



select • connect • protect

S2S MANAGED WIFI SERVICE

WiFi is not a luxury – it’s a necessity! Due to the ubiquity of mobile devices and the demand for “always being connected,” this is not only important to your guests, but also enhances your brand. s2s offers its customers a turnkey Managed WiFi Service which includes configuration, deployment and management of firewall and wireless access point devices, as well as proactive monitoring and management of the underlying Internet connectivity.

KEY FEATURES

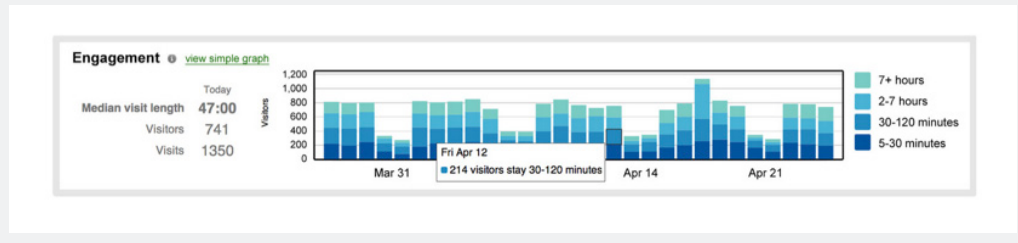
FACEBOOK WIFI

Instead of entering a network key, guests connect to WiFi by simply checking-in on Facebook, using your organization’s Facebook Page as a splash page. This in turn helps build brand loyalty by showing their friends they’ve visited your location, in essence promoting your business or organization by virtual word-of-mouth. It also gives customers an opportunity to post a comment regarding their experience to their News Feed.



PRESENCE/RETAIL ANALYTICS

Presence Analytics is a built-in feature of the access point, revealing the number of passersby vs visitors, length of stay and repeat visitors. Organizations can use this data to compare visitor trends over time, between different locations or after launching specific ad campaigns. This allows business owners to quantify the effect of marketing campaigns on visitor engagement time or new and repeat visit frequency.



CASE STUDY

VERDE SALON

Premiere Hair and Beauty Salon • Collingswood, NJ
WiFi to Enhance Both Customer Experience and Salon Brand

Verde Salon owner and stylist Kevin Gatto prioritizes customer satisfaction over all else, not only where hair is concerned, but also as far as overall experience while visiting the salon. From the salon services offered, to the products available for purchase, to a conscience for “being green,” Kevin is adamant about extending the best possible options to his customers. Like most small business owners, Kevin’s old network consisted of an ISP modem and a consumer grade wireless router. This setup provided rudimentary security and WiFi, but Kevin was seeking enhanced security, a more user-friendly sign-on and retail analytics that would benefit the customers and also the business. He found that in the s2s Managed WiFi service!

- #### APPLIANCE HIGHLIGHTS
- Layer 7 “next generation” firewall
 - High Capacity 802.11ac radio – “fastest wireless access point in the world”
 - Air Marshall, wireless intrusion prevention
 - Full-featured MDM included with license



When the s2s team first approached me about installing a new Meraki WiFi system in my salon, I hesitated. We already had WiFi and it worked ok. But “ok” is not what drives business growth...Utilizing Meraki’s Facebook check-in activation of the WiFi has helped me market my salon in the increasingly important social media marketplace. Clients have already commented on the increased speed of the new WiFi, and through s2s’s management of our broadband, at a manageable cost to us, I no longer have to worry about our Cloud-based appointment book slowing down or becoming unresponsive. Overall, I am glad I made the switch and love working with the entire s2s team.

-Kevin Gatto, Salon Owner & Stylist



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