

Key Features

- Centralized guest management
- Support for customized captive portals with multiple methods of Internet access
- Plug-in based configuration to enabled advanced guest access features
- WiFi Analytics: visitor footfall, loyalty, engagement, conversion, top URL accessed
- Social Login Analytics: Demographics (sex, age, location), public user profile information
- Zone-based analytics
- API for analytics, portal configuration, third party integration
- Splash and landing page templates
- Payment gateway integration

Overview

Guest Manager (GM) is a cloud-hosted service managed by Arista Networks. It enables Arista WiFi customers to provision guest access to the Internet through customized captive portals. GM also enables Arista WiFi customers analyze the various stats and demographic profiles of guest users who access the Wi-Fi network.

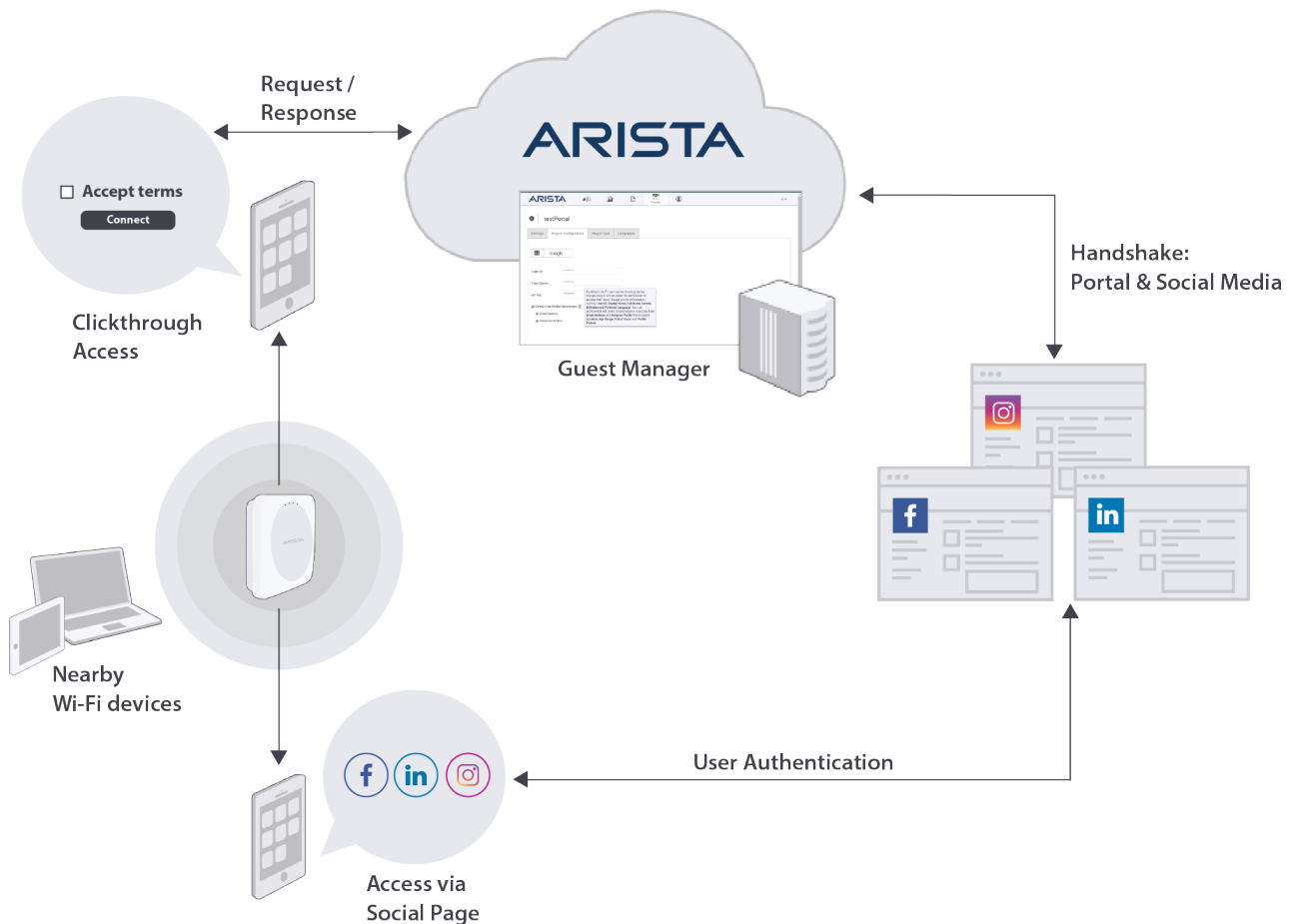
GM integrates with Wireless Manager (WM) to enable captive portal redirection. It also fetches visibility and association information from the WM for guest analytics.

