



## Most advanced hotspot solution for Accounting, Billing, Advertising, Surveys and Content Injection



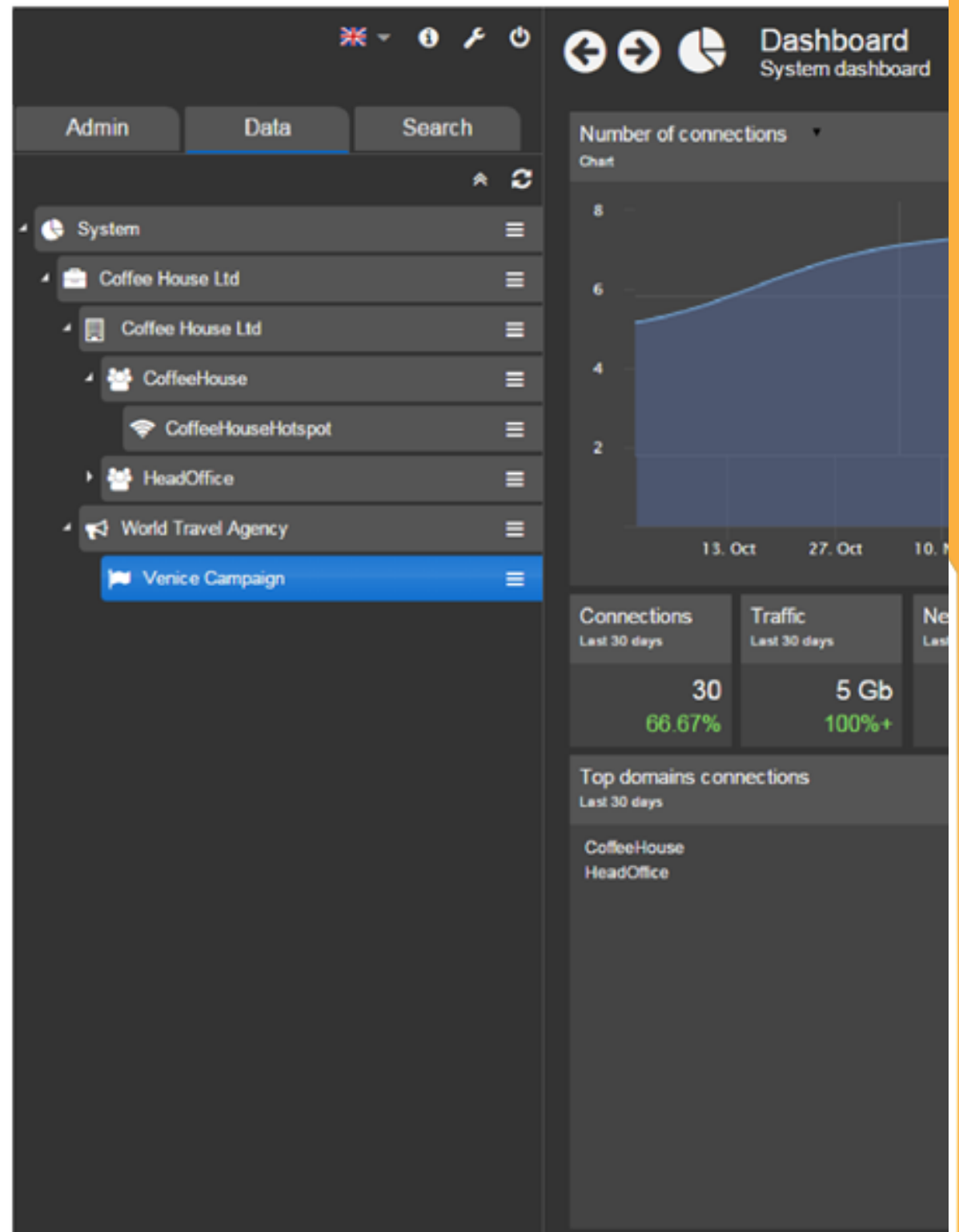
CONNECTIVITY

CLOUD

SECURITY

# All in-one-appliance, complete and Unique

- A revolutionary solution to manage, control authentications and administrate your hotspot and networks.
- This system transforms and improves the traditional performances of the hotspot services into a dynamic and interactive connection.
- The right solution for all Wi-Fi requirements and necessities.



# Ubora Target

- Our Software is an all-in-one appliance, developed with the purpose to improve the business activity of **Internet Service Providers** and **System Integrators** who want to give a high value solution to their customers.



