

Wie melde ich mich heute an - Hotspot in der Cloud Wi-Fi Umgebung

Agenda

- Vorstellung
- Monitor Wi-Fi Usage mit Analyze
- Wi-Fi Analytics
- Manage Captive Portals
- Design Portals mit Engage (Demo)
- Konfiguration Gast SSID und Portals (Demo)

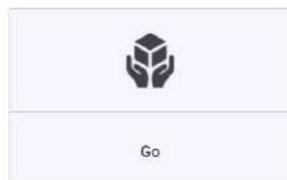
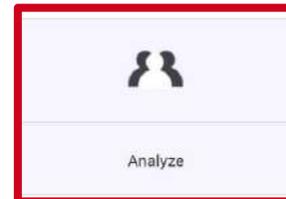
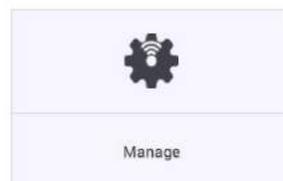
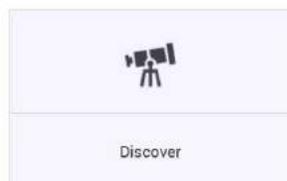
Vorstellung



Wi-Fi Cloud Analyze und Engage

- Analyze und Engage sind Bestandteile der Total Wi-Fi Lizenz.

WatchGuard Wi-Fi Solution	Total Wi-Fi	Secure Wi-Fi	Basic Wi-Fi
Wi-Fi Cloud License	✓	✓	
Wireless Intrusion Prevention System (WIPS) Cloud-managed APs have built-in WIPS to help ensure you have the protection you need from malicious attacks and rogue APs	✓	✓	
Customer Engagement Tools Splash pages, social media integration, surveys, coupons, videos, and so much more	✓		
Location-based Analytics Know how and when visitors are using your Wi-Fi, customizable reports and alerts for real-time and historical usage data	✓		
GO Mobile Web App Easily set-up your network and configuration from any mobile device	✓		
Firebox Gateway Wireless Controller			✓
Standard 24x7 Support Hardware warranty with advance hardware replacement, customer support, and software updates	✓	✓	✓



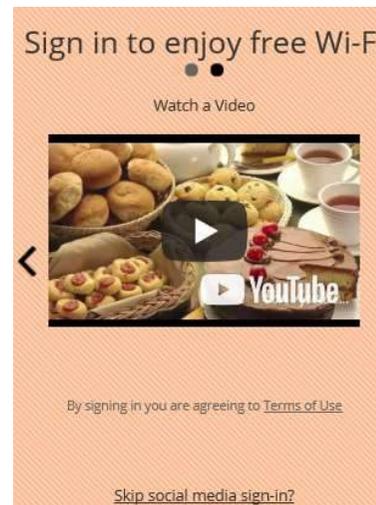
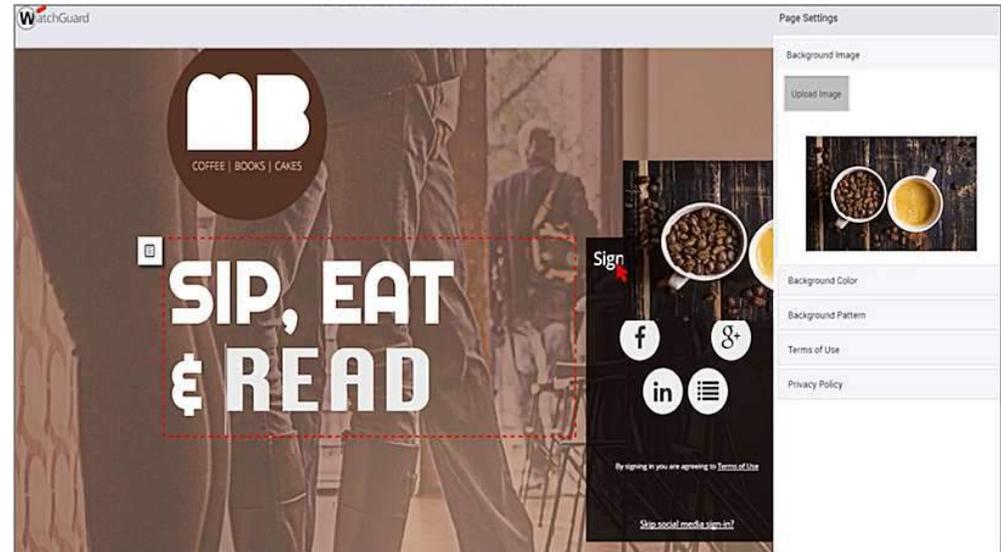
Wi-Fi Cloud Analyze und Engage

