

# Extreme Wireless + Purple

## Improving Guest Wi-Fi Experiences with Actionable User Analytics

Purple is an intelligent spaces company that provides businesses with actionable insights and marketing tools for the real world. Utilizing Wi-Fi technology, Purple offers a unique platform that supports businesses in various sectors, including retail, hospitality, and healthcare, to understand and engage with customers in physical spaces.

Many industry customers, like retail, healthcare, and hospitality, are hungry to provide better guest experiences to drive more customer loyalty and improve retention. Customers' ability to leverage their own wireless infrastructure with a customer insights solution can provide even more actionable insights which can simplify guest network onboarding, comply with data privacy regulations and increase revenue per customer.

Using Extreme Networks' cloud-managed access points combined with Purple's cloud-based Wi-Fi analytics, businesses can collect real-time accurate data to provide powerful customer insights. These analytics enable organizations to build detailed visitor profiles and understand customer behavior from their log-in to personalized experiences including promotions, personalized messages, and micro surveys to encourage repeat visits and increase revenue per customer.

### Simplifying Guest Wi-Fi Onboarding and Engagement



#### Really Get to Know Your Visitors

When visitors connect to Extreme Networks Wi-Fi, Purple's captive portal captures key contact and demographic information from them, to enrich your CRM database and enable you to understand how people are interacting with your venue.

#### Reach Customers at the Right Place, at the Right Time

Engage with your visitors on every step of their visit. From your fully branded splash pages to your post-visit personalized communication, you can reach your customers at the right place, at the right time.

#### Increase Visitor Loyalty with Personalized Messages

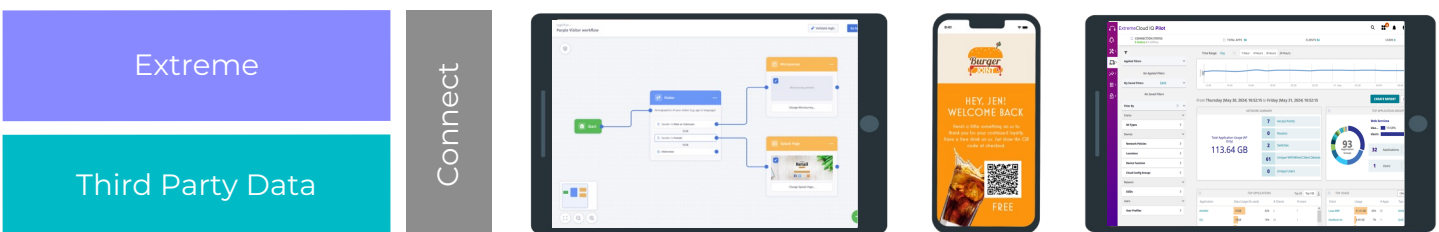
Keep your visitors engaged even when they've left your venue. Follow up their visits with personalized emails or messages, as well as showing them promotions or offers you know they'll love, to keep them returning to your venue.

#### Find Out Exactly What Your Visitors Think, Quickly and Easily

Getting feedback from customers can be costly and slow. Using Purple's micro surveys, you can gather feedback from all your visitors quickly and easily, as they're logged on to the Extreme Networks Wi-Fi.

### End-to-End User Behavior: Extreme Wireless + Purple

With Extreme wireless solutions and Purple, customers can get a holistic view of user behavior across the entire venue. Using key network data, Purple's 'logic flow' capability can automate tailored engagement, while the user is in the venue. This ensures that their purchasing behavior can be influenced, when it matters most.



# Customer Case Study

## Driving Business Benefit

NASCAR wanted to understand their fan behavior better, to create a spectacular stadium experience. By capturing thousands of digital profiles, it enabled them to provide a more personalized experience, leading to increased marketing conversion and revenue.



## Extreme Networks – Universal Wireless Portfolio



AP3000/X



AP4000



AP5020



AP5010



AP5050U/D

Extreme's Universal Wireless portfolio provides a unique solution that helps streamline operations and reduce risk:



### Universal

Extreme's universal wireless portfolio is first to market with enterprise-grade Wi-Fi 6E both indoor and outdoor. It is unique in the industry in letting you select the OS (and use case) – all via software. This avoids technology lock-in with the ability to re-deploy the same hardware for new use cases.



### Cloud Management Your Way

Universal wireless supports on-premises, cloud, or hybrid management options for oversight and visibility. Cloud management is also unified and can manage wired, wireless and even SD-WAN devices all via a single pane of glass. This gives user choice in the timing of their full migration to cloud management.



### Automated and Secure

All universal wireless access points come with the ability to leverage Explainable ML powered troubleshooting to enable a more proactive IT Operations team. This enables a world-class experience and when combining with security, location services, and IoT security, Extreme Wireless is able to provide all the necessary components for a modern and connected experience that offers true business value. In addition, security is integrated into the design of our wireless networks with UZTNA, wireless security, and more

Learn More: [Extreme Alliance Technology Partners](#) | [Extreme Wireless Solutions](#) | [Purple](#)



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