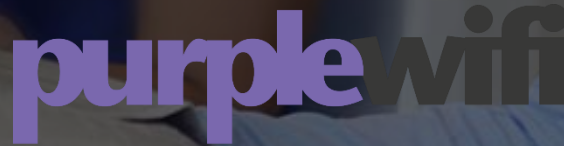

Monetize your WiFi with Cisco Meraki, Purple WiFi & Marera

Track your customers, drive 1:1 communications,
improve customer experience

Menelaos Makrigiannis, Sales Director, **SiEBEN**



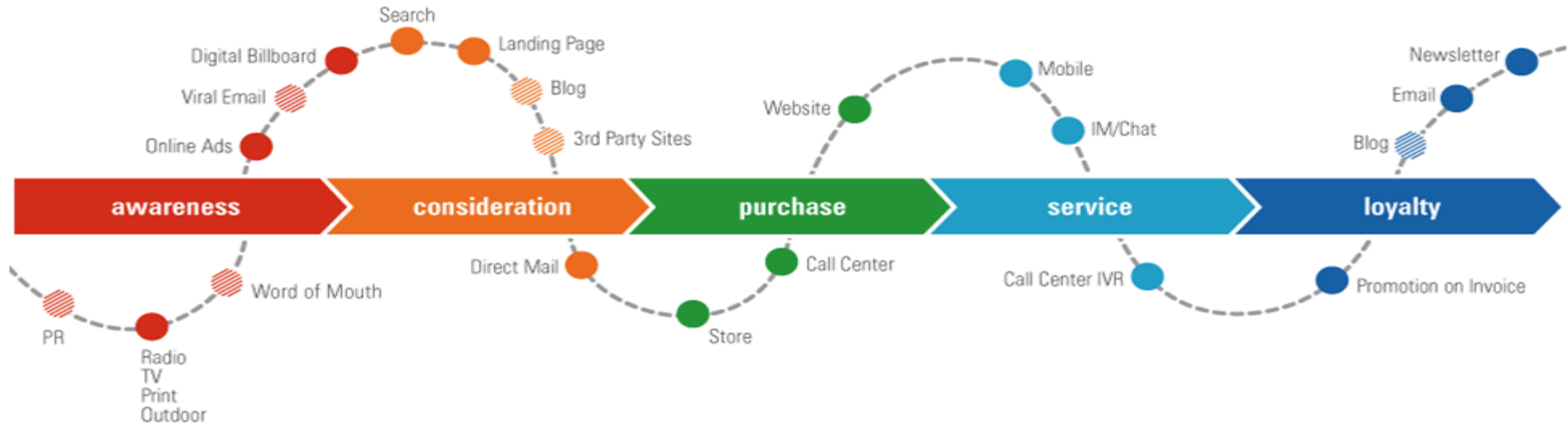
Digital Go-to-Market Experts

SiEBEN can support through the whole process

67%

of customer's journey is digital!

Digital Touchpoints



Physical Touchpoints



Monetize your WiFi with Cisco Meraki

Provide **FREE** WiFi!

More on your bottom line

It's been proven time and time again, people will spend more time and more money in a venue that offers reliable, free WiFi.