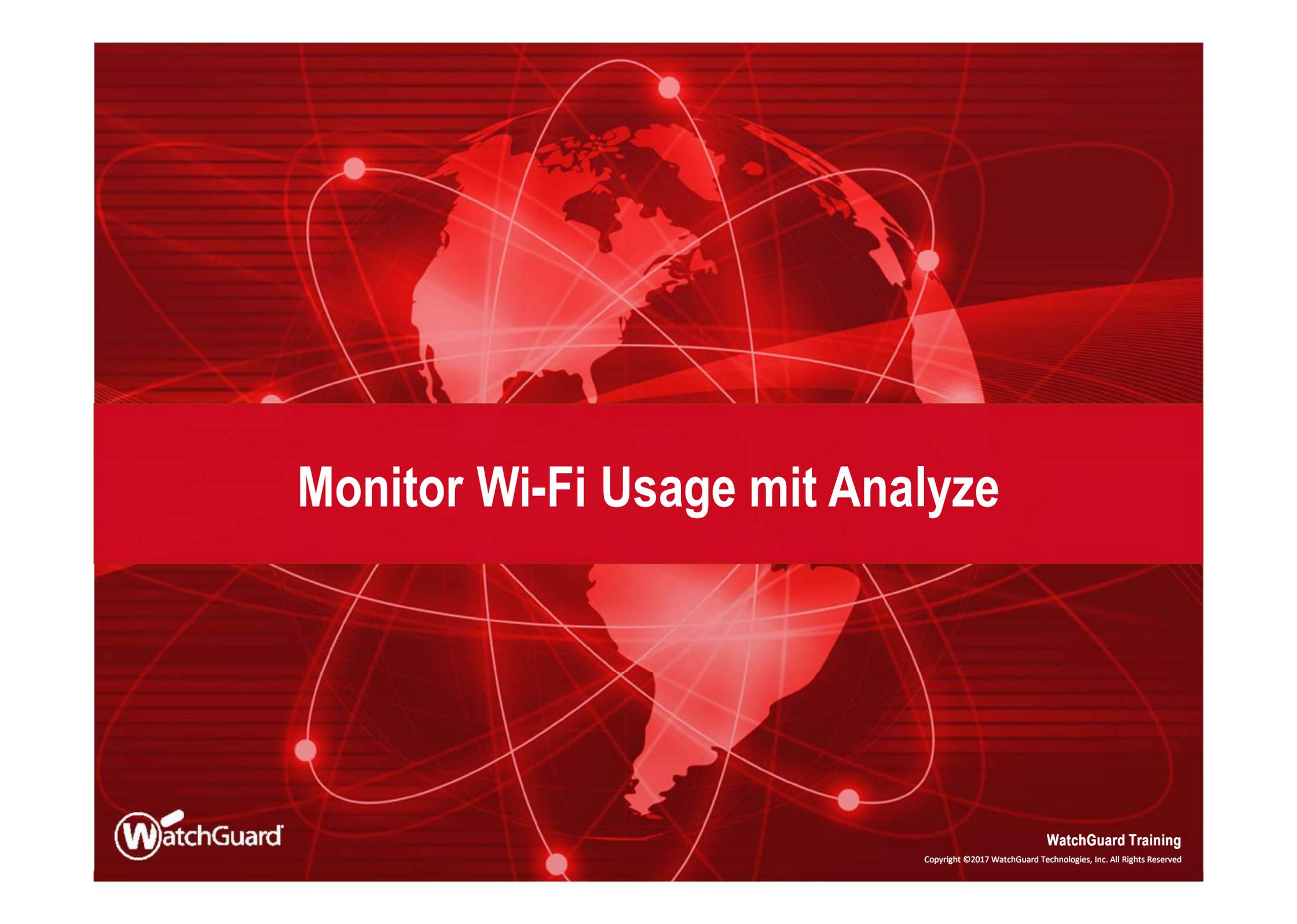
- Analyze und Engage arbeiten zusammen mit den Wi-Fi Cloud Services um folgende Funktionen bereitzustellen:
- Analytics
 - Um zu erfahren, wie, wo und wann Gäste das WLAN nutzen,.
 - Analysetools in Bezug auf Standortkennzahlen wie Besuche, Verweildauer, um Geschäftsentscheidungen zu treffen

Wi-Fi Cloud Analyze und Engage

■ Engagement

- Marketing-Tools, die aus einem Angebot für drahtlose Verbindungen ein „WLAN-Erlebnis“ machen
- Erstellen von Portal-Splash-Seiten ohne Webdesign-Kenntnisse
- Es können für die Besucher Videos, Umfragen und Webeaktionen, wie Gutscheine, eingespielt werden.

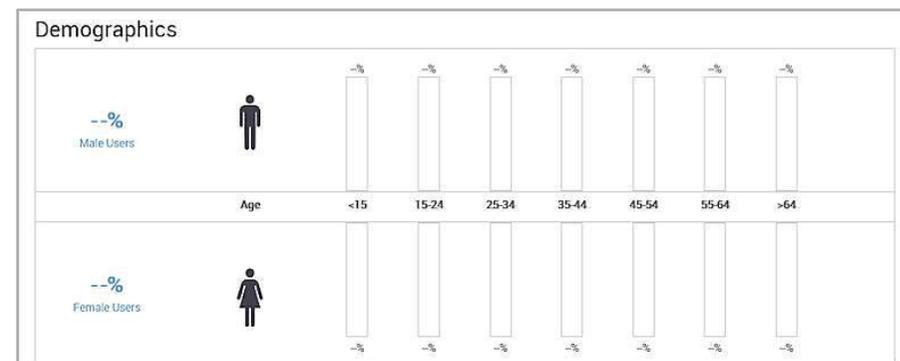
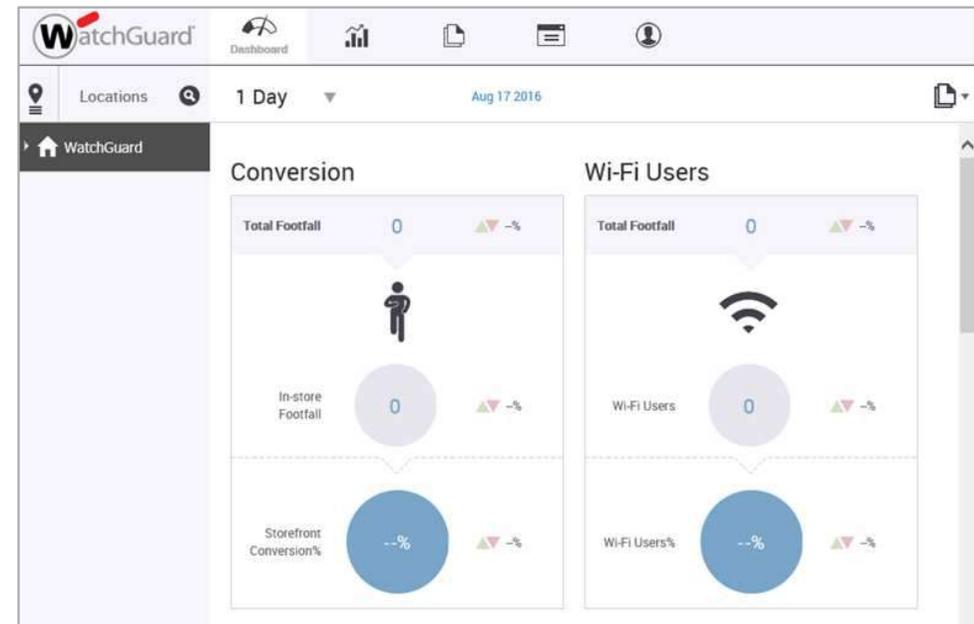




