

Classic Hotspot by Tanaza

Empower your Guest WiFi
experience.



CLASSIC

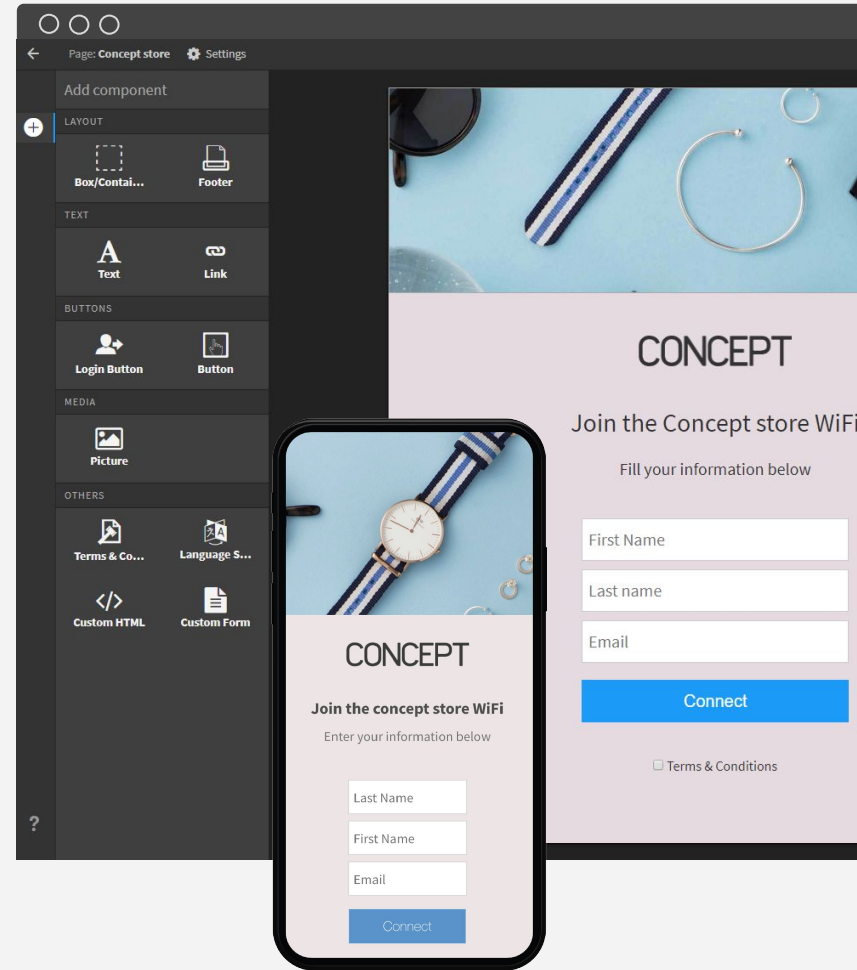
Classic Hotspot

Classic Hotspot is a versatile hotspot platform compatible with multiple access points to manage public hotspots from the cloud.

WiFi network administrators can set up and monitor free and paid WiFi hotspots, featuring a captive portal with social login (Facebook, Twitter, LinkedIn, etc.) and voucher-based authentication.

Classic Hotspot integrates with the Tanaza WiFi platform to manage and monitor WiFi networks.

Classic Hotspot offers a platform to manage WiFi hotspots, while the Tanaza WiFi Cloud platform allows you to oversee, manage, configure, and troubleshoot the entire network at an enterprise level.



