



For Smart Cities



1 How can GOCloudWIFI work for smart cities

Cities have long desired full WiFi coverage for visitors but time and time again the return on investment (ROI) and budgets simply precluded the expenditure. Until now.

City-wide WiFi can be easily cost justified by using a cloud based authentication system that allows the city to generate revenues and reduce costs in previously untapped ways.

The WiFi solution allows a city's visitors to access the free WiFi by using existing social networking login credentials or a traditional form. During the login process the credentials are validated with the social network of choice (Facebook, Instagram, LinkedIn, or Google), the WiFi user is then asked to give the city a 'Like' or 'Follow' on that network. For those that opt in, the information posted on the city's social media pages will now appear in their news feed as often as updates are posted. Now announcements about local events, services and businesses are provided on a timely basis and to a wider audience.



Above: Custom branded splash page on both a laptop and mobile device

Built-in email marketing tools and the ability to segment WiFi users, based on the detailed demographic information collected, allow the operator to send highly targeted and hyper-local information promoting local businesses and services.

2 What is GOCloudWIFI?

- Secure, legal, family friendly, in store WiFi software
- Works with leading WiFi manufacturers
- Works with existing internet connectivity
- Cloud-based platform, geographically scalable
- Easy social or form based login with subsequent automatic reconnect

3 What does GOCloudWIFI do?

- Allows login via social networks or a short form
- Expands your social network presence quickly with Likes and Follows
- Captures customer data, including opted-in email addresses
- Provides family friendly content filtering, so you can rest easy
- Provides a branded service, including login page and landing page/s
- Hierarchical management and reporting from head office down to individual locations



4 How can towns and cities use WiFi?

Smart resource allocation - Towns and cities can use WiFi to allocate resources effectively, saving time and money. For example, taxis in Boston are using technology which identifies potholes and send real-time information about their location to public services officials who can carry out the repairs. Transport hubs are able to alert cleaners when a certain number of people have entered the toilets.

Traffic management - Many towns and cities are investing in “smart” motorways and highways by installing WiFi technology which can monitor traffic, provide real-time updates to drivers and ease congestion with variable speed limits.

Less impact on the environment - Becoming a smart town or city is a great way to support the low carbon economy and reduce impact on the environment. WiFi helps to achieve this by minimising wasted resources and encouraging people to use public transport by sharing relevant information when they need it.

Photo/video sharing - Providing free WiFi makes it easy for visitors to share their experience of the city with their friends on social media. The WiFi would easily support video and photo uploads, which are a great way to spread the word to wider social networks. This would work particularly well in conjunction with access posts, which allows you to ask your visitors to post a message to their timeline when they log in.

Sharing relevant information - Towns and cities can use WiFi to share relevant information to residents and visitors. For example, a first time user might receive a personalised offer for a local tourist attraction, whilst regular users could get relevant information about community events and new services.

5 How can towns and cities monetize WiFi?

Connectivity on the go - Being out and about in a city or town doesn't mean you have to be out of touch. By using free WiFi on the move, residents and visitors can catch up with work emails, check their social media accounts or just enjoy browsing. Free WiFi also means that people will not have to rely on using 3G and 4G networks for connectivity, reducing costs associated with data usage.

Sponsorship and advertising - It could be possible to offer sponsorship opportunities to local businesses and other third party advertisers using location based services. For example, a visitor who is within a certain distance of a tourist attraction might be directed to a splash page with advertisements for reduced entry fees. The tourist attraction would pay for the advertising and be able to reach a highly targeted audience.

Wayfinding - On login to the WiFi a user could automatically see a blue dot on a map with 'you are here', a feature that could point visitors to nearby tourist attractions, bars, restaurants and other places of interest. You could even monetize this by offering sponsorship opportunities to local businesses.

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