

What is Purple?

Purple is an intelligent platform for physical spaces. Combining social engagement, marketing tools, data interrogation and location analytics to help businesses gain digital insights into real-time data and create a highly personalised experience for customers in their venues.

WiFi

Purple's "WiFi" product is for businesses who want to monetize their guest WiFi, while at the same time better understand their customers.

WiFi seamlessly connects guests to the internet through social media login or a form.

Businesses benefit from real time analytical insights, customer demographic data, information on customers behaviour within the venue, plus an array of marketing tools to send targeted customer communications.



- Personalise your WiFi login with social media
- Create templated or dynamic html branded splash pages
- Turn on/off tiered bandwidth charges for WiFi usage
- Apply content filtering
- Send real-time promotions to customers



Carriers and Service Providers

WiFi for Carriers and Service Providers

Service Providers are looking at WiFi First and data offload/onload strategies. The first hurdle for the Service Provider is identifying what's in it for businesses to offer WiFi. How do you offer a value proposition that will support network expansion needs and provide benefits for small, medium and enterprise businesses?

The proposition

WiFi adds value to business owners, and we manage customers in retail, hospitality, leisure, public sector, healthcare and transport. This enables businesses to gain a greater understanding of their visitors, in order to fuel targeted communications which enhance brand loyalty.

Purple have developed a robust and scalable platform for MNO's and ISP's to white label, yielding a high return on investment for guest WiFi solutions. The product is suitable for the small to medium and enterprise market and can easily be integrated into current product sets. Our white labelled service allows you to build your own WiFi hotspot network underpinned with Purple's best in class platform and ongoing product development.

The solution

WiFi is an important part of a network's overall consideration of how they will handle capacity moving forwards. Working in an unlicensed spectrum, WiFi can build additional capacity and offers economic advantages over cellular data.

Purple has the ideal solution for rapid deployment of carrier WiFi for Service Providers, at the same time as monetizing the WiFi estate through a number of different business models.

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