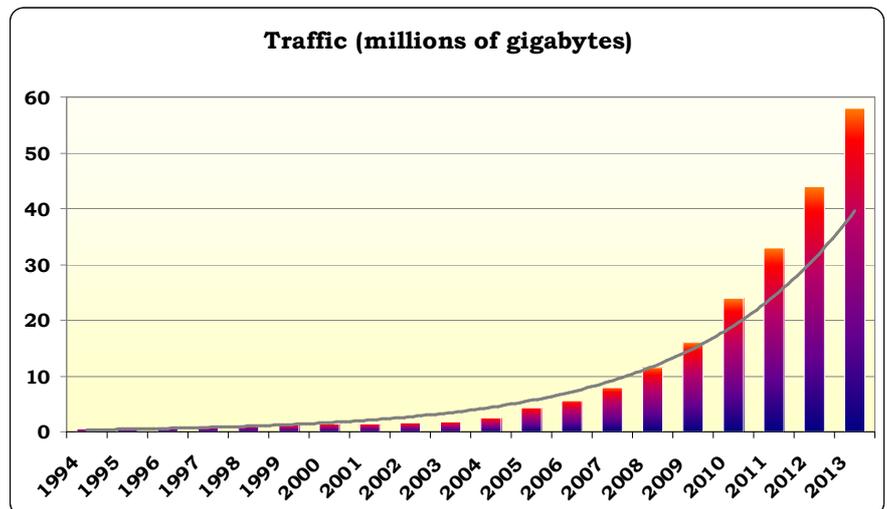# Wi-Fi networks

Are you asked if you have Wi-Fi in your shop?

Yes, certainly you are. The exponential growth of smartphones, tablets and notebooks has caused that most people who enter into a public place wish a good Wi-Fi Service for further web browsing or social networks accessing (Facebook, Twitter, WhatsApp, Youtube, LinkedIn, etc).

Does the Internet Access Demand grow?

Since its beginning in 1994, Internet traffic has been growing exponentially. Very few businesses have experienced a similar growth.

Nowadays, a person stops paying the Internet Access only as a last resort.

Traffic (millions of gigabytes)

Source: ITU (International Telecommunication Union)

Take advantage of this trend and turn it into a business opportunity. Make your Wi-Fi profitable and get more costumers for your shop.

We shall help you to build customers loyalty by offering good range and fast Internet browsing. Let's tell you how to achieve this without any additional complications or any technical previous knowledge.
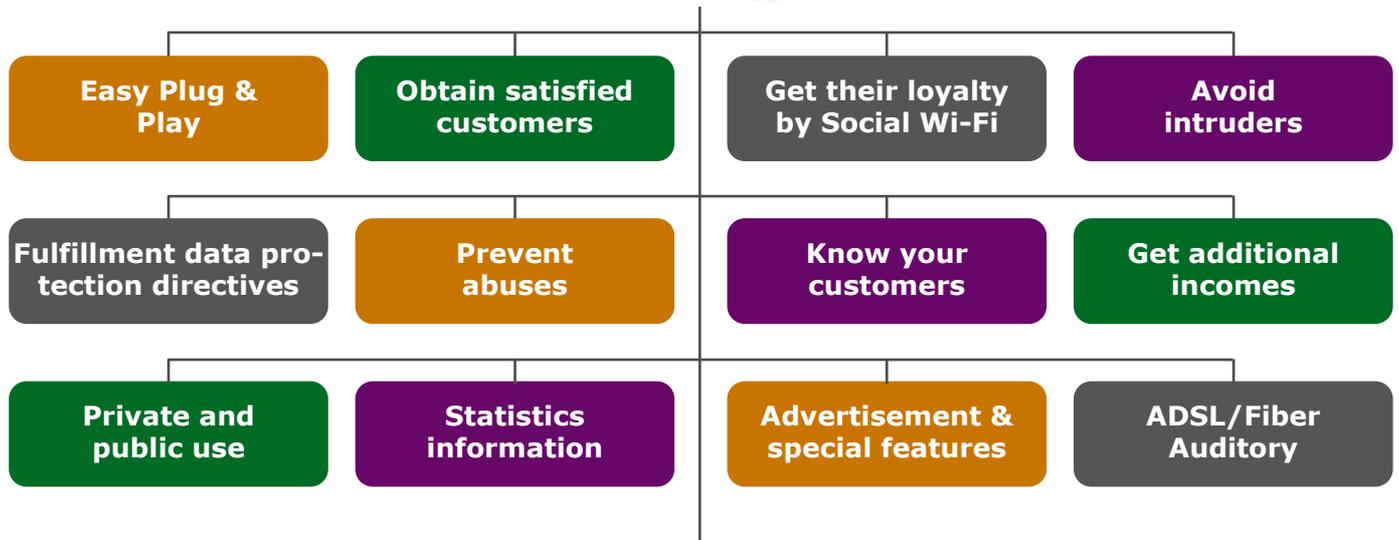
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Install and make your Wi-Fi Network Profitable