Monitor Wi-Fi Usage mit Analyze

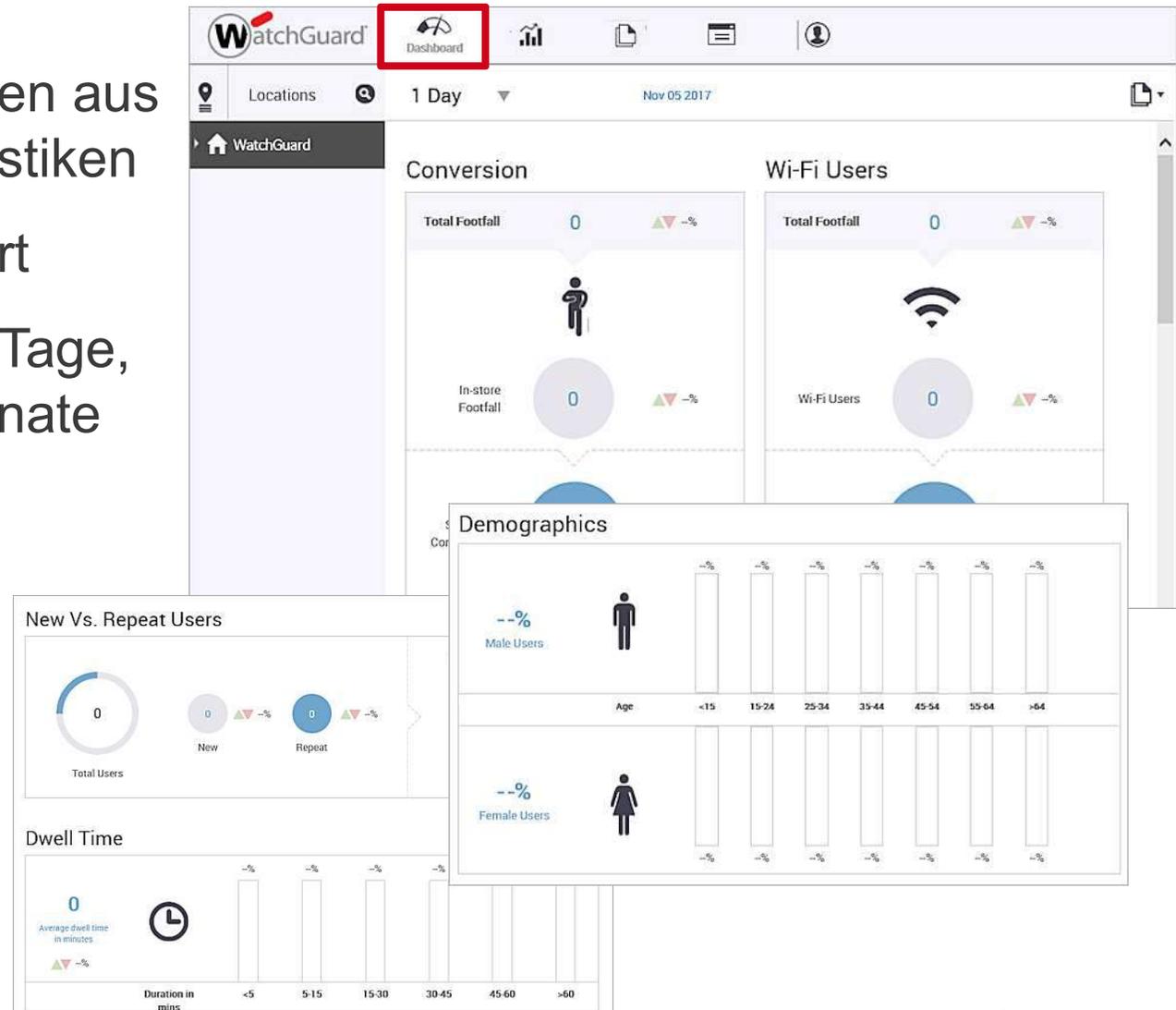
Analyze Übersicht

- Analyze ist der Wi-Fi Cloud-Dienst für drahtlose Benutzeranalysen und –berichte
- Mit Analyze können alle Funktionen für drahtlose Gäste verwalten und überwachen werden, wie z. B. Captive Portal-Workflows, Anwesenheitsanalysen, Besucherzahlen, Verweildauer und andere Daten zum Benutzereingriff