## Travel

Resorts,  
Hotels  
B&B, Guest  
houses  
Camping sites  
Beach  
properties  
Travel  
agencies

## Transportation

Airports  
Train or metro  
stations  
Tourist ports  
Cruise lines

## Shopping

Supermarkets  
Shopping  
Malls  
Retail  
groceries  
Markets

## Gastronomy

Restaurants  
Cafes  
Bars  
Clubs  
Cafeterias

## Public services

Museums  
Schools  
Universities  
Public areas  
Hospitals  
Municipalities  
Public internet  
points  
Wi-Fi areas

## Events

Music  
concerts  
Sport events  
Film festivals  
Fairs

# A Solution ISP

- FREE from monthly fee, you become the owner
- Easy to set up
- Create your own Cloud Service
- No limit of users/visitors or concurrent users
- It manages hotspot and PPPoE requests
- Traceability. Logs of user traffic
- Multi-tenant Management: administrator, resellers, managers with their own credentials and permissions
- Design captive portal (Welcome Portal): importing pictures from Flickr, or uploading pictures from saved files, videos from YouTube
- Define the languages. Set the custom languages: 5 default languages + 3 customizable languages
- Product policy: define the kind of service: free, paid, partly free (both traffic and time) or Ad sponsored
- For a group of resorts, the manager can use the domain to let the visitor have the same policies and login credentials
- Design your custom cards and vouchers and print them or export the file in CSV to be sent to a printing work
- Collect data of the users and export them: to make marketing and advertising (decide which data to require)
- Decide the number of connections at the same time and decide the extra connection fee policy
- Modulation of the bandwidth: max/min and eventually modulated based on traffic to avoid that excessive bandwidth to a user, affects the experience of other users
- Statistics and data: grouped by reseller/manager/gateway



# Benefits for the Guests

- **Responsive:** Identifies the interface resolution, recognizing if the visitor is connected from a mobile or desktop device/laptop. It adapts the graphical interface
- Possibility to login using the user's **language**
- **Captive portal** (Welcome Portal) invites and involves guests. **Promotions and events.** (Templates: import pictures from Flickr, or upload pictures from saved files, videos from YouTube)
- **Apps** with weather forecast or places of interest (map based on GPS coordinates of the gateway). 4 default Apps already inside the Welcome Portal
- e.g. Museum of Athens added an App to buy tickets on line (before or after registering) or Tropicana Club is advertising the happy hour time
- **Easy & quick way to login** thanks to Social login (Facebook, Twitter, Google+, LinkedIn, Instagram) and to share the experience using "I like" or "I follow"
- Quick registration entering the fields required by the manager or using custom cards
- Registration by sending an SMS and receiving SMS with credentials
- Possibility to recognize the user. If the option "Automatic login for mac address" has been activated in the domain, credentials are required only the first time
- In case of paid internet service. Easy method of payment: credit card using a secure method: PayPal/Mollie/Authorize.net/eWay/Payment Express or vouchers customised and printed by the manager
- Allow more than 1 connection at the same time for the same user

