



Bridging the Gap:

How WiFi Analytics Can Grow Your MSP Business

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The Year of WiFi is Here

WiFi has matured into more than a convenience; it is now a leading business technology. WiFi 6 promises faster speeds and more access, and IT departments are gearing up to spend their budgets on the infrastructure needed to support it. Good news for distributors and hardware companies, but what about MSPs and other IT channel partners?

The answer is WiFi as a Service (WaaS). By owning a client's WiFi implementation — bringing the coverage, data, and strategy they need — you can increase the stickiness of your existing client set while building a new list of valuable prospects.

The backbone of WaaS is WiFi analytics. There is so much valuable data to be collected and analyzed through guest WiFi, and an equal amount of opportunity to the service provider who delivers that data in a user-friendly platform. WiFi analytics will open doors and budgets with your prospects. It is the bridge between your traditional customer relationship and your next opportunity.



What is WiFi Analytics?

What if a business could know not just how many guests are on their WiFi, but how many of them are new vs. returning customers? Or what days and times experience more customers than normal, and equally important, what days are slow? What if they knew the ages, social media habits, and communication preferences of their most loyal customers? What if they could use their own guest WiFi to deliver targeted advertising through WiFi, and easily track the impressions, click-through rates, and conversions?

WiFi analytics can easily be broken down into three categories: presence analytics, identity analytics, and marketing or advertising analytics. Presence analytics tracks behavioral trends like popular gathering spots, footfall patterns and dwell times. As an example, think about how the ability to monitor and analyze traffic patterns could create a better understanding of how guests utilize (or don't utilize) space. In an expansive arena or outdoor festival, are there sections that are being underutilized, or spaces that cause foot traffic bottlenecks? Is the jazz club bar a gathering spot, or do guests spread out as much as possible? Are customers staying too long, or not long enough?

This is valuable data that can be used to optimize operations and enhance customer experience. Real-time heat maps can show not only where guests are gathered, but if they encounter choke points or a less-than-ideal layout that impedes their movement. For venues with layout flexibility, making navigation easier could mean the difference between success and failure.

Marketing analytics is the real-time data collection of information on customers and their online interactions, all gathered via WiFi. This includes demographic data, online behavioral trends, messaging preferences, and post-transaction engagement with your brand. This data fuels marketing efficiency and effectiveness. Add in marketing automation through WiFi and what you get are smart, customizable and effective campaigns that both increase loyalty and drive new business.

The Three Types of Analytics Available from Guest WiFi

Presence Analytics	Marketing Analytics	Advertising Analytics
<ul style="list-style-type: none">▶ Footfall trends▶ Dwell times▶ Traffic patterns▶ Heatmaps▶ Loss prevention▶ Behavioral trends	<ul style="list-style-type: none">▶ Customer identification▶ Demographics▶ New vs. returning visitors▶ In-store shopping engagement▶ Post-store shopping engagement	<ul style="list-style-type: none">▶ Demographics▶ Affinity categories▶ Branded impressions▶ Impressions▶ Click-through rates▶ Conversions▶ Return on investment

Finally, there is advertising analytics. This includes data related to paid ad performance, such as impressions, click-through rates, and conversions. Advertising analytics provide deep insight into the results of digital ad campaigns served over WiFi.

When all of this data is attached to site visits and purchases, it makes proving marketing ROI easier than ever. Marketing departments crave this kind of holistic analytical dashboard, but they need the IT department to buy-in for installation and management.

This is where service providers come in. You have the trusted relationship with IT and the solution marketing wants.

The Growing Demand for WiFi Analytics

WiFi Analytics is a growing service demand for a wide variety of business, from hospitals to outdoor spaces. The amount of data available is large enough to offer value across the business spectrum but scalable enough to offer relevance to small businesses. Here are just a few examples:



Healthcare

Large healthcare complexes can track traffic flow throughout large hospital complexes, estimate patient wait times, and help offset costs of full IoT implementation in the future.



Restaurants

Quick-serve restaurants track guest wait times, dwell times, grow a social following, offer loyalty programs, and make it easy to leave reviews.

Fun Fact

80% of patrons reported that having access to free WiFi is extremely important and influences which restaurants they visit.*

*Source: Restaurant Tech-Spectations: How We Interact with Technology in Restaurants. Webrestaurant Store



Education

Colleges and universities use WiFi to track student traffic and internet usage, deploy marketing in popular areas on-campus, pedestrian traffic, and increase campus safety.



Retail

Determine placement of seasonal displays or other marketing collateral, trackable and redeemable coupons, wayfinding, shared social content, and loyalty programs.

