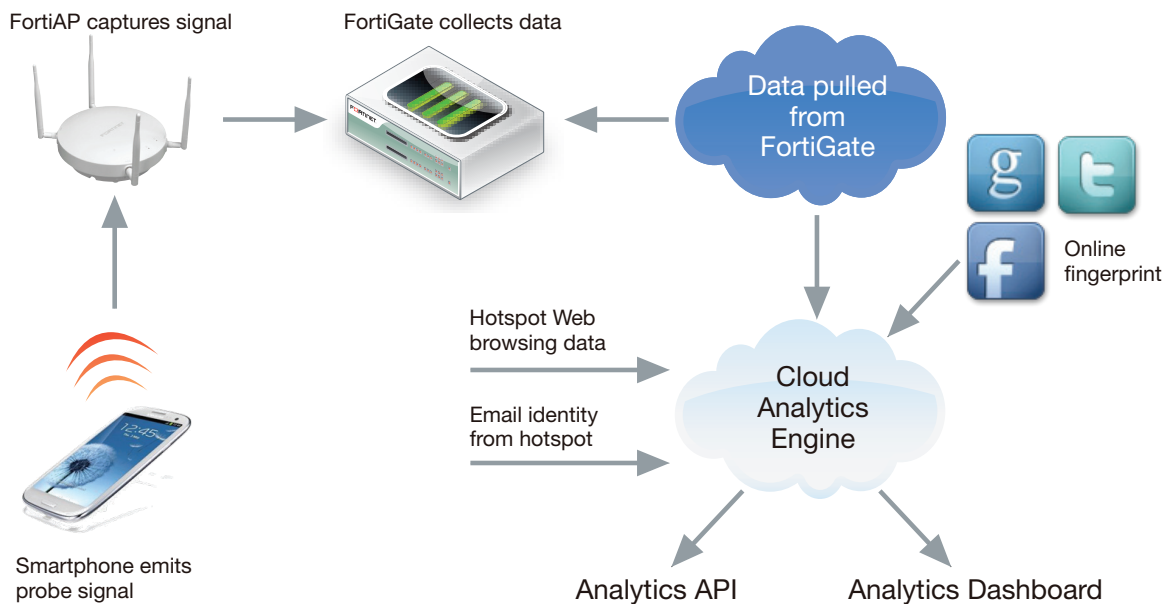
HIGHLIGHTS



Example dashboard highlighting new versus repeat customers, their dwell duration and a real-time customer dwell heat-map.

How it works

1. Smartphone emits a WiFi probe signal, even if it is in the customer's pocket and not connected to the WiFi network.
2. FortiAP or FortiWiFi captures the MAC address and signal strength information from the Smartphone.
3. FortiGate collects and summarizes the data records.
4. Fortinet's FortiPresence service retrieves data from the FortiGate via a secure SSL connection.
5. FortiPresence analytics engine processes and correlates the data.
6. Data is displayed in the analytics dashboard in an actionable format.



FEATURE SUMMARY

Presense Analytics

- Total visitor traffic
- Dwell time duration
- Real time visit capture rate
- Comparison across areas in a facility, across different sites, and other A/B analysis
- Marketing campaign success tracking
- Repeat visits, visit frequency, and visit duration
- Interactive RSSI threshold calibration

Location Services

- Foot traffic analysis
- Maintenance staff management
- Wayfinding and related services
- Security patrols
- Staff rostering and tracking

Heat Map and Traffic Flow

- Heat maps with real-time animated view
- Real-time visitor density
- Popularity per day and cumulative dwell time
- Flow analysis with actual, net and total flow
- VIP view (display of selected VIP visitors)

Deployment

- Cloud based, private cloud and hybrid cloud options
- Scalable to any enterprise and network size

Engagement Engine

- API for loyalty app and 3rd party services
- Conversion and bounce rate tracking
- Social WiFi demographics
- Visitor contact information
- Identify theft trends
- Improve ad targeting to match customer pattern changes

Reporting

- Report generation with customization
- Report sharing via email
- Schedule delivery times and recipients
- Daily, weekly, monthly frequency
- Select locations or regions for comparison data
- Raw data downloadable for further analysis

WiFi Usage Analytics

- Websites visited
- Page views
- Product and price views
- Merchant dashboard

Security and Privacy

- Data controlled and owned by customer
- Social WiFi Opt-In

Customer Engagement

- Captive portal with Social WiFi, Facebook and Email Login
- Social WiFi administration and reporting
- Name, age and demographic collection
- Customize with your own logo and Terms and Conditions

ORDER INFORMATION

Product	SKU	Description
FortiPresence (1 AP License)	FPA-ELIC-1	1 Year License for FortiPresence service. Provides access to cloud-based Presence Analytics dashboard for 1 Wireless Access Point.
FortiPresence (10 AP License)	FPA-ELIC-10	1 Year License for FortiPresence service. Provides access to cloud-based Presence Analytics dashboard for 10 Wireless Access Points.
FortiPresence (50 AP License)	FPA-ELIC-50	1 Year License for FortiPresence service. Provides access to cloud-based Presence Analytics dashboard for 50 Wireless Access Points.
FortiPresence (100 AP License)	FPA-ELIC-100	1 Year License for FortiPresence service. Provides access to cloud-based Presence Analytics dashboard for 100 Wireless Access Points.
FortiPresence (250 AP License)	FPA-ELIC-250	1 Year License for FortiPresence service. Provides access to cloud-based Presence Analytics dashboard for 250 Wireless Access Points.
FortiPresence (500 AP License)	FPA-ELIC-500	1 Year License for FortiPresence service. Provides access to cloud-based Presence Analytics dashboard for 500 Wireless Access Points.
FortiPresence (1000 AP License)	FPA-ELIC-1000	1 Year License for FortiPresence service. Provides access to cloud-based Presence Analytics dashboard for 1000 Wireless Access Points.
FortiPresence (2500 AP License)	FPA-ELIC-2500	1 Year License for FortiPresence service. Provides access to cloud-based Presence Analytics dashboard for 2500 Wireless Access Points.



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