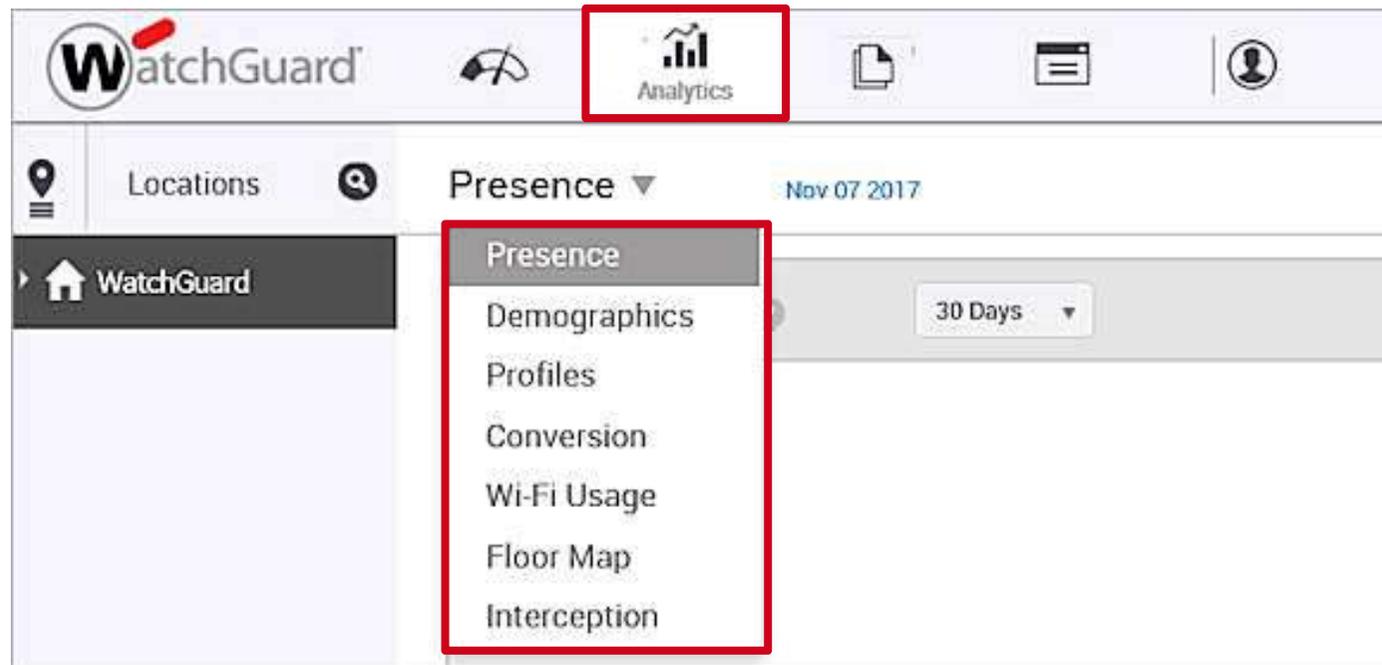
Dashboard

- Überblick über Besucherinformationen aus sozialen WLAN-Statistiken
- Ansicht nach Standort
- Berichte für 1 Tag, 7 Tage, 30 Tage, oder 13 Monate
- Download als PDF Report



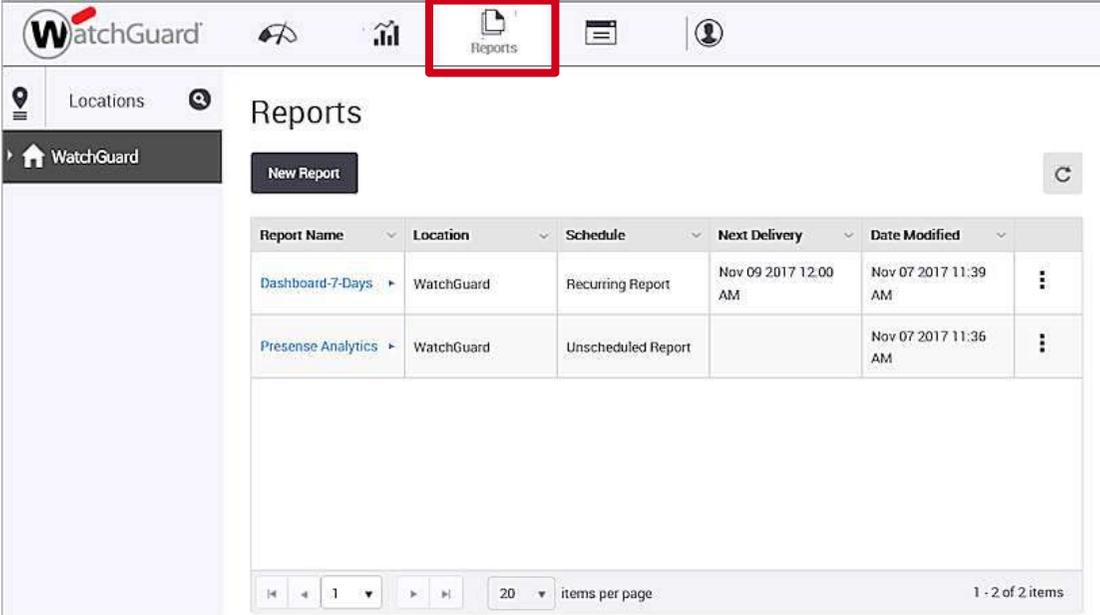
Analytics

- Bietet Informationen zu den von Ihren Wi-Fi-Netzwerken gesammelten Analysen
- Diagramme und Grafiken zu Benutzern, die mit oder in der Nähe Ihrer Wi-Fi-Netzwerke verbunden sind



Reports

- Erstellen und planen von Berichten für Analysedaten
- Wählen von Diagrammtyp, Dauer und andere benutzerdefinierte Berichtsabschnitte
- Nachdem ein Bericht konfiguriert wurde, kann er per E-Mail versenden, herunterladen, kopieren oder löschen und zeitlich geplant werden.



The screenshot displays the WatchGuard web interface. The top navigation bar includes the WatchGuard logo, a search icon, a bar chart icon, a 'Reports' icon (highlighted with a red box), a calendar icon, and a user profile icon. Below the navigation bar, the 'Reports' section is visible, featuring a 'New Report' button and a table of reports. The table has columns for Report Name, Location, Schedule, Next Delivery, and Date Modified. Two reports are listed: 'Dashboard-7-Days' and 'Presense Analytics'. The bottom of the interface shows a pagination control with '1' selected, '20' items per page, and '1 - 2 of 2 items'.

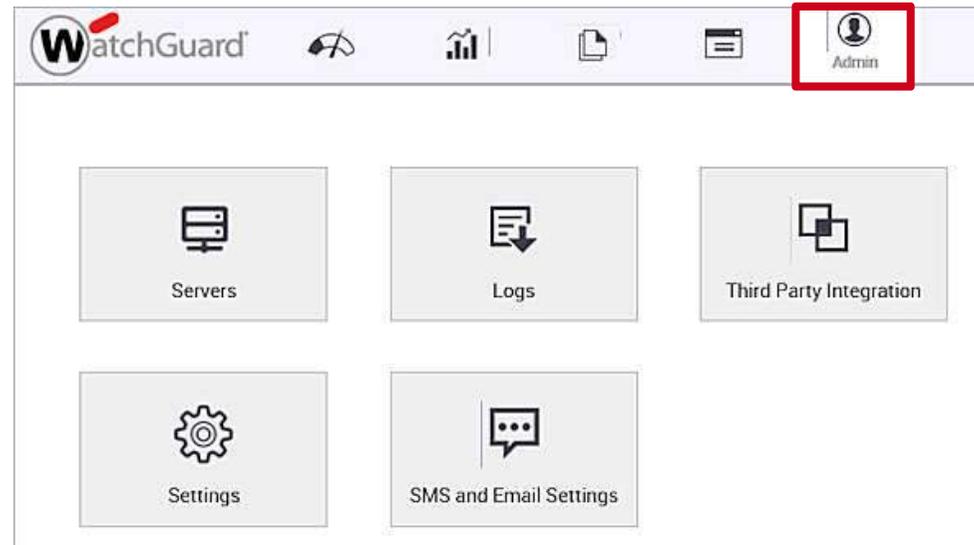
Report Name	Location	Schedule	Next Delivery	Date Modified
Dashboard-7-Days	WatchGuard	Recurring Report	Nov 09 2017 12:00 AM	Nov 07 2017 11:39 AM
Presense Analytics	WatchGuard	Unscheduled Report		Nov 07 2017 11:36 AM