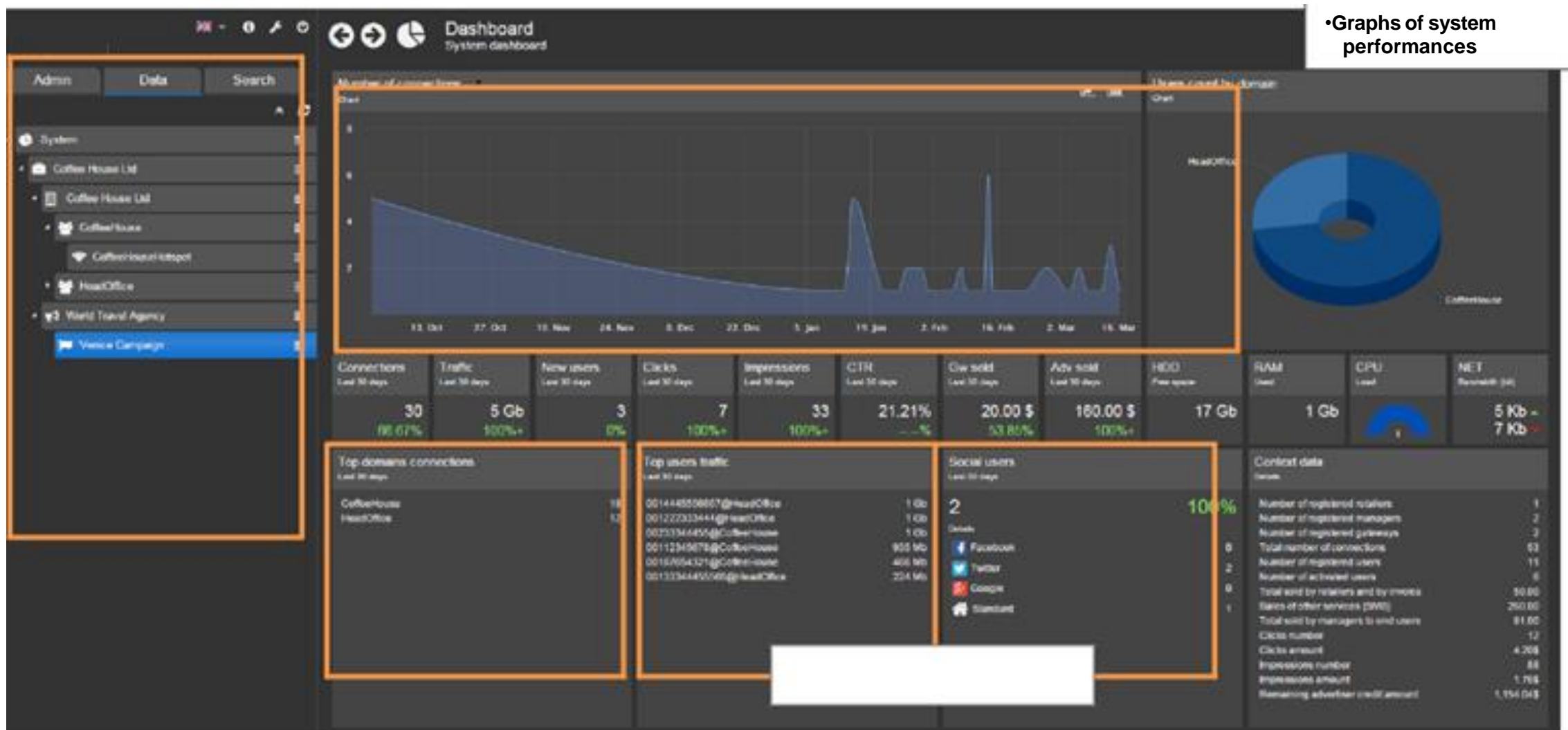
# Discover the main features



# Functionalities of the System

Ubora Hotspot is an adaptive solution with a basket of unlimited capabilities, to satisfy all hotspot needs. The web access interface is clear and allows to monitor in real time all the data related to the services offered and to the subordinate subjects. Each subject has a separate and reserved area.

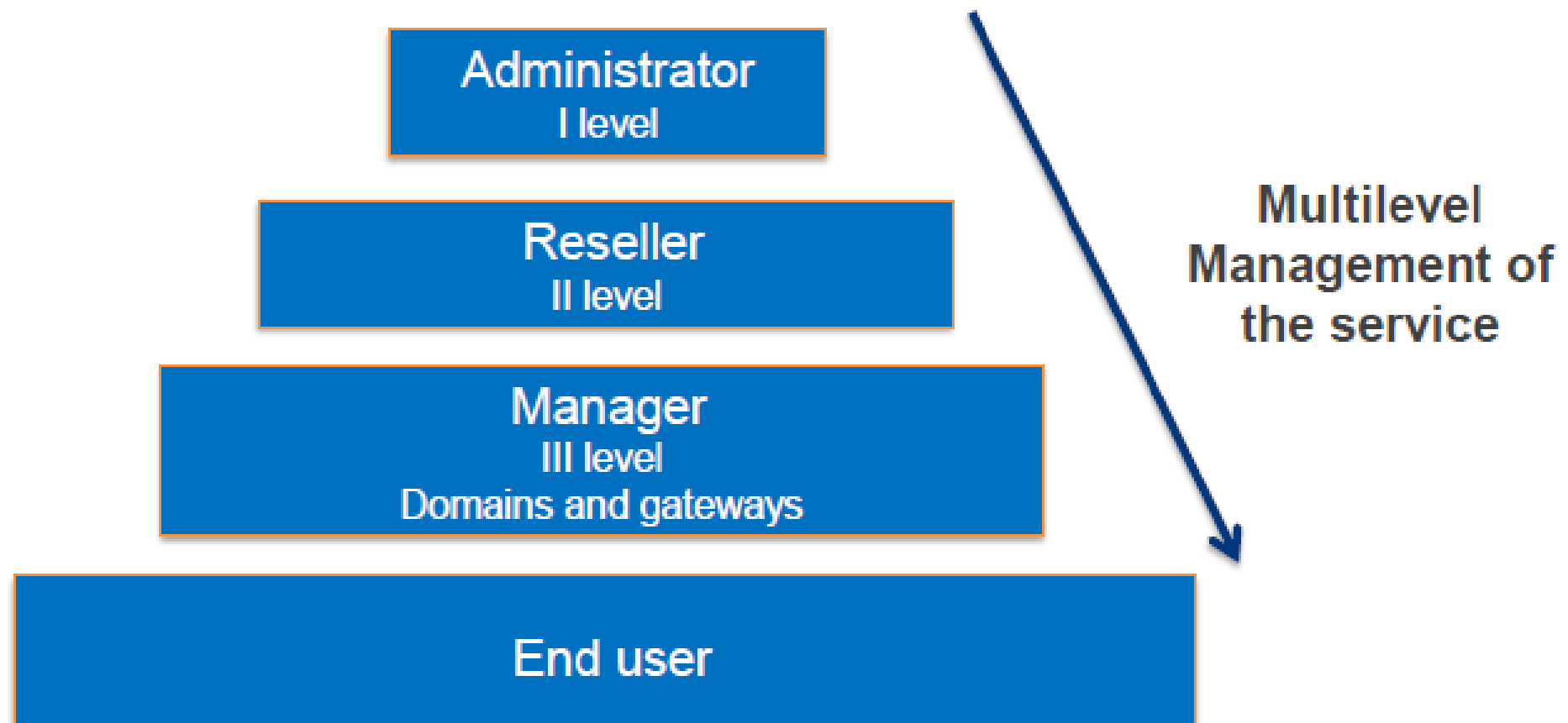
Sidebar, easy and intuitive, to access to all options



•Graphs of system performances

# Multilevel Collaboration

An efficient hotspot service requires a dynamic organization that Ubora offers thanks to a shared and multilevel system. The administrator can create and manage a network of partnerships with other entities who can offer hotspot/PPPoE services following a pyramid structure.