Social Wi-Fi Networks SAN-23

12 EN 1 **Twelve advantages in just one modular system**

Easy Plug & Play	**Obtain satisfied customers**	**Get their loyalty by Social Wi-Fi**	**Avoid intruders**
Fulfillment data protection directives	**Prevent abuses**	**Know your customers**	**Get additional incomes**
Private and public use	**Statistics information**	**Advertisement & special features**	**ADSL/Fiber Auditory**

Much more than Social Wi-Fi!

Which is the reaction of restaurant, retails stores and any general shop with service areas to the exponential growth of Internet?

Offering Unlimited Wi-Fi access

The shop gives its Wi-Fi password to any costumers who asks for it.
- Persons close to the shop (for instance, neighbors) take advantage of this free Wi-Fi access without acquiring products and/or consuming services.
- Customers taking up space during several hours with minimum usage or consume.

Result
System's saturation prevents costumers to surf the web at a good speed and/or coverage.

Offering Restricted Wi-Fi Access

The shop has ADSL/Fiber Optic and Wi-Fi Network but gives its password either to few trusted customers or sometimes to nobody, because it doesn't want them to use Internet but just only to acquire products and/or consume services.

Result
Revenues lost because many clients decide to go to other places which offer them Wi-Fi access.

Which is the ideal Solution?

Offering Controlled and Optimized Wi-Fi Access

The Internet access is made by one of the following options:

- Free Wi-Fi 90 Minutes. The client is being granted by the personnel an easy to remember password (4 numeric digits, for instance 2398) which changes weekly. Wi-Fi access is performed through limited time sessions, with a connection period followed by a pause one (in this case, 90 minutes browsing and 15 minutes waiting), and with bandwidth restrictions.
- Paid Wi-Fi 240 Minutes. In the same way, the customer requires from the shop personnel a 4 numeric digits password which changes daily. The connection period is 240 minutes followed by a 10 minutes pause one and there is no bandwidth limitation.
- **Social Wi-Fi**. A customer accesses to Internet without any password but in exchange, gives consent for his/her personal information data and accepts a formal and direct relationship with the shop by means of actions such us "Like", "Share", "Follower", etc. The access is through time limited sessions with bandwidth limitations.
- **Email Wi-Fi**. The client also accesses to Internet without any password by offering his/her personal information data to the shop, which could use them for future promotional campaigns. The access is through time limited sessions with bandwidth restrictions.

Wi-Fi Network SAN-23 Result

More Customers satisfied with your excellent Wi-Fi coverage and speed.

Free Advertising of your products and services by means of social marketing.

Chance of generating **New Incomes** by charging your high quality Wi-Fi Access.

More Customers

More Incomes

How to make your Wi-Fi service SAN-23 profitable

The investment is repaid in few months by a simultaneous effects combination: attracting more customers satisfied with good coverage and fast browsing, avoiding intruders, preventing abuses; obtaining a customer database for future social marketing and/or campaigns, and free advertising of your products, services and news through your own website or social networks walls. If, besides, you choose to charge a very small fee for longer Wi-Fi access without bandwidth restriction, you will not only repay the investment quicker, but you will get additional incomes.

Unique Requirement: must have already ADSL or Fiber Optic in your shop
It is not necessary any previous knowledge to operate the system

Features and Benefits of the Service

- The **San-23 Solution is modular, universal and suitable** for pubs, restaurants, hairdressers, beauty salon, convenience stores, bistros, buffets, petrol stations, libraries, shops, medical clinics, ball parks, play centres, kiosks, car washes, automobile repair shops, retail stores, dental clinics, fitness centres, car dealers, tyre changing shops, seminars or further education and any general service area with or without waiting room.

- Five Wi-Fi network authentication modes: a) privileged for owners, managers and/or employees; b) free sessions; c) paid sessions; d) **Social Wi-Fi**; e) **Email Wi-Fi**.