78% preferred venues that offered free guest WiFi

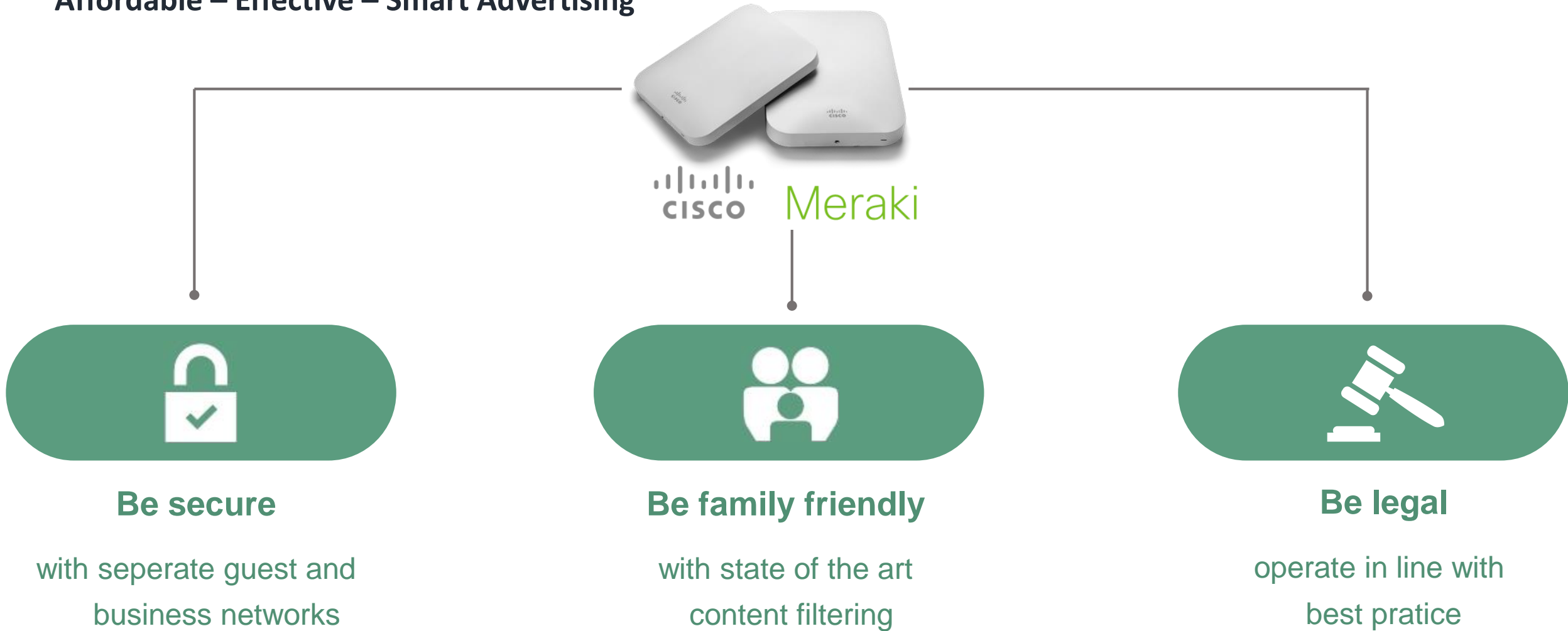
77% would stay longer in a location that provided WiFi

63% said they are more likely to spend additional money there



Monetize your WiFi with Cisco Meraki

Affordable – Effective – Smart Advertising



Monetize your WiFi with Cisco Meraki & Purple

How it works

The user log in process

The splash screen can be completely customised with your branding/messages/etc

- Information about the company/organization/etc
- Social feeds
- Advertising and promotions
- Local information
- Company/State/Local government/etc imagery