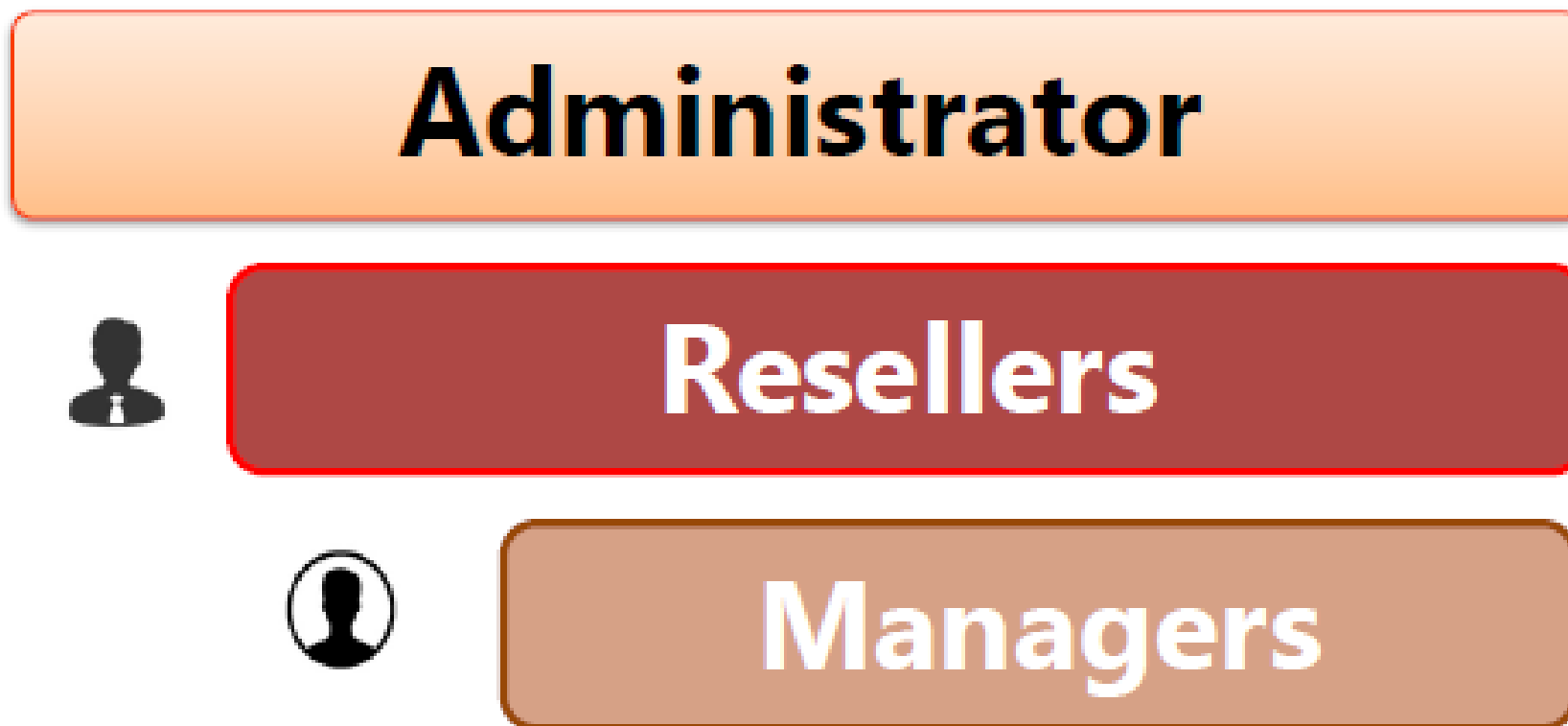




## New business opportunities

New opportunities to provide Cloud services to resellers or other Internet Service providers who need to be free from infrastructures or cannot make investments and want to be independent in managing their service.

**Autonomy in Management** for: Resellers and Managers



## Multi-tenancy and data isolation: Ubora does both!

Ubora system allows designating several roles and permission that serve different functions and **you decide** which are **the privileges that you grant to each single user**.

Access to the multi-tenant environment is **strictly controlled** and **within permission policies**.

Tenant gets admittance to only his data.

**System Users**  
Add or edit a system user that has administrator rights

**General Data**

Username	demoadmin	Username for the login. It is recommended to enter your
Last and First name	User for customer access	Last and first name of the user
Phone		Landline phone number
Mobile Phone		Mobile Phone
Contact Type	Technician	Type of contact
Email Address		Email address of the user

**User Permissions**

System Users	Read	Write	Delete	Add	Admin	It defines permissions for the management of the system
General Options	Read	Write	Delete	Add	Admin	It defines permissions for the general options
Updates	Read	Write	Delete	Add	Admin	It defines permissions for the updates
System Settings	Read	Write	Delete	Add	Admin	It defines permissions for the system settings. Admin er
Resellers	Read	Write	Delete	Add	Admin	It defines permissions for the resellers
Managers	Read	Write	Delete	Add	Admin	It defines permissions for the managers
Domains	Read	Write	Delete	Add	Admin	It defines permissions for the domains

## CUSTOMIZE YOUR WELCOME PORTAL

Thanks to templates, tools available in the system, you can create and manage models of your welcome Portal: the range of information, images and apps that will be displayed by the end user.