Portals

- Verwalten Sie interaktive Captive-Portale für den Wi-Fi-Zugang ihrer Gäste.
- Konfigurieren Sie Social-Media-Plugins für die Portalauthentifizierung

The screenshot displays the WatchGuard web interface for configuring a portal. The top navigation bar features the WatchGuard logo and several icons, with the 'Portals' icon highlighted by a red rectangle. Below the navigation bar, the 'WatchGuard Portal' configuration page is shown. It includes a breadcrumb trail and a set of tabs: 'Settings', 'Plug-in Configuration', 'Plug-in QoS', and 'Campaigns'. The 'Settings' tab is active, showing 'Basic Settings' with input fields for 'Portal Name' (WatchGuard), 'Display Name' (WatchGuard Portal), and 'Shared Secret' (12345678). There are also checkboxes for 'Active', 'Sign Out Popup', and 'Skip Splash Page'. To the right, the 'Authentication Plug-ins' section displays a grid of social media and other authentication options, including Facebook, Twitter, LinkedIn, Google+, Instagram, Foursquare, Guestbook, SMS, Web Form, and Clickthrough. The 'RADIUS' section is partially visible at the bottom.

Administration



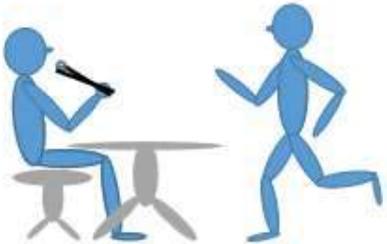
■ Verwaltungsfunktionen:

- Integration von Drittanbietern - Senden Sie Analysen an Systeme von Drittanbietern
- Protokolle - Prüfprotokolle für Administratorbenutzer analysieren
- Einstellungen - RSSI-Schwellenwert- und -Dauereinstellungen für Gastbenutzer
- SMS / E-Mail-Einstellungen - Mitteilungs- und Systembenachrichtigungen. SMS erfordert ein SMS-Gateway von Drittanbietern wie Twilio oder MSG91, oder benutzerdefinierte Service Provider-Einstellungen



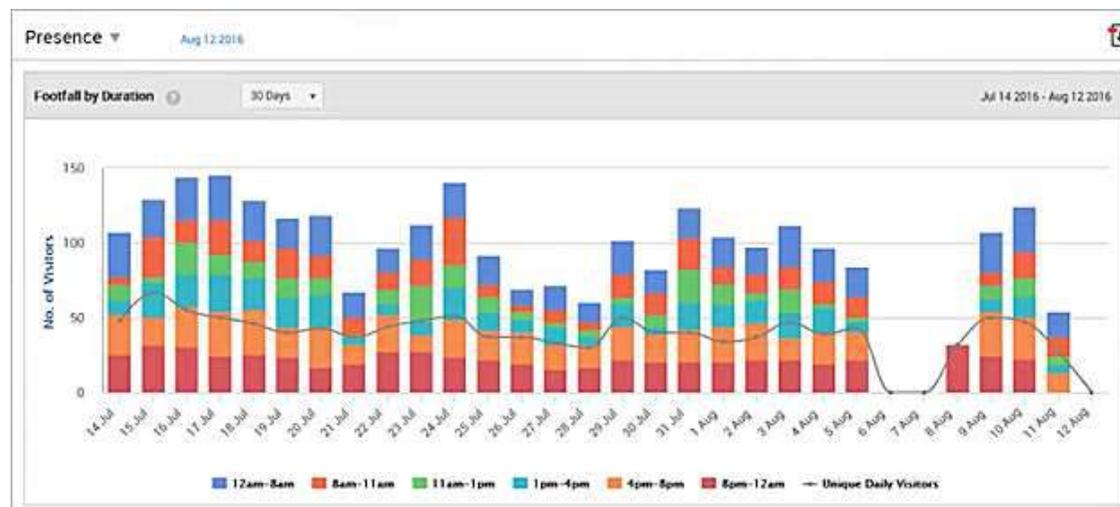
Wi-Fi Analytics

Analytics Übersicht

Person without Wi-Fi (enabled phone) ... i.e. a 'Wi-Fi invisible' person	Person with Smartphone ... With Wi-Fi turned on ... Not connected to our Wi-Fi	Guest Connected to our Wi-Fi
Either Person with Smartphone with Wi-Fi turned OFF Or Person without Smartphone i.e. Person without Wi-Fi	Person with Smartphone ... with Wi-Fi turned on Inside of – or close to our establishment i.e. Not connected to our Wi-Fi	Guest with Smartphone/Laptop ... with Wi-Fi turned on Inside of our establishment ... Connected to our Guest Wi-Fi
		
<u>No Analytics</u>	<u>Anonymous Analytics</u>	<u>Anonymous Analytics and Association Analytics</u>

Presence Analytics

- Anwesenheitsanalysen sind anonyme Analysen, die die Aufenthaltsdauer in und um den Räumlichkeiten herum messen
- Gemessen an Zeit und Ort
- Footfall - Anzahl der Benutzer mit drahtlosen Geräten, die unser Gebäude in bestimmten Zeitblöcken betreten (z. B. 8 - 11 Uhr)
- Verweildauer - Wie lange Benutzer in den Räumen bleiben, gemessen in Zeitblöcken (zum Beispiel 15 Minuten)



Profile Analytics

- Profilanalysen sind Assoziationsanalysen, die auf Informationen basieren, die aus dem Social Media-Profil eines Gastbenutzers stammen
- Kann den vollständigen Namen, das Geburtsjahr, die E-Mail-Adresse, das Profilbild usw. enthalten.