Easy log in



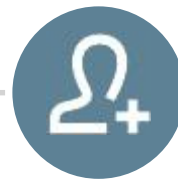
Accept terms



Free WiFi



Deliver information



Socially engaged



Email marketing

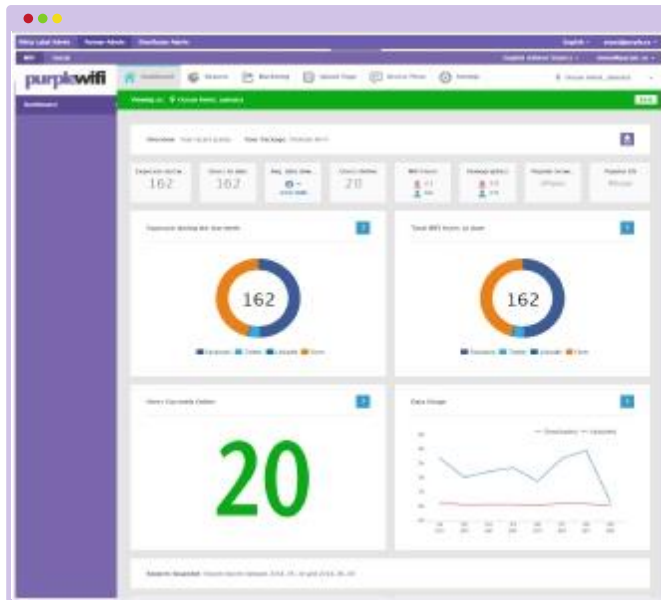


Increase business

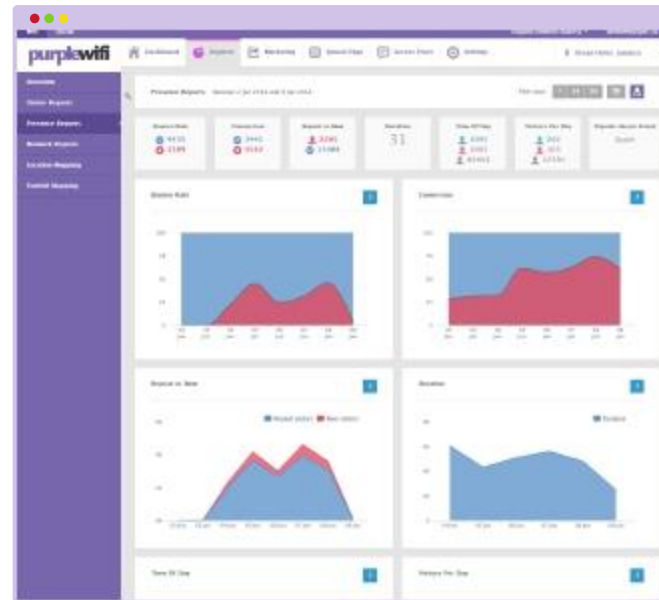
Monetize your WiFi with Cisco Meraki & Purple

Identify and segment your customers, Demographics, Top Customers, Repeated Customers, Time in the store, Zone analytics, Live Customers, Campaigns based on demographics, visits, etc