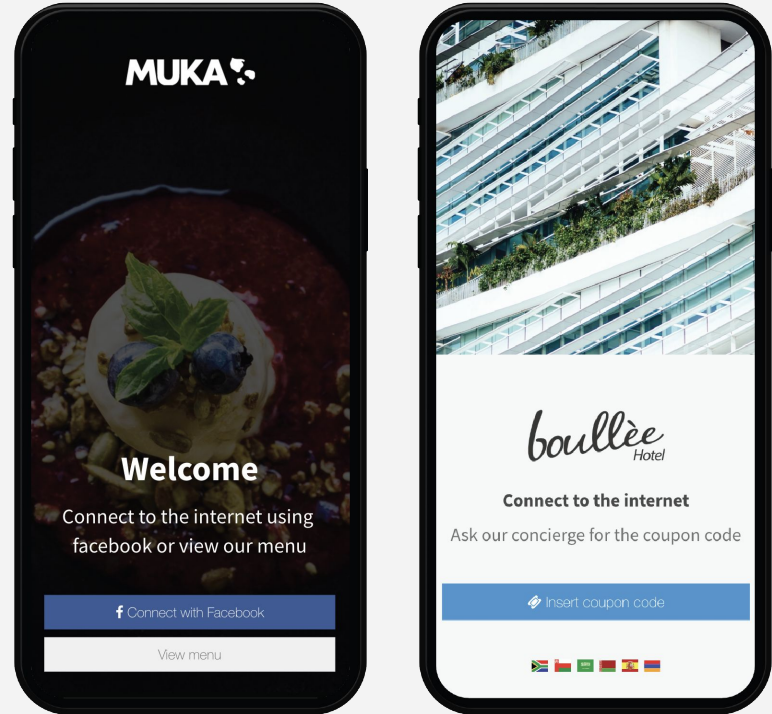
Captive portal

Classic Hotspot features a captive portal also known as a splash page, which is the web page the user sees before accessing a public WiFi network.

Classic Hotspot allows IT admins to enable the captive portal functionalities on access points to manage WiFi Guest Access.

Users can authenticate themselves through the captive portal and register to the WiFi network using their personal credentials.

Reach your audience in their own language. Classic Hotspot Captive Portal is available in more than 60 languages.



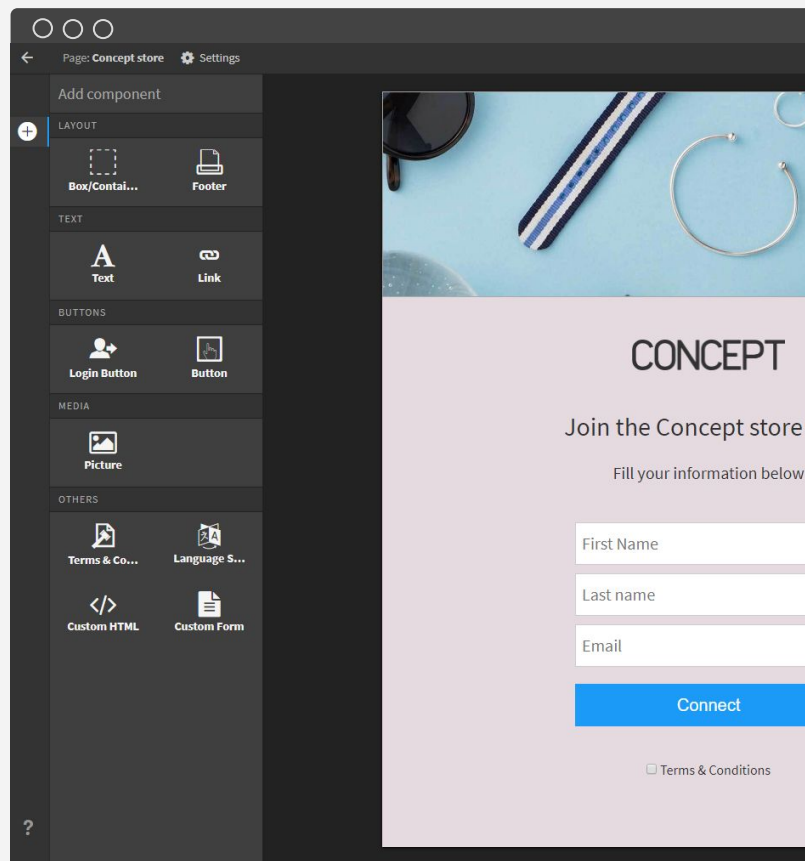
Customize the Guest WiFi

The built-in Splash Page editor provides an intuitive interface that allows the drag and drop of editable components to customize the Splash Page in line with your brand.

Classic Hotspot enables WiFi administrators to select and configure the network authentication method based on the business needs. Take advantage of multiple authentication methods to grant users access to the WiFi network.

Preview how your responsive captive portal will appear to users and simulate the whole authentication process. Each Splash Page created in the editor will render a clean and responsive design on any client device.

Set the terms and conditions to have a WiFi network fully compliant with the currently applicable laws.