Customization starts from:

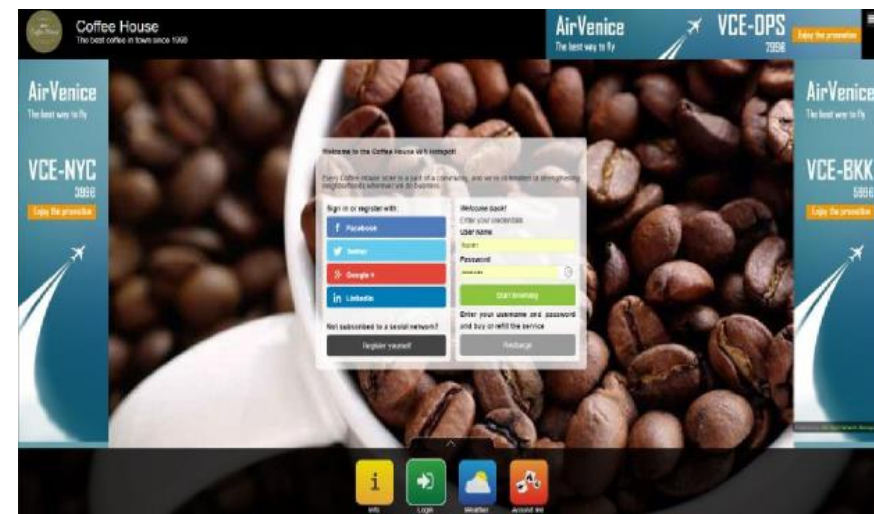
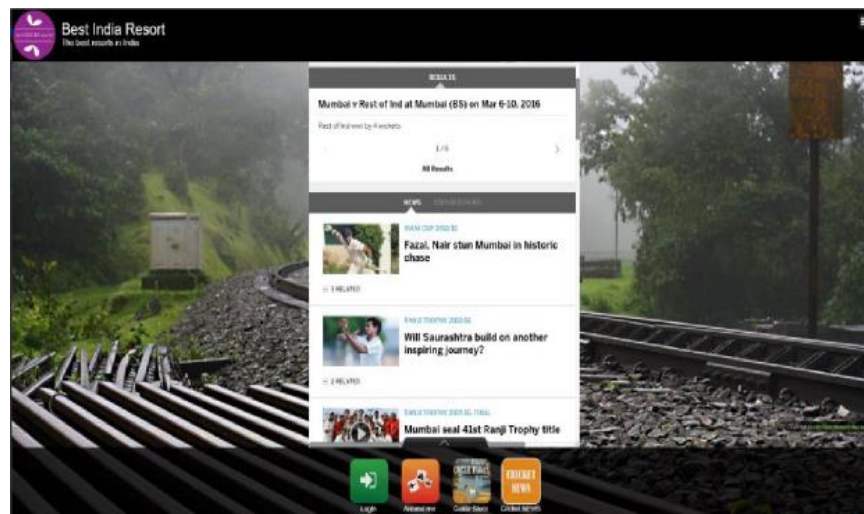
- Background settings
- Welcome message
- Informative texts
- Notifications
- Help
- Etc.



# Results for Users



# Results for Users



## How you can increase the potentiality of the hotspot





- The hotspot is enriched with contents with the purpose of monetizing the Wi-Fi and becoming a platform for the creation and the management of advertising campaigns.
- An excellent opportunity of compelling returns to the subjects of the system and the birth of new collaborative figures to manage the advertising plans.
- What are the benefits?
  - Growth of proximity marketing, visibility, Monetization, resources for all the subjects involved in the system
  - Collaboration with realities that want to promote products related to the hotspot Incentives for free hotspot proposals



