‹ nuclias
Networking, refreshed.

More than Wi-Fi

How nuclias and its integrations can make
marketing and track and trace simple.

More than Wi-Fi

Nuclias is the cloud platform of choice for businesses who want more than just Wi-Fi from their network. The nuclias solution provides a flexible, scalable hardware solution and we've now applied the same with our software integrations, adding in Data analytics, Marketing Automation and Track and Trace compatibility, via 3rd party providers.

Why nuclias?

Nuclias and its integrations will allow you to get closer to your customer.

Whether you have a single hotel or a chain of cafés, many businesses in this sector often struggle to deliver reliable and consistent Wi-Fi access across multiple sites or over large floor spaces.

Nuclias' zero-touch provisioning means hotels, cafés, restaurants, etc., can expand their networks infrastructure instantly, ideal for multiple sites or to fulfil the need for additional capacity for the Wireless network.

Deploy affordable and reliable connectivity to your guests and staff, through a series of tried and tested Wi-Fi access points.

A single access point can provide multiple Wi-Fi networks whilst smart-managed switches provide high-speed wired connectivity with PoE support for PoS, VoIP phones and video surveillance.

Wireless LAN Segmentation ensures separation between guest and staff networks, ensuring security for your internal devices and systems.

Why is Wi-Fi so important?

Whether in a shopping Mall, Café or your hotel room, Wi-Fi has pretty much moved from a perk to an expectation.

Wi-Fi complaints ranked no. 2 in a recent study of those reported on a hospitality ticketing app[*] and over 90% of business travellers want Wi-Fi access in their rooms, while a third stated they would not return to a hotel that did not meet this expectation. Poor quality internet service could translate into a painful loss of business.

A poor Wi-Fi experience influences customers future decisions on repeat business for cafés/ restaurants and hotels, and also can negatively affect reviews on websites such as tripadvisor.

Many establishments are finding their current Wi-Fi network can no longer contain the demand placed upon it. Increased traffic from streaming services like Netflix, Amazon, applications like Facebook, Instagram or messaging service like WhatsApp, Video Calling and content sharing will only grow further.

For business customers, the ability to work as they would within their offices, seamless communication via multiple platforms such as voice, video and email is vital. A stable, secure connection to the office is vital and will impact decisions on where to choosing to stay.

Full Wireless Offering

Wi-Fi AC access points

- Zero touch provision using cloud-based profile. Low installation cost

Outdoor Wi-Fi

- Two high performance outdoor access points
- Both designed for outdoor use with removable antennae
- Pole and Wall Mountable

Wi-Fi 6 (or ax)

- Wi-Fi 6 provides lightning-fast access for bandwidth-intensive applications
- Simplified deployment, installation with centralised cloud management

Nuclias Cloud-Managed Switches

- The DBS-2000 Series are deployed as pre-configured, zero-configuration switches controlled through the Nuclias Cloud
- Wide range of models available with PoE options

Track and Trace

with **Stampede**

Nuclias, via its software integrations, can take away the burden of Track & Trace with our new, free, automated service.

By inviting guests to check in via Wi-Fi, your business can;

Fulfil contract tracing responsibilities with Track & Trace at no extra cost;

There will be a lot of challenges ahead as you reopen, nuclias in association with Stampede are here to help you.

When it comes to collecting customer contact details, we can help hospitality businesses do so in a secure and non-intrusive way on your customers' own mobile devices, whilst keeping your business in line with government guidelines.

Additional benefits for hospitality venues include:
- GDPR compliance
- Fewer staff duties, customers self check-in
- Share customer safety guidelines easily
- One time customer registration
- Internet access to power your other apps

Sign in while-you-wait

For customers who prefer not to register via WiFi, you can still collect details without the need for pen and paper.

Stampede Forms sit on your business website and allow customers to submit contact details when they come to your venue with no risks to them or your staff.

Simply get customers to scan a QR code with the phone and everything happens automatically from there.

Additional benefits for hospitality venues include:
- Fast set up with most websites
- Customer data still stored securely
- Self-registration for customers on their own device
- Minimal disruption to the customer experience

Growing with data

Generate repeat business with marketing
with **Stampede**

A marketing strategy that just involves untargeted social media posts alone, will have little impact on generating higher footfall. Consumers face increasing choice and with so much variety in every town how do you stand out?
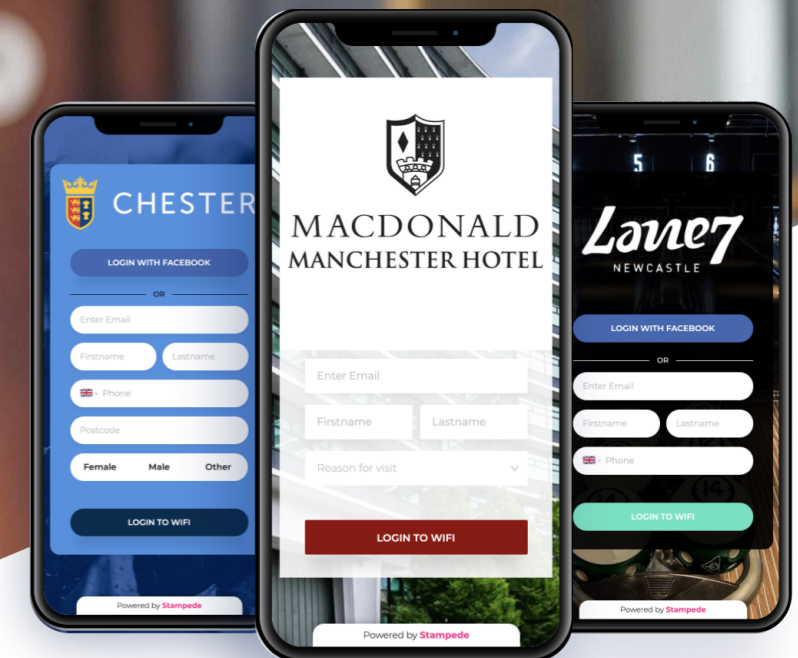
We understand that targeted messages to different audiences are crucial. That's why we built automated messaging to send the right message at the right time. Whether it's an SMS message with an offer for someone who hasn't visited in 4 weeks; or an in-venue promotion showcasing your new cocktail directly on a customer's phone whilst they're in your bar.