Fun Fact

96% of consumers prefer to shop at stores that have free WiFi, and reward those locations with more return visits.*

**Source: Retailers Look to Data From the Edge. Cisco.*



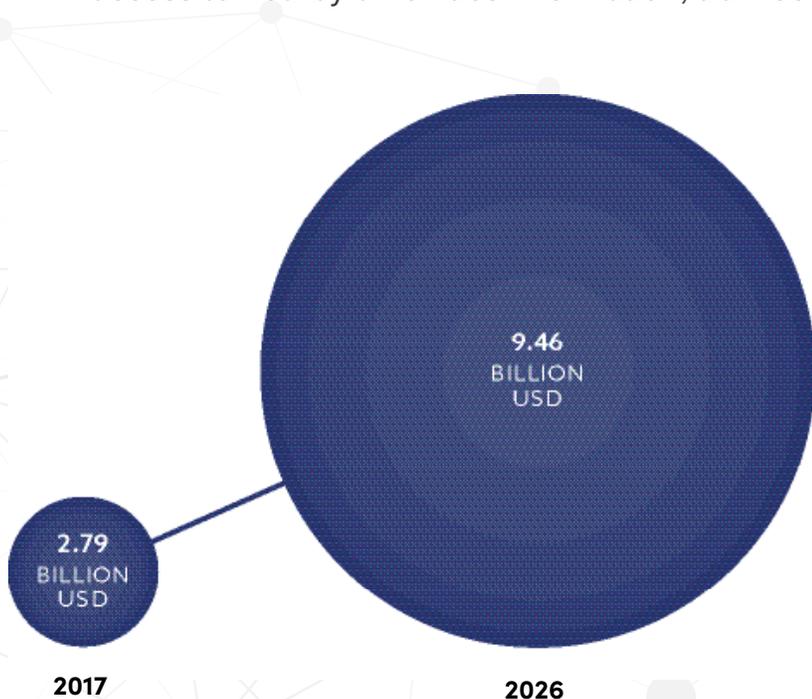
Festivals, Arena Events, Conferences

Large venues can utilize WiFi analytics to track attendance, help guests with wayfinding, as well as deliver relevant branded content.



Cities & Communities

Cities are already connecting utilities to better track and manage infrastructure and service plans, monitor pedestrian patterns, peak usage times, and avoid potential traffic bottlenecks. Residents enjoy access to nearby amenities information, train schedules.



- ▶ The Wi-Fi analytics market was valued at US\$ 2.793.7 Mn in the year 2017. The market is expected to expand at a CAGR of 14.6% during the forecast period (2018-2026). Growing installation of public Wi-Fi hotspots and the need to monetize free Wi-Fi offered to customers is effectively driving the market.*

Source: Transparency Market Research. "Wi-Fi Analytics Market-Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2018 –2026." September, 2018

Why WiFi Analytics Is the Bridge Between IT and Marketing

Traditionally, MSPs build their client relationships with IT departments and CIOs. The marketing department is something else that's somewhere else and has nothing to do with technology. In reality, though, IT and marketing have always been ripe for a symbiotic relationship.

The benefits of WiFi Analytics to marketers are many, including the ability to connect with other service applications such as MailChimp, Constant Contact, Robly, Fishbowl, Salesforce and more. This opens up opportunities for “welcome” and “miss you” emails, as well as exclusive information on upcoming events. The Guest WiFi landing page can be beautifully branded to drive traffic to a venue's landing page or special events calendar. Offering an easy connection to social media can increase Facebook check-ins and likes. And perhaps most important, it gives marketers access to real guest demographics — not guesses or assumptions.

From the IT perspective, the No. 1 reason to grow a mutually beneficial relationship with the marketing department is WiFi 6. It's coming on hot, and IT departments need to be ready for it. Like any other major technology upgrade, it will require infrastructure and hardware updates, but the data it will unlock is priceless not only for IT departments but even more so for marketers. Although data is one of the hottest buzzwords in the marketing industry today, many departments lack it. And for those who do have data, they spend on average more than **40 percent of their marketing budget to get it.**

This is a golden opportunity for MSPs. The marketing department needs analytics, they have the budget to pay for it, and with a Smart WiFi solution, you have the platform that delivers.

Creating a Holistic WiFi Strategy for Clients

Setting up Guest WiFi is about more than just a hotspot. It's about providing guests with valuable information and an enhanced mobile experience that makes them want to stay longer, then return later with their friends. In a nutshell, that's WaaS.

And while it's true that marketing creates the service experience, IT delivers it. Coming to the same table with creativity, data and technological expertise can create an unstoppable team. For example, imagine a brainstorm where marketers are coming up with ideas for helping guests find their way around a huge, Vegas-style conference, and IT is figuring out showstopping ways to deliver the content. Then, post-conference, they reconvene to gather the data and learnings for next year.

Or, consider a city meeting where the IT and marketing departments not only overcome barriers to public WiFi, such as budget and infrastructure, but then go on to create a truly connected city that offers restaurant recommendations, wayfinding, or even an easy way to pay the parking meters.