- **Social Marketing**. Periodic and automatic advertisement of your products and/or services while the client has any web browser opened. Besides, for all those customers registered by Social Wi-Fi or Email Wi-Fi, you will have a database for making by your own global promotions, frequent customers rewards, satisfaction pools, etc.

- Excellent coverage by making a good design and by using 802.11 n devices.

- Fast web browsing by avoiding network saturation by people which access freely to the service just because of its shop proximity.

- Abuse prevention by time limited sessions which keep costumers away from spending the whole morning in your store without acquiring products or consuming services.

- Customer's Bandwidth control.

- The system detects and reports power outages or ADSL/Fiber Optic interruptions of your Internet Service Provider (Telekom, Vodafone, Ono, Orange, etc.).

- Periodic Audit of the ADSL/Fiber Optic bandwidth that the Internet Service Provider is supplying.

- Monthly report of how many costumers have been connected, divided in free, paid, Social Wi-Fi, Email Wi-Fi, privileged.

- Quarterly report of how many **different** costumers have been connected.

- Quarterly connections graphic, in order to establish minimum, medium and maximum traffic rates.

- Quarterly connections histogram.

Wi-Fi Networks SAN-23

Your costumer will be satisfied if you provide Wi-Fi Access with Good Coverage and Fast Web Browsing. You will be satisfied if you attract more customers and generate more revenues by efficiently managing the Wi-Fi access of your shop

Please do not worry for technical issues...

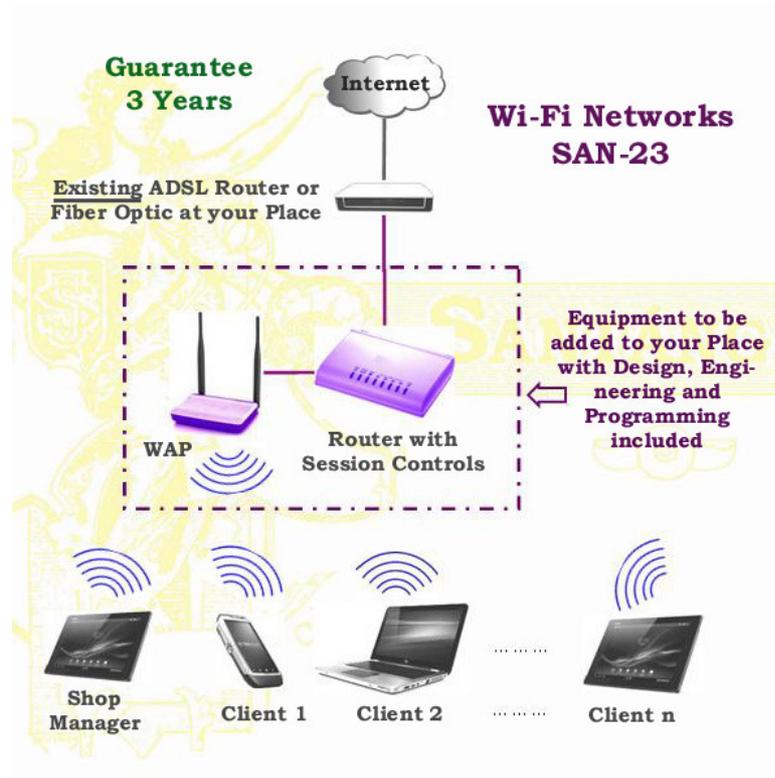**Leave that to us while you focus on your business.**

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Scope of Supply

The shop must have ADSL or Fiber Optic supplied by any Internet Service Provider (Telekom, Vodafone, Ono, Orange, etc.)

Inside the box it is shown our scope of supply:

- A router which allows opening and closing Internet sessions and controlling the bandwidth.
- A wireless access point (WAP).
- System design, engineering and programming included.

In case of finding thick walls or reinforced doors or the place is too big, WAP repeaters are added. (not shown in the figure)

Supply Conditions

- The place must have ADSL or Fiber Optic service already working of any Internet Service Provider (Telekom, Vodafone, Ono, Orange, etc.)
- Neither the shop manager nor the employees will have additional work
- System does not require human intervention since the **SAN-23 Solution** is fully automatic.
- Devices are delivered already programmed, ready to plug and play in less than 2 minutes assisted by simple instructions.
- Weekly, the system automatically sends to the shop owner, manager and/or the personnel an email with a simple easy to remember password (4 numeric digits, for instance 2398), which will be the one the costumer should use to login and surf the web or use any social network (Facebook, Twitter, Google+, WhatsApp, Youtube, etc.).
- If paid service is contracted (customers should paid a small fee for Internet access), the system sends a daily password, different from the weekly one, also easy to remember (4 numeric digits, for example 1456)
- It is also delivered a pressed document with all the passwords for the first year.
- For the shop owner, manager and eventual its personnel, there is a **privilege username** without time limit, with fixed password and without bandwidth control.