Guest Management

Guest users connecting to the Wi-Fi network can be redirected to a custom captive portal for authentication.

Captive Portals

When guests try to access the Internet through an Arista Access Point (AP) using the Guest SSID, AP redirects the user to the captive portal to request authentication credentials. Upon successful login, AP opens the gate for the user to access the Internet. GM supports several mechanisms to enable guest access.



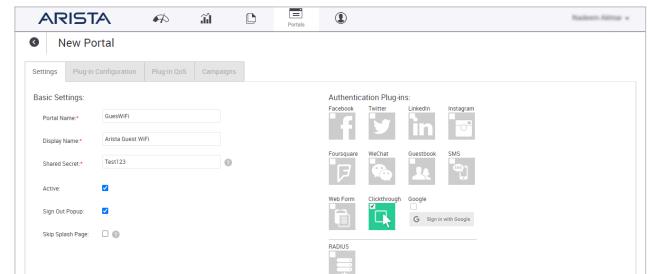
Internet Access Mechanism	Description
Social Media Account	Guest users can access the Internet by using their social media account credentials. The social media plug-ins can be configured on the custom portals.
Private Guestbook	Users can also access Internet by authenticating with an account (i.e. username and password), created in a private guest book. The guest book can also include other user-specific information. A separate Admin role i.e. 'Guestbook Operator' can be created on the GM that only allows creation of Guestbook.
Click-Through and Web Form	A custom portal can be configured for guest access without any authentication using the click-through plug-in. The portal can also be configured to request user information through a Web form before granting access. Certain user information like email, name etc can be made mandatory.
SMS Code (OTP)	A custom portal can be configured such that the guests provide their mobile phone number to obtain a code through SMS, which they can then use to log into the portal and access the Internet.
Self-registration with host Approval	A customer portal can be configured such that users fill a self-registration form which is sent to the Approver, once Approver approves then guest gets the credentials via Email/SMS.

After configuring the portal in Guest Manager, the corresponding Guest SSID profile is created in CV-CUE to update the captive portal and walled garden settings. These settings ensure that the guest is redirected to the captive portal when they connect to the SSID and also enable social media access for user authentication before enabling Internet access.

GM also provides configuration options of such as bandwidth restriction, Login timeout (time after which guest has to login again), Blackout Timeout (Blocking of guest user for specific time frame between two sessions) and Redirect URL.

Plug-ins

The portals can be configured with a combination of plug-ins for authenticating the guests and provide Internet access.



Guest Manager provides the following plug-ins:

Plug-in	Description
Social Media	Allows guests to authenticate with their social media account credentials. Guest Manager supports Facebook, Twitter, LinkedIn, Instagram, Google, and Foursquare.
Guestbook	Used to maintain a list of guest users who can access the Wi-Fi network.
Click-through	Enables a guest to access the Internet without any authentication.
SMS	Enables a guest to obtain Internet access code through SMS on the mobile number provided on the portal page.
Web Form	An enhanced form of click-through, wherein the guest must fill a form on the portal page before obtaining the Internet access.
RADIUS	Enables guests to obtain Internet access after using the username and password configured on the RADIUS server specified in the SSID profile.

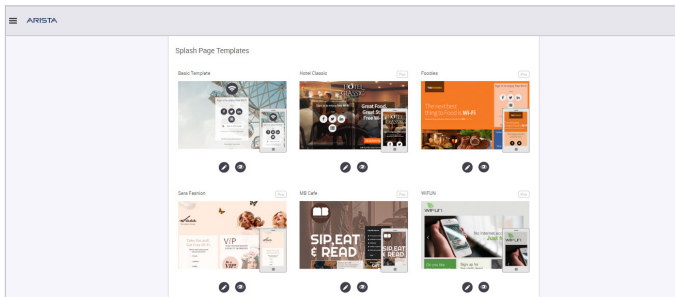
Walled Garden

Guest Manager supports walled garden functionality which is used in conjunction with the captive portal. The captive portal function serves to interact with users when they log into the Wi-Fi network. When a captive portal is enabled on an SSID, a splash page is presented to the users before allowing them Wi-Fi access. The splash page serves as a gatekeeper for allowing Wi-Fi access and facilitates user interactions.