## •The module offers:

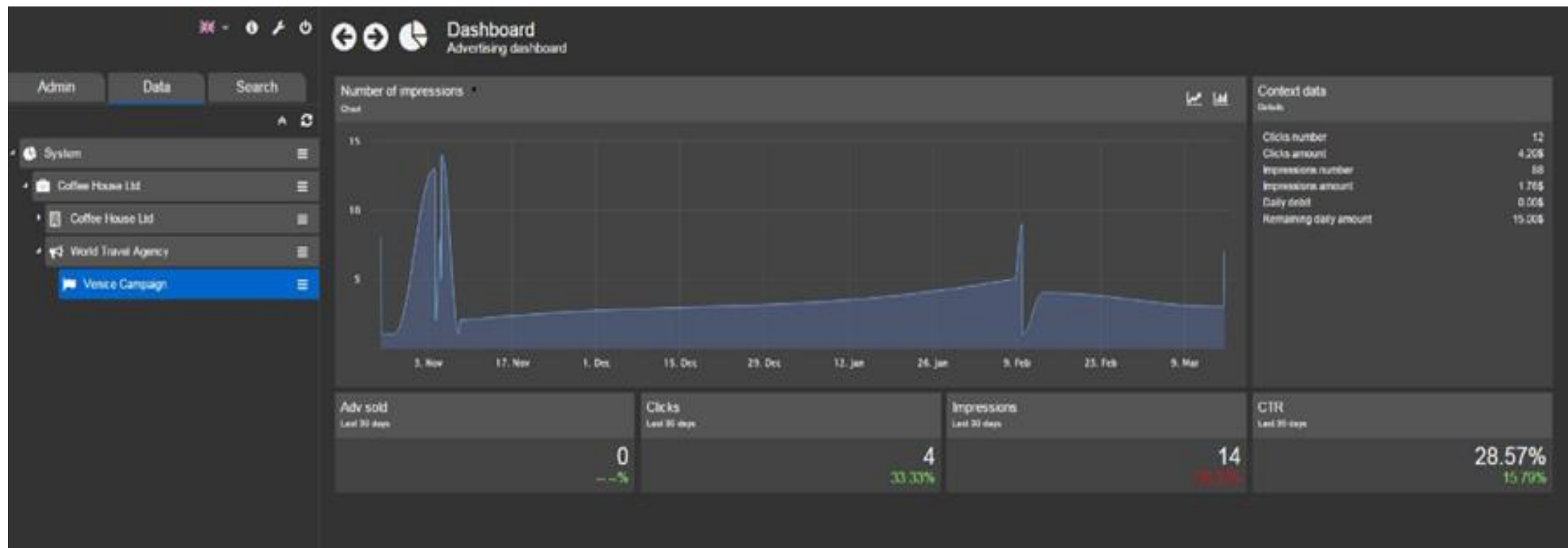
- Complete definition of the Ad campaign
  - content, frequency and type of domain and gateway
  - budget to invest
  - geo marketing
  - proximity marketing
- Customized management of the WP area
  - Welcome Portal intro
  - central user page with banner on the top, at right or left side
- Responsive Ad campaigns to all the devices

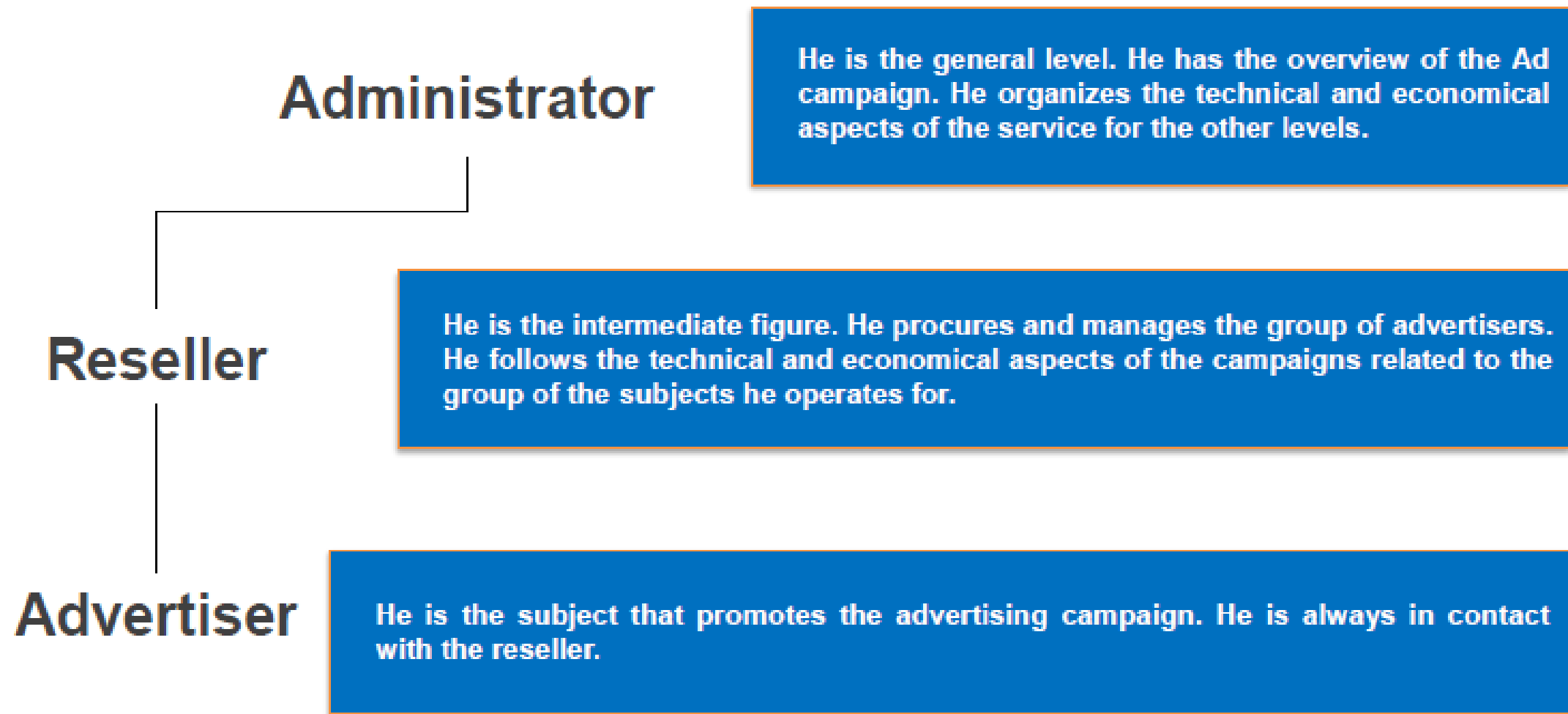


## Create your multilevel collaboration

The figures are coded according to the role played in the management of the

- hotspot service and of the advertising campaigns.
- Retailers can have a parallel, shared or distinct profile.
- In addition, a new figure appears: **the advertiser.**





Each subject gets the report in real time of the campaign performance through system graphics (clicks, impressions, CTR, the campaign reach at the user, etc.). This allows to evaluate and then calibrate the campaign effectiveness according to the requirements.