It's all about finding the opportunity, using innovative thinking, and tying it all back to a suite of connecting analytics products that help provide accurate, usable information. From there, the sky's the limit.

5 Questions to Ask New WiFi Analytics Prospects

As you begin your outreach to find prospective new clients, it's important to remember that the "S" in WaaS — service — is what sets you apart. It's valuable, relevant, and maybe even essential to keeping up with the technology tide, especially for business owners who aren't that tech-savvy. When you meet with a potential new WiFi Analytics partner, don't leave without the answers to these five questions:

1. Do you have existing guest access?

If the answer is yes, it can go a long way toward having the infrastructure in place for an easy upgrade to Smart WiFi.

2. What are your pain points?

Listen closely here, and be ready to meet their concerns with solutions. Always do some pre-research on the venue so you can speak with authority and maybe even point out issues they didn't realize were causing problems. This is where WiFi becomes WaaS.

3. What are your goals?

As a service provider, your job is to understand their objectives and make them happen or give them sound reasoning as to why their plan won't work and offer a reasonable alternative.

4. What's your budget?

This, of course, is huge. It's no secret that a million-dollar blank check can get you much further than five figures, so it's important to tailor your proposal to what they can afford.

5. What's your relationship with marketing?

Or, if you're meeting with the CMO, what's your relationship with IT? This answer can not only help you ease budget concerns by proposing a partnership, but also open the door to cross-company collaboration.

Once you've established a relationship with either the IT or the marketing department, ask for a joint meeting with the other side of the coin as soon as possible. Early collaboration will lead to much greater success, especially when both departments start to see the possibilities from the start.



Pricing Your WiFi Analytics Service

There's no easy way to establish a "going rate" for services, simply because all services are affected by outside influences like processes, brand equity, features and level of customization. Going head-to-head on pricing with a competitor isn't exactly apples-to-apples.

Instead, it's more relevant (and smarter) to model your pricing around how much it really costs to perform one hour of your service. It can be a complicated calculation that takes in many factors, but it will help you set the right price for your services.

1. Start with billable staff.

Think about how many employees you'll need to perform the service effectively, and calculate in all of that overhead — salary, payroll tax, healthcare, PTO, and more. Don't rely on annual wages alone.

2. Calculate your overhead.

Overhead is the ongoing cost of operating your business and includes things like indirect labor costs (administrators, sales, and other non-technical employees), rent, taxes, utilities, association dues and more.

3. Look at how many hours you billed last year.

Calculate your total billable hours — the number of service hours that were directly billed to your clients. Employee's paid time off doesn't count here, but any work completed by short-term or contract employee does.

4. Find your answer.

Use these equations to help you find the right pricing strategy:

The image contains two equations presented in a clean, professional layout. The first equation is titled "To break even" and is displayed as a fraction: (Billable Labor + Annual Overhead) divided by Total Annual Billable Hours, followed by an equals sign and the text "Full Hourly Overhead". The second equation is titled "To earn a return on your business" and is a simple multiplication: Full Hourly Overhead multiplied by Desired Margin on Labor.

$$\frac{\text{Billable Labor} + \text{Annual Overhead}}{\text{Total Annual Billable Hours}} = \text{Full Hourly Overhead}$$
$$\text{Full Hourly Overhead} \times \text{Desired Margin on Labor}$$

Pricing WiFi Analytics

WiFi Analytics is generally priced per access point. If a reseller receives a 30% discount over retail price, it's fair to assume some level of that will be passed onto their clients. This makes the service agreement more attractive. You then use the recommended tips above to determine your service package that will come with the platform.

Traditional WiFi Analytics platforms charge per access point, but GoZone's pricing models are structured on usage, through session block rates. This makes our pricing more flexible and more affordable, passing greater savings onto your clients and greater return to you.

GoZone WiFi Works for You and Your Clients

At GoZone WiFi, being flexible is in our DNA. We designed our partner programs to grow with you. For example, we offer session-based and AP-based pricing models, and we'll help you determine which program will work best for you.

We offer both a turnkey Reseller Platform and a fully customizable White Label Platform. As an MSP who delivers Smart WiFi, you decide how much you want to manage. We'll be here to help and support you along the way.

9 Reasons Why You Should Partner With GoZone WiFi

- ▶ Highly rated U.S.-based operations and customer support.
- ▶ Sales and marketing training and support.
- ▶ Partner success manager to help drive sales and revenue.
- ▶ Flexible plan options to meet your business needs.
- ▶ Session-based and AP-based pricing models.
- ▶ Completely customizable product; resell or choose your own pricing.
- ▶ Multiple integrations with major enterprise hardware.
- ▶ Scalable, customizable solutions to work with a variety of businesses.
- ▶ You own your own data.

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