Sometimes it is necessary to bypass the gatekeeping function of the splash page and this bypass function is facilitated by the walled garden. By defining specific destinations inside the walled garden, it is possible to bypass the splash page allowing a user to access those specified destinations directly.

Canvas

Guest Manager includes Canvas, a tool with pre-defined templates to create professionally designed, mobile-responsive splash pages for guest engagement. It can be used to create a campaign, which is a container for guest engagement content such as splash & landing pages and coupons. Once a campaign with a splash page is published, it is available for use in a portal.



Payment Gateway Integration

GM supports authentication using a payment gateway. This is enabled by integrating the captive portal with the Stripe Payment Gateway.

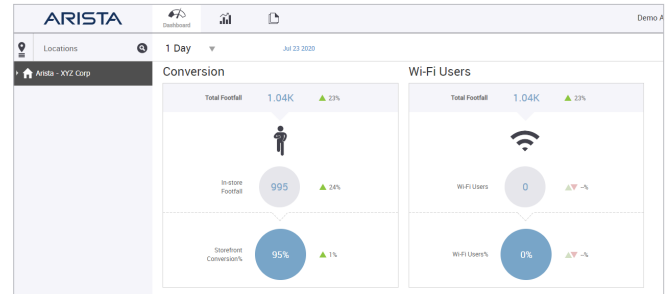
Logs

GM provides the following logs for analyzing the WiFi usage pattern as well as the actions performed on the GM account.

- User Audit Logs
- Guest Wi-Fi Access Logs
- Download SMS Logs
- Payment Logs

Dashboard

The Guest Manager dashboard provides analytical and statistical information related to demographic data about visitors in and around the store, visitors using guest Wi-Fi, demographic data of

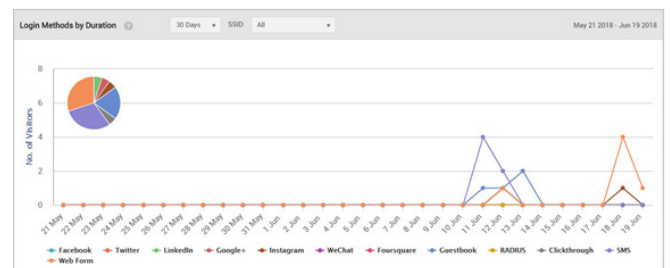


visitors using guest Wi-Fi, store footfall, dwell time and new users versus repeat users.

The gathered data is based on WiFi device MAC addresses collected from Probe Requests, content analytics and application visibility based on WiFi connections, and engagement analytics based on WiFi users who opt in and choose to share their personal information.

Location-Aware Analytics

Guest Manager provides location-aware social, visitor, usage, loyalty, and conversion analytic information through different graphs.

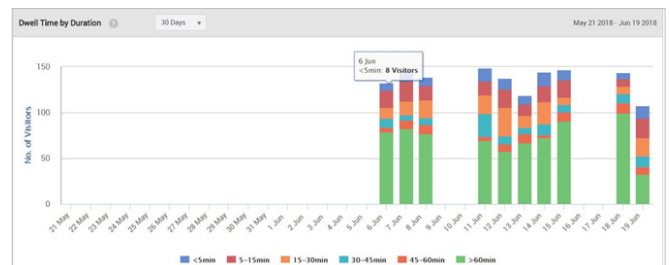


Social Analytics

When the captive portal is configured for login via social media accounts, the Guest Manager helps analyze Wi-Fi usage with numeric and graphical representation of the number, age and gender of guest users based on the social media account used to access the Internet.