Profiles ▾

Download CSV

Profile Picture	Portal	Plugin	User Name	First Name	Last Name	Gender	Login Location	Email ID	Last Authentication Time	No. of Visitors
	WatchGuard	Facebook	45767485729	John	Smith	Male	Movie Theatre	name@generic.com	August 25 4:45pm	1
	WatchGuard	Twitter	64645645466	Kathy	Johnson	Female	Hotel	name@generic.com	August 25 4:45pm	2
	WatchGuard	SMS	45654654656	Sarah	Carpenter	Female	Coffee Shop	name@generic.com	August 25 4:45pm	4
	WatchGuard	Gmail	86865787878	Brian	Kirk	Male	Hospital	name@generic.com	August 25 4:45pm	5
	WatchGuard	Facebook	78647537687	Megan	Stevenson	Female	School	name@generic.com	August 25 4:45pm	1





Step 1: Decide the Authentication Plug-in(s) to Use

Authentication Plug-ins:

Facebook



Twitter



LinkedIn



Google+



Instagram



Foursquare



Guestbook



SMS



Web Form



Clickthrough



RADIUS



Step 3: Create a Captive Portal

- Managed in the **Analyze > Portals** page
- Click **New Portal** oder bearbeiten Sie vorhandene Portalkonfigurationen

WatchGuard

Portals

Portals

New Portal

Portal Name	Active plug-ins	Splash Page	Active	
go-atn_20_1491848874863	Facebook, Twitter, LinkedIn, Google+, Instagram, Foursquare, Guestbook, RADIUS, SMS, Web Form, Clickthrough	Show	Yes	
WatchGuard Portal	Facebook, Twitter, LinkedIn, Google+, Instagram, Foursquare, Guestbook, Web Form, Clickthrough	Hide	Yes	

Splash page URL: <https://mgm-wg11001.watchguard.cloudwifi.com/portalb/Cabf8472b45b7e77b7f9daf98206557a9/85a48af3ec1ca7fd612db29b618935cf/active/>
Shared Secret: 12345678

10 items per page 1 - 2 of 2 items

Step 4: Configure The Captive Portal

- The **Active** check box aktiviert dieses Portal für Benutzer

The screenshot shows the WatchGuard Portal configuration page. The interface includes a top navigation bar with the WatchGuard logo and several icons. Below the navigation bar, the page title is "WatchGuard Portal". There are four tabs: "Settings", "Plug-in Configuration", "Plug-in QoS", and "Campaigns". The "Settings" tab is selected.

Basic Settings:

- Portal Name*: WatchGuard
- Display Name*: WatchGuard Portal
- Shared Secret*: 12345678
- Active:** (highlighted with a red box)
- Sign Out Popup:
- Skip Splash Page:

Authentication Plug-ins:

- Facebook:
- Twitter:
- LinkedIn:
- Google+:
- Instagram:
- Foursquare:
- Guestbook:
- SMS:
- Web Form:
- Clickthrough:

RADIUS:

-

Configure Captive Portal

- **Portal Name, Display Name, und Shared Secret Felder**
- **Shared Secret** wird im SSID-Profil verwendet, für das dieses Captive-Portal konfiguriert ist

AP Hosted Splash Page for Click-through

Upload Bundle Keine Datei ausgewählt.

Default Applied [Restore Default](#) [Download Sample](#)

External Splash Page for Sign-in/Click-through

Splash Page URL 

Shared Secret 

 The captive portal can prevent Internet access, unless the users accept the Terms of Use on the captive portal. After accepting the terms, the authentication sites will be accessible. After the user is authenticated, Internet access will be available. Note: To disable this feature, remove entries from the authentication sites.

External Splash Page with RADIUS Authentication

WatchGuard Portal	Facebook, Twitter, LinkedIn, Google+, Instagram, Foursquare, Guestbook, Web Farm, Clickthrough	Hide ▼	Yes	
Splash page URL: https://mgm-wg11001.watchguard.cloudwifi.com/portalb/Cabf8472b45b7e77b7f9daf98206557a9/85a48af3ec1ca7fd612db29b618935cf/active/ Shared Secret: 12345678				

WatchGuard Portal

Settings | Plug-in Configuration | Plug-in QoS | Campaigns

Basic Settings:

Portal Name*

Display Name*

Shared Secret* 

Active:

Sign Out Popup:

Skip Splash Page: 

Duration(Days):



Configure Captive Portal

- Die Option **Sign Out Popup** zeigt einem Gastbenutzer eine Popup-Meldung zum Abmelden an, wenn er sich beim Portal anmeldet
- Mit der Option **Skip Splash Page** können Sie die Anmeldung der Splash Page für die angegebene Anzahl von Tagen überspringen.

WatchGuard Portal

Settings | Plug-in Configuration | Plug-in QoS | Campaigns

Basic Settings:

Portal Name*: WatchGuard

Display Name*: WatchGuard Portal

Shared Secret*: 12345678

Active:

Sign Out Popup:

Skip Splash Page: ?