Promote your Brand

Use the captive portal as a marketing tool to collect data and promote your business. Visualize the captive portal as the channel to communicate directly with your customers. Drive users to view, engage or share content before accessing the WiFi network.

Within the Splash Page, insert audio-video or images advertising your business, promote upcoming events, sales, special promotions, or drive engagement towards your brand's social media channels.



Collect WiFi user data



Businesses that provide WiFi to their clients can collect useful data and segment it for their marketing campaigns.

The authentication methods enable WiFi network administrators to collect email addresses and verified phone numbers from their WiFi users. Data in the Classic Hotspot platform can be viewed, downloaded and exported to any third party software.

By collecting customer data, businesses can run highly tailored marketing campaigns. Classic Hotspot integrates with third-party platforms like Mailchimp, the automation platform for email marketing service.

Offer an enhanced Guest WiFi experience in compliance with national and international laws: collect and process users' data based on their permission and customize the privacy policy and terms and conditions with great flexibility in the Splash Page Editor.

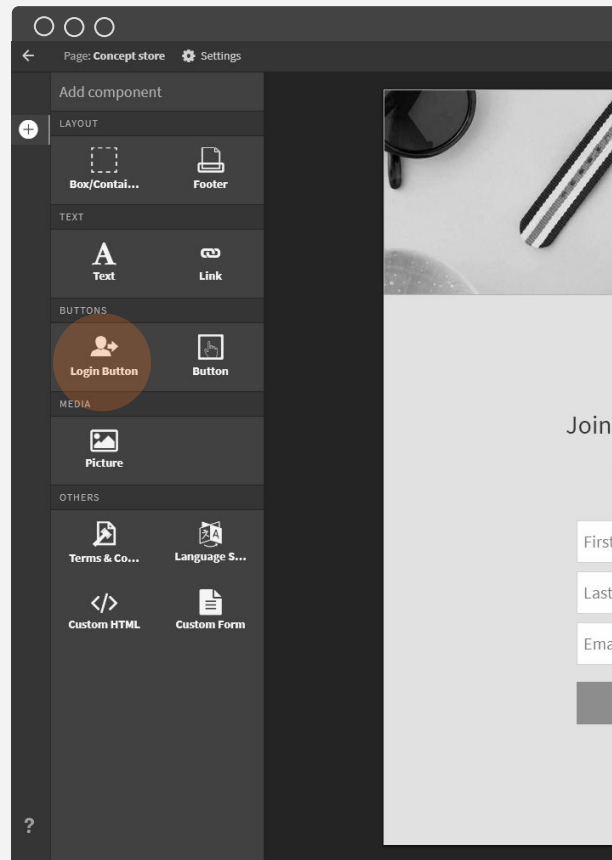
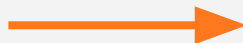
Enable any authentication method

The Classic Hotspot Splash Page allows different simultaneous types of authentication flows configured in the Splash Page editor.

Let users authentication through:

- Social Logins
- Paid WiFi, via coupons
- Other Logins

Each method available allows businesses to collect different data from customers. Profile and segment your database and reach out to your targeted audience with WiFi marketing activities.



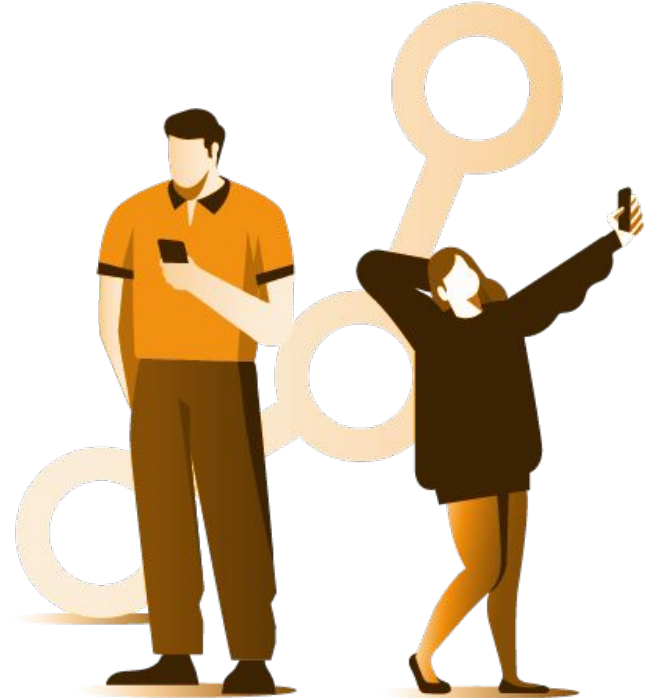
Social WiFi

The Facebook application developed by Tanaza allows users to connect to a WiFi network using [Facebook Login](#) and Facebook Check-in.