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Wi-Fi FAQs

What is Wi-Fi?

It is an Internet wireless connection method. Every smartphone, tablet and laptop has a portable Wi-Fi module.

Do I need to have ADSL or Fiber Optic on my place to offer Wi-Fi access?

Yes, you must have ADSL or Fiber Optic from any (ISP) Internet Service Provider (Telekom, Vodafone, Ono, Orange, etc.)

When the ISP installs the ADSL/Fiber Optic Service, do they offer me a Wi-Fi router?

Normally every Internet Service Provider (ISP) delivers a free of charge Wi-Fi router when the ADSL/Fiber Optic service is hired. This device generates a wireless network in your place.

With this Wi-Fi router, can I offer internet to my costumers?

Yes, indeed. Once you have the Wi-Fi router, you will be able to offer **Unlimited** (you give the password to anyone who asks for) **or Restricted Wi-Fi Access** (you give it only to certain customers).

So if I'm already offering Wi-Fi to my costumers, why should I change?

Once a costumer is granted a username and password from your network, this information is stored in the costumer's device. Therefore every time this person is in your shop proximity (for instance, a neighbour) he/she will be able to use your Wi-Fi Service for free without acquiring or consuming anything, severally damaging the costumers located in your place. Besides, you won't be able to limit the connection time of anyone. Finally, you would not be able to restrict the bandwidth. The Wi-Fi service could be free and unlimited but neither quick nor efficient.

What solution offers Santangelo?

We supply the **SAN-23 Technology with Controlled and Optimized Wi-Fi Access** which allows opening and closing time limited Internet sessions and controls the bandwidth. We offer a technology which ensures good coverage in every place of your shop. Besides, our system sends periodically adds from your website or Facebook/Twitter wall to every customer with any browser open and permits **Social Wi-Fi** features, that is, your clients access to Internet in exchange of his/her personal data without the risk of infringement of the European Parliament Directive 2002/58/EC related with personal data protection.

Will this service increase the costumers that come to my place?

Yes, for several reasons: 1) Avoiding non authorized people accessing your Internet service you will have a better bandwidth for your costumers allowing them to surf the web faster and better; 2) A 90 minutes session followed by a 15 minutes wait period prevent the costumer to stay at your place longer than a reasonable time; 3) The optimum design and the technology used ensures good coverage; 4) The costumer shall receive periodically and automatically adds of your products or services while using any web browser; 5) The **Social Wi-Fi** features will bring you the adequate tools for further direct marketing through the social networks; 6) You will be able to get the customer personal data for future promotions; 7) You can obtain new incomes of the Wi-Fi paid service, by which customers get longer time sessions and unrestricted bandwidth. It will be entirely up to you how much these clients should pay for this option.

SANTANGELO

How do I make my investment profitable?

The combined effect of a good coverage, fast browsing, limited time sessions, advertising, Social Wi-Fi, Email Wi-Fi, direct marketing, customer database for future promotions and eventual pay per use will allow you to make your Wi-Fi Service Profitable. See the twelve advantages that you get with our system

Should I disable the Wi-Fi network I already have?

It is recommended. Otherwise, it is a must to change your actual password.

Are there any instructions of how to connect the equipment?

Yes, and they are very easy. Please download here the quick installation guide. Nevertheless, if you wish installation assistance, we can perform it for a minimum charge.

Are there any maintenance costs?

The system comprises two components:

- System or operative platform required for providing services. It is acquired **for the first and only time.**
- On-demand modular services. You contract only those ones that you are interested and **they are annually renewed**. There is not obligation to renew the same services during all years.

Most costumers come with portable 3G or 4G devices. Can't they surf with them?

Yes, but every 3G or 4G provider limits the daily traffic and due to this, people prefer to access the Internet through the Wi-Fi network located at your place. Besides, there are lots of areas in which 3G or 4G coverage is deficient or non-existing or the bandwidth is not good enough.

Definitively, your costumers will surf the web faster and better through your Wi-Fi service than using 3G or 4G network.

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