Duration(Days): 30

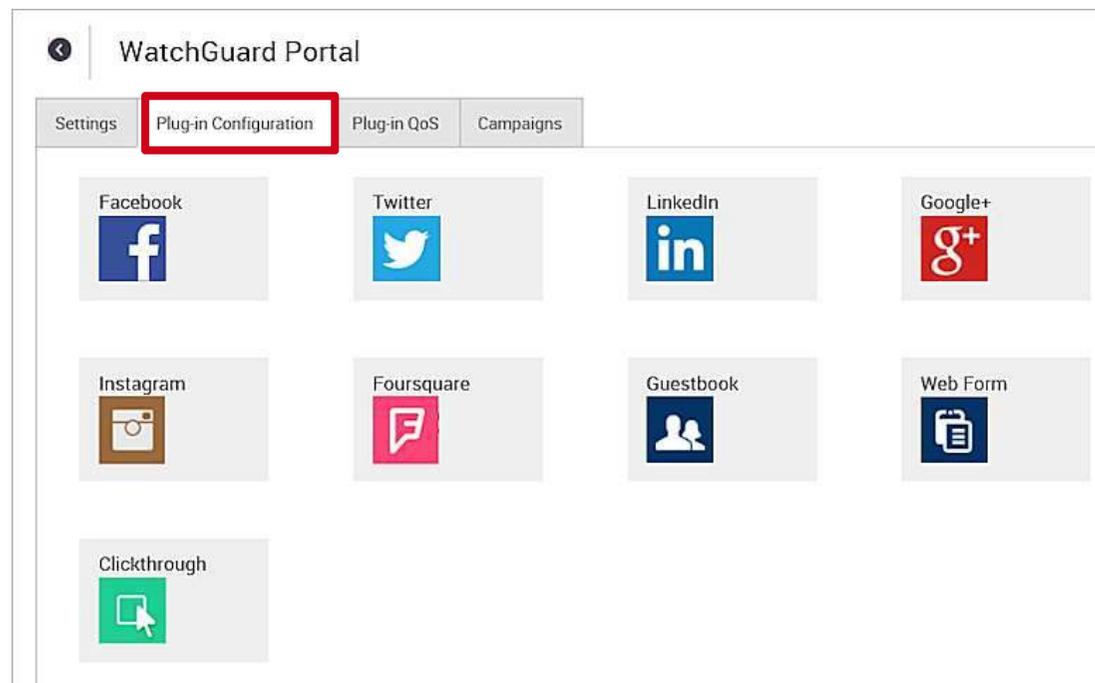
Captive Portal Authentication Plug-ins

- Alle Authentifizierungs-Plug-Ins sind mit Ausnahme von „Click-through“ konfigurierbar
- Das RADIUS-Authentifizierungs-Plug-In kann nicht gleichzeitig mit anderen Plug-Ins verwendet werden



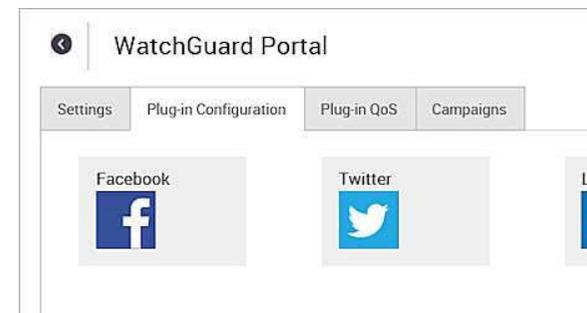
Social Media Plug-ins

- Alle Social-Media-Plug-ins verfügen über eine Standard-App-ID und ein Secret, das Sie sofort verwenden können
- Sie können Ihre eigenen Social-Media-Apps erstellen und Ihre eigenen App-IDs verwenden, um sie in Analyze zu integrieren und Ihre eigenen Analysedaten zu verwalten



Facebook Plug-in

- Standard-App-ID und App Secret werden bereitgestellt, oder geben Sie Ihre eigenen benutzerdefinierten Werte ein, wenn Sie auf der Entwicklerseite eine eigene App erstellt haben
- Display Facebook “Like” page für Ihre Organisation
- Erlaubnis zur Verwendung von E-Mail-Adresse, Geburtstag, Likes, Standort für Analysen und Engagement



 A screenshot of the WatchGuard Portal interface, specifically the 'Plug-in Configuration' tab for Facebook. The page shows the following configuration options:

- App ID:** A text input field containing seven asterisks (*****).
- App Secret:** A text input field containing seven asterisks (*****).
- Display Like Page**: A checked checkbox with a corresponding text input field containing the URL `https://www.facebook.com/watchguardtect`.
- Extend User Profile Permissions**: A checked checkbox with a help icon (i) to its right. Below it are several sub-options, all of which are checked:
 - Email Address
 - Birthday
 - Likes
 - Location

Training

Facebook App Creation

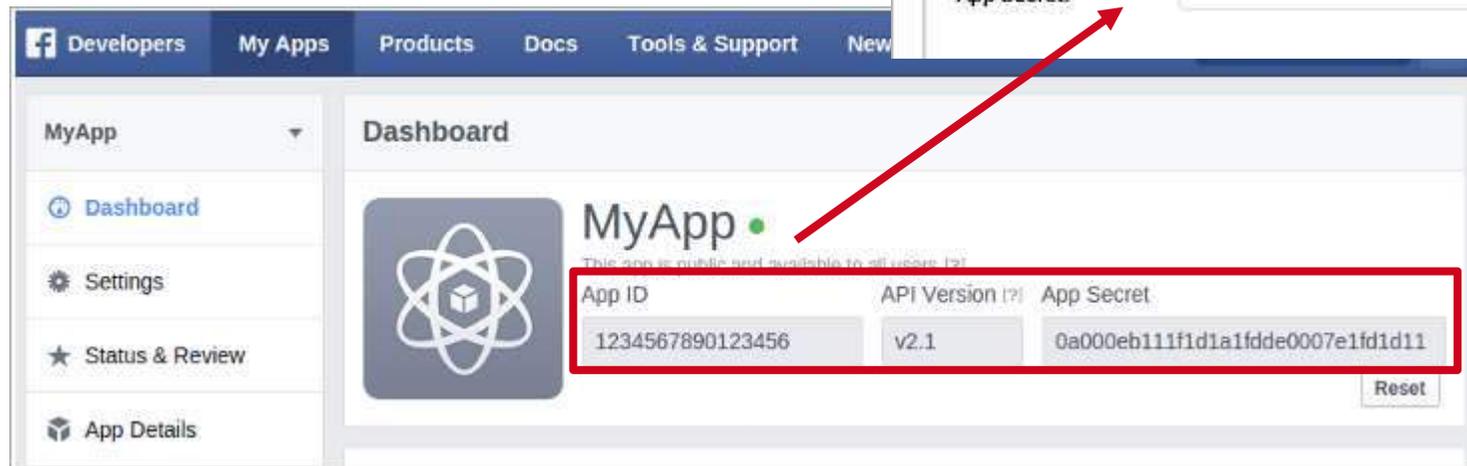
- Melden Sie sich auf der Facebook-Entwickler-Website (<https://developers.facebook.com/>) an und registrieren Sie sich als Entwickler
- Add a new Website App