Our research shows that 53% of consumers want a birthday offer 2-4 weeks before their birthday and 45% of people are likely to redeem a text offer.

Stampede offers the tools to set this up for your business in a matter of minutes.

Megan's Restaurants had great success with their birthday offer, generating £19,540 of in-venue sales from the campaign.

In addition to email newsletters, Stampede analyses what works from the efforts of their customers and creates new templates with this data.

Additional features

Let's have a look at some of the more advanced features that can be integrated with your data.
with **Stampede**

Reviews
Online reviews are the 2nd biggest contributor to a business's search engine visibility. Save time monitoring reviews by bringing them all into one place.

Stampede lets business owners take control of their online reputation and deal with negative reviews in-house.

Identify problems areas quicker with automated sentiment analysis, pinpointing the trends in your reviews.

Gift Cards
Bolster revenue with gift cards and have them ready in minutes with Stampede. You control how these look and how they are shared with customers i.e. on your website or on social media platforms. Track everything with reports that show you purchased cards, redeemed cards, in basket cards and refunded cards.

Upsell
Upsell is an in-venue promotion and advertising tool. It works like digital fliers and posters, displayed directly on customers mobile devices when they reconnect to your guest WiFi.

Increase spend per head and spend per visit with exclusive and timely offers for customers to act on there and then.

Loyalty
Bring more customers back with our digital stamp cards system. Loyalty by Stampede replaces the ink stamp and card loyalty schemes with an app that automatically awards your customers with stamps and gives you complete control over rewards. Give stamps via WiFi login, QR code or NFC chip on your POS and design the digital cards just how you want them.

TAAS
Tech As A Service

After a prolonged lockdown period, businesses may look at a large outlay, upgrading their wireless network down the list of priorities, despite the potential improvements.

To help, nuclias cloud is available under TAAS or tech as a service, allowing you to pay monthly as a subscription service, the perfect way to spread the cost of investing in your businesses future. This added flexibility will allow you access to the latest in networking without a large lump sum outlay.

25 x DBA-2820 Access Points

28 x 3 year nuclias cloud license

3 x DBS-2000-10MP

Installation and carriage

£16,344 total order value

With Tech-as-a-Service you only pay

£400.83

per Month for 4 years.

Options at the end of 4 years

Extend your service agreement

Choose a 3 – 12 month extension

Return equipment and refresh

Subscription based purchases are growing in all sectors, because the ability to pay weekly, monthly quarterly or yearly is very appealing for business.

Big brands such as Netflix, Adobe and Microsoft have embraced and adopted these models.

What's in it for...

The installer	The end user
A quick and easy way for your customers to acquire hardware, software and services with no upfront cost.	With TaaS you can sign a single agreement for all your IT Needs: hardware, software and support, plus a range of services such as deployment, training, and management of your network.
Helps create customers for life via long term, sustainable relationships.	Simplifies support and upgrade of your network with a single, long term relationship with your network provider.
Create new revenue streams	Ensure you are always providing your customers with the best Wi-Fi experience by refreshing your network at the end of the agreement.

Scale the network and agreements as you grow – add new hardware or software as and when needed with just 1 payment.

What is Tech-as-a-Service?

- A quick and easy for your customers to acquire hardware, software and services with no need for large upfront meets your customer's needs.

- For the reseller, TaaS can improve margins and create new revenue streams.

- It helps create customers for life via long-term, sustainable relationships investment.

- Combine hardware, software and services into a solution that is cost effective.

Costs

B&B Package

4x nuclias Access Points (DBA-1210p)

Stampede Basic Package

Cost - £970.12

Features

- Full wireless coverage
- Analytics
- Easy Sign In
- Custom data capture
- Email support

Small Hotel Package

5x nuclias Access Points (DBA-1210p)

5x nuclias Access Points (DBA-2820p)

PoE power Switch DBS-2000-28P

1x DCS-4714E Camera's

Stampede Basic Package

Cost - £4,137.17

Residual Value - 36 months - **£122.06**

Finance - 36 months - **£130.20**

Features

- Full wireless coverage
- PoE for Voip/cameras
- Analytics
- Easy Sign In
- Custom data capture
- Email support

Larger venues add an extra AP for apx **£4.50 (per month)** or upgrade to hi-density 2820P for an additional **£11 (per month)**

Large Hotel Package

60x nuclias Access Points (DBA-2820p)

1x PoE power Switch DBS-2000-52MP

2x DBS-2000-28P

12x DCS-4174e Camera's

Stampede Growth Package

Cost - £34,633.10

Residual Value - 36 months - **£1,053.13**

Finance - 36 months - **£1,097.27**

Features

- Full wireless coverage
- PoE for Voip/cameras
- Analytics
- Dedicated support
- Custom data capture
- Gift Cards
- Marketing Automation
- Reviews

More than 10 Venues?
Talk to the Stampede team about the enterprise package, incl. more features and dedicated support.

Residual Value means that the package can be extended or amended after the term, Finance package will end with ownership of equipment, quote is for information only

All costs shown are for illustration only, please speak to our sales department for a full quote

D-Link®