# Multiple Benefits

## FOR YOUR BUSINESS

- **Collaborations with ad agencies to promote products, deals through the hotspot service.**
- **Gain visibility:** promote and spread your brand via Social media by enabling visitors to log in using Social accounts. Involve and engage your customers, inviting them to click “Like” or “Follow”. Create a branded Welcome Portal and offer an appealing login experience. Make your customers feel engaged with you.
- **Collect customer data** and create your database to promote opportunities, deals, sales, etc.
- Incentives for **free Ad-sponsored** service and incomes for all the figures involved in the system
- **Complete definition of the Ad campaigns** (content, frequency and type of domain and gateway, budget to invest)
- **Complete control of the Ad campaigns** (clicks, impressions, CTR, etc.)



# Multiple Benefits

## FOR THE ADVERTISER'S BUSINESS

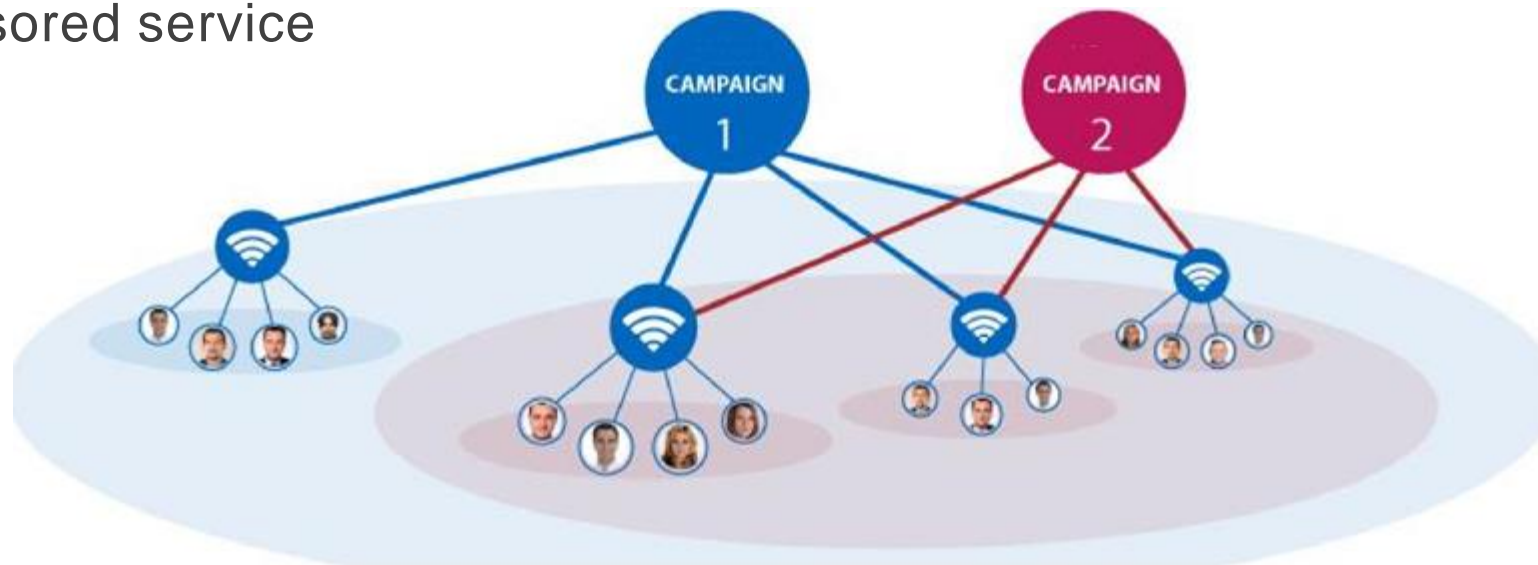
- Promote products and services with ad campaigns through the network service
- Guide customers' purchases creating targeted ad campaigns, organizing proximity marketing