The image shows a screenshot of the Facebook Developers website. The main page is titled 'Add a New App' and prompts the user to 'Select a platform to get started'. There are four platform options: iOS (Apple logo), Android (Android logo), Facebook Canvas (Facebook logo), and Website (WWW logo). A red arrow points from the 'Website' option to the 'Create a New App ID' form. The form includes the following fields and options:

- Display Name:** A text input field with the placeholder 'The name of your app or website'.
- Namespace:** A text input field with the placeholder 'A unique identifier for your app (optional)'.
- Is this a test version of another app?** A radio button labeled 'No' followed by the text 'Is this a test version of another app? Learn More.'.
- Category:** A dropdown menu labeled 'Choose a Category'.
- Agreement:** A checkbox labeled 'By proceeding, you agree to the Facebook Platform Policies and the Facebook Privacy Policy'.
- Buttons:** 'Cancel' and 'Create App ID' buttons.

Facebook App Creation

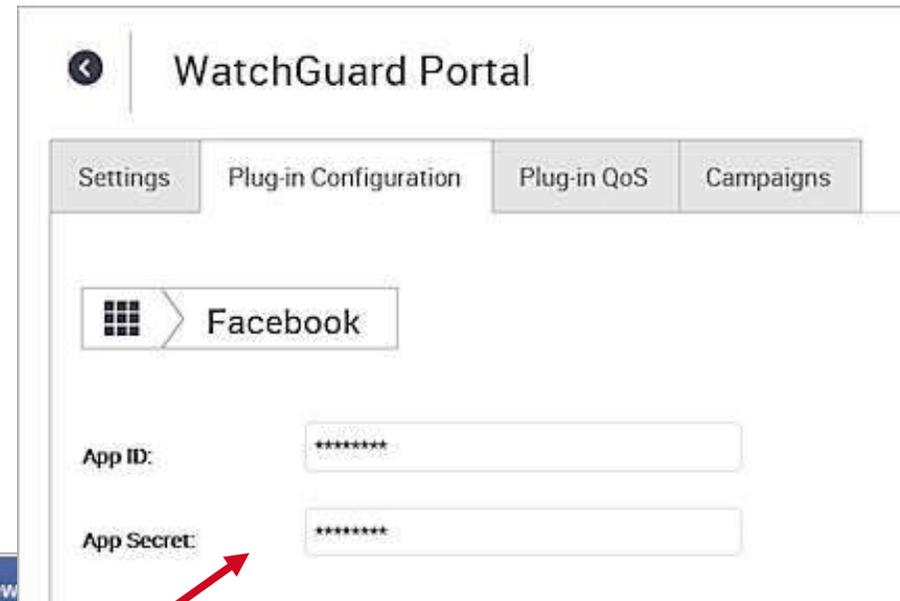
- Wenn die Konfiguration abgeschlossen ist, erhalten Sie eine App-ID und ein App-Geheimnis, die Sie in Ihrer Facebook-Plug-In-Konfiguration in Analyze verwenden



The screenshot shows the Facebook Developers console interface. The top navigation bar includes 'Developers', 'My Apps', 'Products', 'Docs', 'Tools & Support', and 'New'. The left sidebar contains 'MyApp', 'Dashboard', 'Settings', 'Status & Review', and 'App Details'. The main content area displays the 'Dashboard' for 'MyApp', which is public and available to all users. A table lists the app's details:

App ID	API Version (?)	App Secret
1234567890123456	v2.1	0a000eb111f1d1a1fdde0007e1fd1d11

A red box highlights the App ID and App Secret fields. A red arrow points from the 'App Secret' field in the 'MyApp' details to the 'App Secret' input field in the 'WatchGuard Portal' configuration window shown in the top right.



The screenshot shows the 'WatchGuard Portal' configuration window. The top navigation bar includes 'Settings', 'Plug-in Configuration', 'Plug-in QoS', and 'Campaigns'. The 'Facebook' plug-in is selected. The configuration fields are:

- App ID: [Redacted]
- App Secret: [Redacted]

Guestbook Plug-in

- Konfigurieren Sie den WLAN-Zugang des Gastes so, dass die Anmeldeinformationen per SMS oder E-Mail übermittelt werden
- Systemeinstellungen für SMS und E-Mail sind in **Admin > SMS and Email Settings** zu konfigurieren
- SMS erfordert ein SMS-Gateway von Drittanbietern wie Twilio oder MSG91 oder das Konfigurieren benutzerdefinierter Diensteanbieterereinstellungen

The screenshot displays the 'Guestbook' configuration page within the WatchGuard Admin interface. The page is divided into several sections:

- Delivery Medium:** A red box highlights this section, which includes a checked checkbox for 'Email' and an unchecked checkbox for 'SMS'.
- Email Account:** Set to 'System Email'.
- Email settings:** A link to view email settings.
- Self Registration:** An unchecked checkbox with a help icon.
- Valid For:** A dropdown menu set to '8' with a unit of 'Hours'.
- Device Limit:** A dropdown menu set to 'N/A' with a help icon and the text 'No Device Limit.' below it.
- Login Count Limit:** A dropdown menu set to 'N/A' with a range of 'Range 1 to 10000' below it.

Additional elements on the page include a 'View Guest Users' link, and two expandable sections: 'Guest User Information' and 'Email Content'.

Guestbook Plug-in

- Bevor Sie den Zugriff zulassen, können Sie Benutzerdaten für Analysen und das Engagement von Gästen sammeln (obligatorisch oder optional).

Guest User Information		
Field	Display	Mandatory
Username	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Password	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
First Name	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Last Name	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Company	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Phone	<input type="checkbox"/>	<input type="checkbox"/>
Address	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Host	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Notes	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SSID Key	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SSID	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Additional Resources

- For more information, see:
- [Wi-Fi Cloud online help](#)
- [Overview videos on Engagement and Analytics](#)
- [Guest Wi-Fi White Paper](#)
- [Analytics and Engagement Feature Brief](#)