Thanks to "progressive engagement," users are encouraged to "check-in" in order to connect to the WiFi network. WiFi clients will be able to customize the message that is published together with their position information. Afterward, users get redirected to your Business' Facebook Page.

On the Facebook Page, they are 100% free to interact with the brand –by reading the Facebook Page timeline, sharing stories, and giving a Like to the Facebook Page.

Tanaza also allows social login through Google, Twitter, LinkedIn, and Vkontakte.



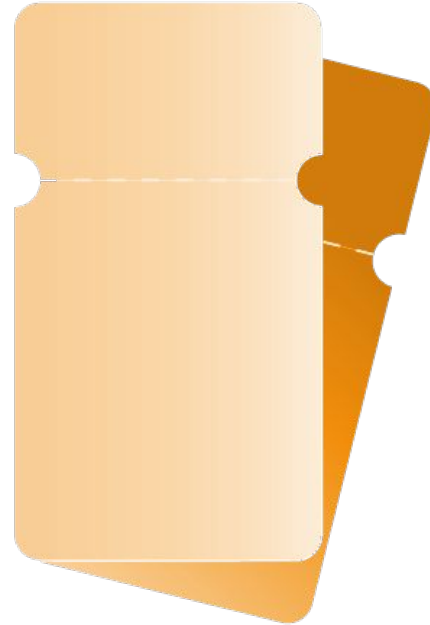
Paid WiFi

Classic Hotspot features a voucher-based system that allows businesses to manage and control paid access to WiFi.

Businesses can limit guest access to the WiFi network by setting limits to the overall bandwidth and the bandwidth per client at the SSID level.

Distribute WiFi coupons with limited download and upload quota and limit the number of devices. Customize the coupon codes and give users a personalized password to access the WiFi network.

Furthermore, configure a coupon template, set a data limit, a quota limit, a duration, add an expiration date, and enable the "stop and resume" option. Also, you can customize coupons text and printable options.



Other forms of authentication

Click-through login. It allows the user to access the Wi-Fi with a click on a button on the splash page, without any further authentication.

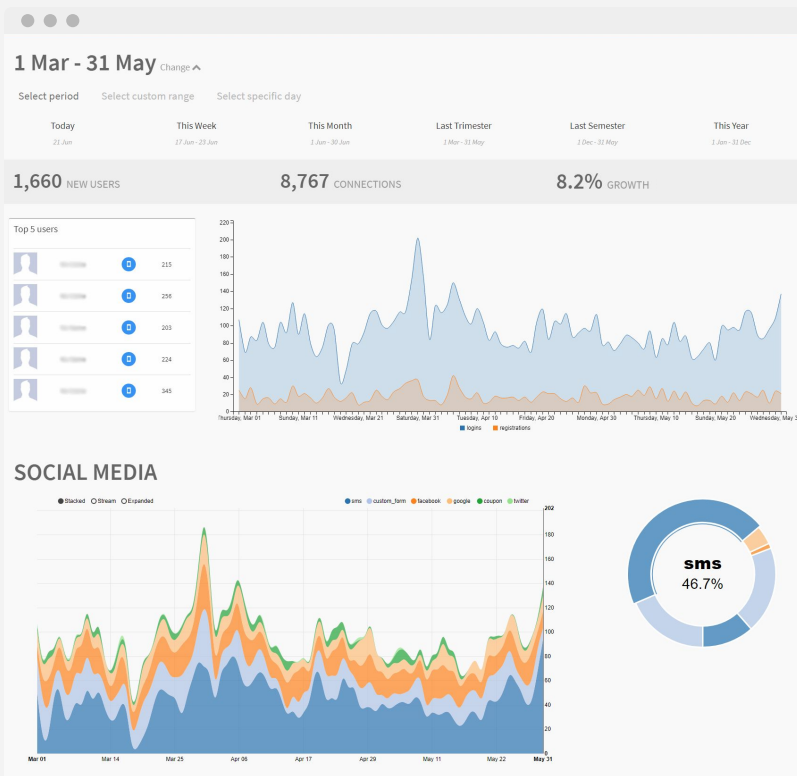
Email login. It allows the user to access the WiFi by providing their email address.