## FOR THE HOTSPOT'S OWNER

- Free Ad-sponsored service to offer to its customers

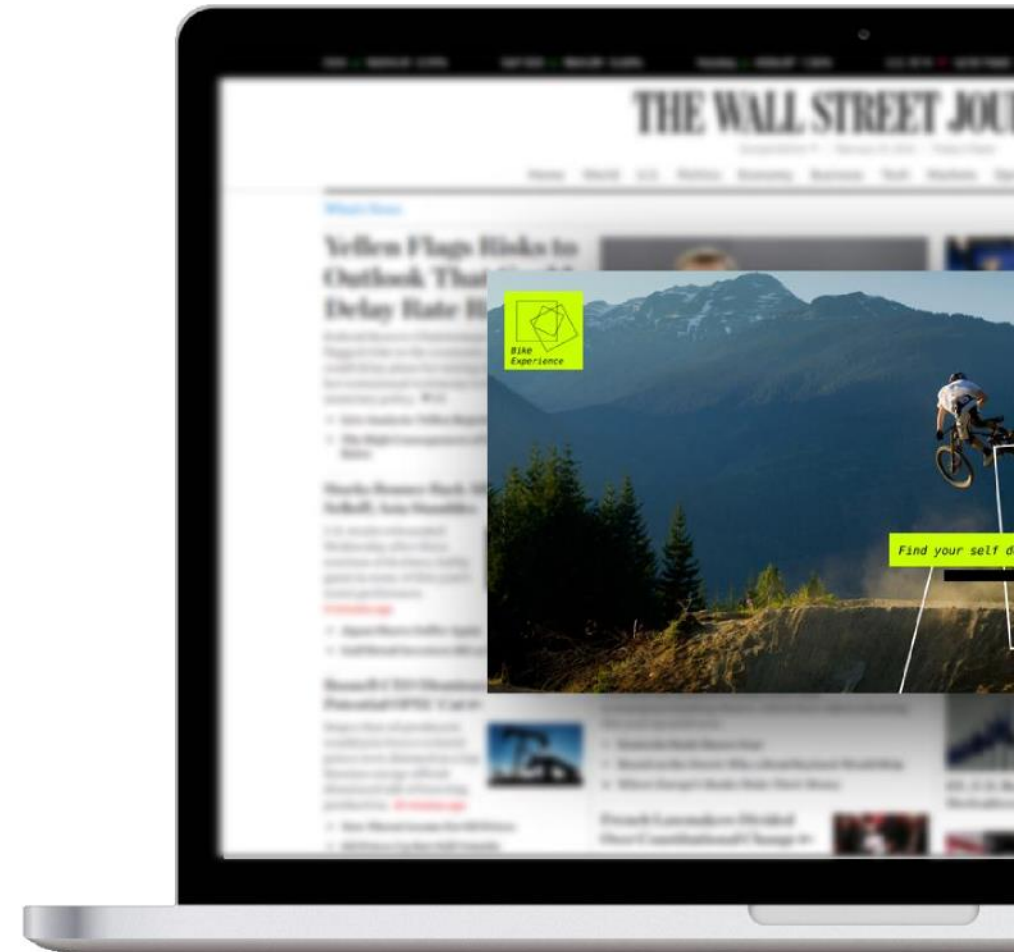
## FOR THE USERS

- Special deals, promotions, booking opportunities, sales, etc. close to the place where the visitor is localized
- Free Ad-sponsored service



## Inject in-browser content in real-time

- With Content Injection technology you can deliver your content to all internet connected devices, be it laptops, tablets or mobile devices, on any browser without requiring any client software.
- Custom content like ads, news, alerts and games can be scheduled to appear on defined scheduled intervals throughout the users' browsing session on every webpage the user is visiting.



High availability means having systems that are designed to ensure the survival of the service facing unexpected events, whether hardware or software type.

Ubora is designed to respond to any negative events that can reasonably happen in order to continue to provide services without blocks for Customers.

**Ensuring high-value services and their continuity** is one of the main missions of the Ubora HotSpot.

## Round Robin Hosts:

- more than one software provide services based on a circular order. In this way the work load is distributed (Load balancing).
- If a host is off or has problems, all requests arrive to other active hosts.
- This opportunity has been present for some time in the Ubora Software but the customer had to use the external DB.

## Data replication:

- allows you to have the same data synchronized in real time across multiple platform. The replication system adopted is Multi Master Circular Replication "where on all the involved hosts, reading and writing can be performed and the data are propagated by each member to the rest of the group.
- If a host is off, or has problems or is switched on again, other hosts reconfigure themselves automatically.
- It is very simple to activate!

# Benefits of Hotspot

Ubora Hotspot is a complete and unique solution. Its characteristics and features represent the best opportunities to make your gateway grow!

- All-in-one solution, an investment without the use of other appliances
- Increase-as-you-grow solution. Possibility to start with the basic level proposal and increase the performance of the product in the near future
- 360 ° management of hotspot networks, from small to more complex and complicated networks
- Multilevel management to create collaborations among the network subjects
- Wide range of functionalities for the access management and control of the traffic
- Welcome Portal, a tool with extra and high value-added contents
- Management and monetization of the hotspot area (Apps and Welcome Portal content, Ad module)



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# Benefits of Hotspot

The screenshot shows a mobile hotspot login interface for "Resort The Beach". The background is a scenic image of a beach resort with palm trees, a swimming pool, and a sunset. The page features a white login form with the following text:

**Welcome to the login form of Manager ABC Ltd!**

Write the user name and password to enter or recharge. If you are not registered, click on "Register" and follow the instructions.  
Have a nice web surfing!  
You can register and/or connect yourself swiftly through your social account.

On the right side of the form, it says: "Welcome back! Free entry! ...free web surfing:" followed by a green "Login" button.

At the bottom of the page, there is a navigation bar with four icons: "Info" (yellow), "Login" (green, highlighted with a white border), "Weather" (blue), and "Around me" (orange).

# Thank you!



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