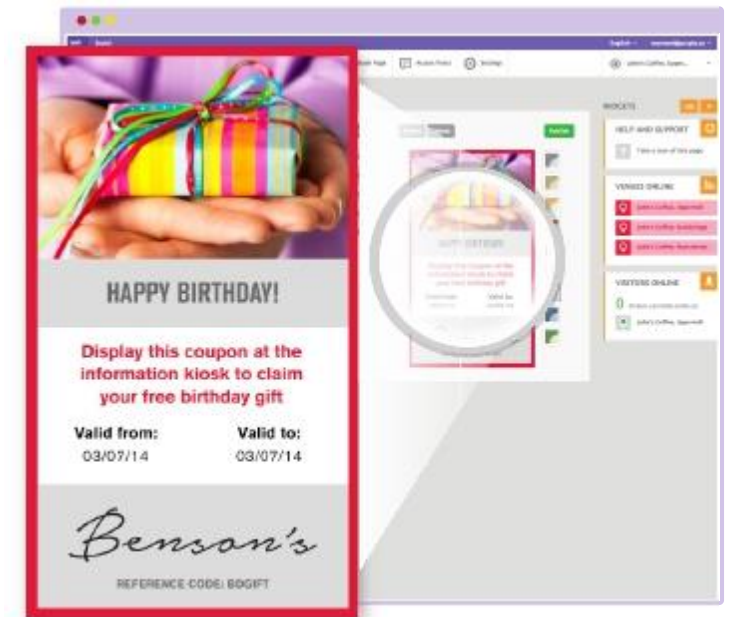
Profile your customers



Visit frequency & behavior

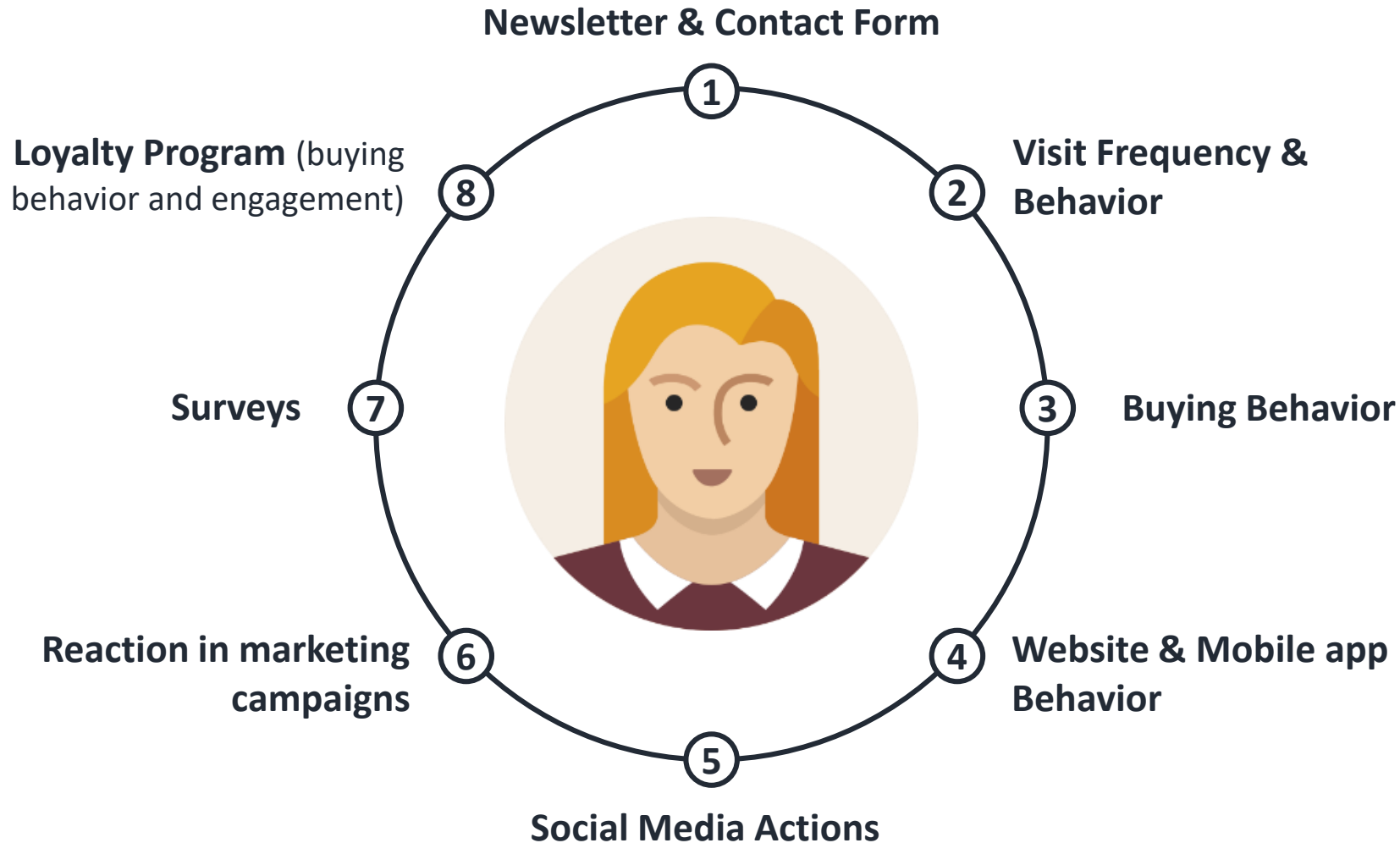


Actionable insights



Monetize your WiFi with Cisco Meraki, Purple & Marera

How it works - 360° Approach



Monetize your WiFi with Cisco Meraki, Purple & Marera

Real - Time Personalized Communication (email, sms, push notification via mobile app)



Welcome

Welcome back! It is your 3rd time in our store. Enjoy An exclusive 10% discount!