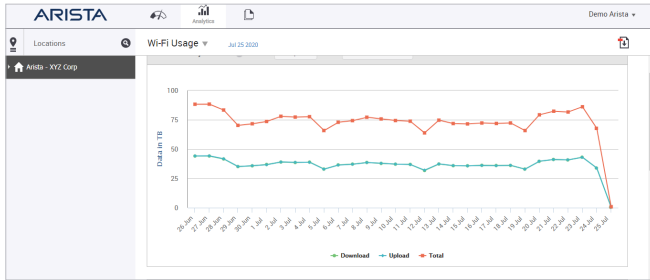
Visitor Analytics

Guest Manager displays graphs representing the visitor count and well time by days and locations.



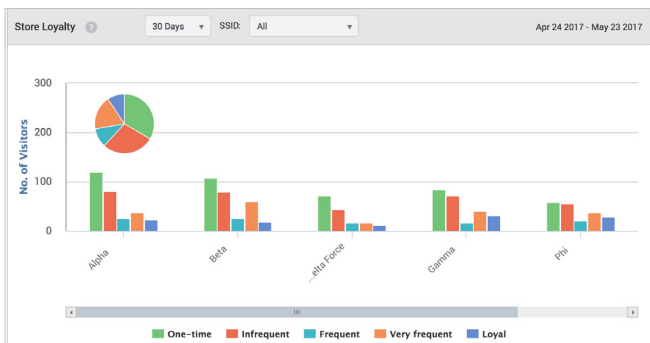
Wi-Fi Usage Analytics

Guest Manager provides graphs that represent the data received, transmitted, and total data exchange by days and location.



Loyalty Analytics

Guest Manager charts store and brand loyalty graphs representing the frequency of guest visits.



Conversion Analytics

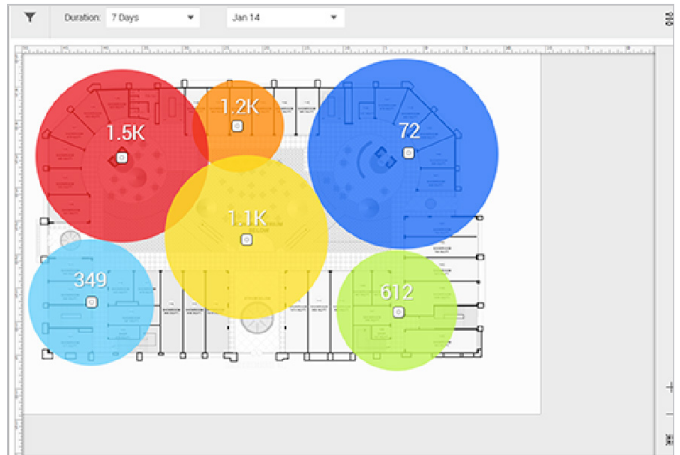
Guest Manager provides conversion analytic graphs that depict how many guests got converted, that is, visited the store, based on the RSSI value.



Zone-based Analytics

Zone analytics provide insight into the density and flow of WiFi users by visualizing it on a floor map. Guest Manager displays the AP-wise visitor distribution and dwell time for a location floor based on the proximity of visitors to APs

deployed on the location floor. This allows administrators to monitor how various parts of a facility are populated over as a function of time. Zones can be demarcated as regions around WiFi APs on a floor map.



Interception Analytics

Guest Manager displays the website intercepted, the duration time of their engagement, and the location.

Custom Reports

Guest Manager enables the creation of custom PDF reports. A custom report can contain sections with data from various analytics charts.

APIs and Third-party Integration

With Single Sign-On, powerful Web APIs, and secure tunneling, integrating the Guest Manager with third-party systems, in-cloud, or on-premises, is easy. Both push and pull mechanisms are available. Using custom applications, WiFi analytics can be pulled from the Guest Manager.

SMTP server can be configured in the Wireless Manager setup to send account details through e-mail to users defined in the guest book.

Guest Manager can integrate with third party applications and send real-time guest profile information to these applications. Based on this information, the guest can be provided with offers or personalized messages.

GDPR Compliance

Arista Networks provides General Data Protection Regulation (GDPR) compliant Arista Cloud WiFi to its partners, resellers, and customers in the European Union. The Arista Cloud acts as a GDPR Processor of personal data.

SKUs Service and Support

Software support for Guest Manager is included in the CloudVision software subscription license. There are no separate SKUs for the Guest Manager.

SKU	Description
SS-COGWIFI-1M	Cognitive Cloud SW Subscription License for 1-Month for 1 x Wireless Access Point

Guest Manager is not supported for On-Prem deployments.

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