Phone login. It allows the user to access the WiFi using their phone number with SMS verification.

Forms. The form-based authentication feature allows businesses to create custom authentication forms in the Splash Page.

Businesses can also combine Email and Phone Login, as well as Password and Social Logins –ideal for BYOD policies.





Analytics dashboard

The dashboard's user-friendly interface allows you to gather and analyze WiFi data and get insights about your customers effortlessly. The Classic Hotspot dashboard includes:

- General statistics and trends.
- Top users.
- Authentication methods.
- The geographic location of users.
- Gender and age.
- The number of returning versus new users.

Monitor and manage the consumption of paid WiFi environments. Get to know your most engaged users and how many Facebook Likes/Check-in a location has received from WiFi users.

Also, the dashboard serves as a database for all clients and their connections, showing detailed information per client and allowing export data in CSV or XLSX format.

Leverage data for marketing purposes

Leverage new users data in 3 ways:

- 1) Email marketing, using Tanaza's Mailchimp connector, which sends opted-in email addresses directly to your Mailchimp account;
- 2) Measure your social WiFi results and run high-ROI marketing and sales campaigns by exporting data to any third party marketing platform or CRM, in CSV format;
- 3) Set up your own integration with any third-party system using Tanaza's "Push notifications" APIs.



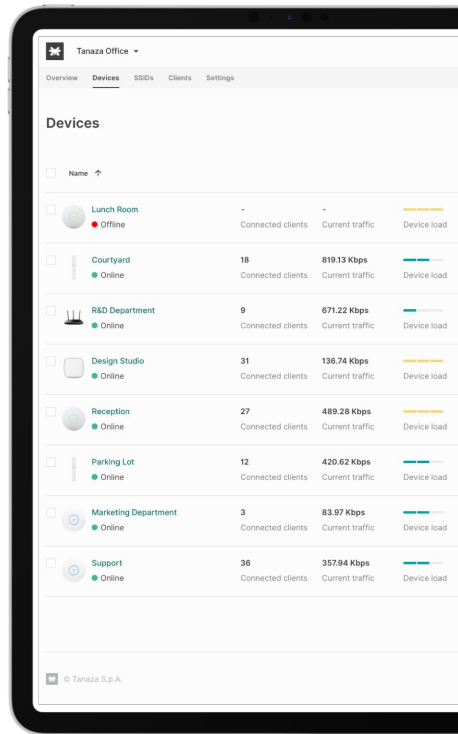
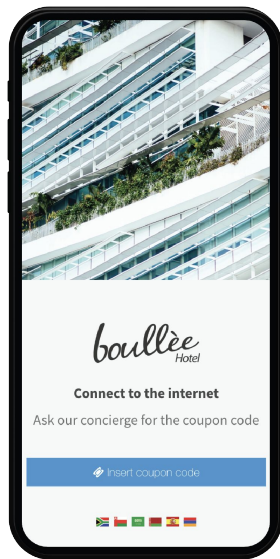
Classic Hotspot + Tanaza

Classic Hotspot is a platform that integrates with the Tanaza WiFi Cloud platform to manage and operate your networks and public hotspots from the cloud.

Choose the access point that works best for you from our [compatible list](#) and download the device's specific firmware. Alternatively, get a [Tanaza Powered Device](#) with the Tanaza Operating System pre-installed. You have the freedom to work with multiple WiFi devices from various brands and still manage them in a centralized way.

To use Classic Hotspot in conjunction with the [Tanaza WiFi cloud platform](#) you only need:

- A Tanaza account (go to **app.tanaza.com**)
- A Classic Hotspot account (go to **cloud.tanaza.com**)
- And the feature "TanazaOS Hotspot" enabled on your Classic Hotspot account. [Get in contact with your Business Consultant](#) to get the feature activated before proceeding.



Classic Hotspot by Tanaza empowers businesses with a unique solution to manage and control public and paid hotspots from the cloud.

Experience the power of managing hotspots with Classic Hotspot.

[Request a free trial](#)



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