Check - in

Share your location in your social media accounts and earn loyalty points.



Sales - Offers

The product you are looking for is on sale. Ask our experts for tips.



Daily News

Check out just released products on the second floor.



Feedback

We hope you have found everything you needed. Don't forget to rate us and leave your feedback.



Retail Store Project


1. Special Daily Offers




Passing by people are getting informed about the FREE wifi access



Enter your email and get the daily special offers!



Customer Data is saved in the Integrated Marketing Management Platform, Marera



Automated email is sent to customers with the daily special offers of the store!



Retail Store Project

2. Contest for frequent visitors



Monetize your WiFi with Cisco Meraki, Purple & Marera

Reasons to choose this integrated solution



Perform all tasks through **one Platform!**



Tailored-made implementations to meet company's needs
Expand Branding through social media, & campaigns



360° Loyalty Program
points according to buying, engagement, visit frequency etc.



Personalized communication through **email, sms, push & fb notification**



Data mining techniques & BI Reports.
Advanced customer segmentation

Monetize your WiFi with Purple & Marera

Identify & Segment your customers – Business Intelligence

Visual Representation

Campaign Reports

- Campaign Effectiveness
- Product Related Campaigns
- Loyalty Related Campaigns
- Fashion Based Campaigns

Loyalty Reports

- Loyalty Members Growth
- Reward Revenue vs Cost
- Rewards Given vs Revenue
- Sales % per Loyalty Segment

BI Reports

- Predictive Analysis
- Cross Sell/ Up Sell
- Reports based on weather/income
- Customized Reports (Cameras, People Counting, POS, etc)

Web Analytics

- Average Stay on site
- Pages visited
- Time Period on each page
- Exit from which page

Summary Statistics

Descriptive Analysis

Presence/Location Reports

- Proximity Reports
- Footprint, Zone Analytics
- Engagement Reports
- Loyalty Reports
- Real-Time Analytics
- Combined Proximity & Social Reports

A step by step Process

STEP 1



Cisco Meraki/CMX

- Free WiFi
- Multiple SSID
- Bandwidth Limitations
- Employee & BYOD policies
- Real-Time Reports
- Presence Analytics

STEP 2



Purple WiFi

- Social Media Login
- Social Media Insights
- Location Analytics
- Trigger Campaigns
- Micro Surveys

STEP 3



Marera

- Multichannel Insights
- Offline Marketing Campaigns
(Email, sms, push & fb notification)
- Lead Scoring
- Loyalty Program
- BI Reports
- Mobile App

Company Overview



2

Shareholdings

InEdu (23%)

Pobuca (15,75%)

4

Software products

Pocketbiz (www.pocketbiz.io)

Marera (www.marera.io)

Pobuca (www.pobu.ca)

InEdu SIS (www.inedu.com)

3



Divisions

Business Software Division

Systems Integration Division

Digital Marketing Division



100

Expert Employees

2000

SiEBEN

FOUNDED



USP

Retail & Consumer Goods

Industries experts

for CRM



7+

Partnerships

Microsoft Gold Certified Partner

Cisco Premier Partner

HP Gold Partner

EMC Affiliate Partner

IBM Silver Partner

SAP Partner Enterprise Mobility

Member of GRECA



11+

Awards

Microsoft Country Partner 2011, 2016

Microsoft Mobility Partner 2012 | snooz.me

IT Excellence Award 2013 | Frigoglass

Gold Social Media Award 2014 | Diadermine

App Gold Award 2015 | Schneider

Cyta Mobile Excellence Awards 2015 | KRI KRI

Microsoft Country Partner 2016

Cyta Mobile Excellence Awards 2016 | NN

Cisco Marketing Innovation Partner of the Year 2016

Sales Excellence Award 2017 | MARS Hellas



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