

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 shop or a large department store, 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 shops, department stores or shopping centres, 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 for retail?

Nuclias by providing a quality Wi-Fi network, alongside its software integrations can help you build a network of regular shoppers. Nuclias and its partners help to provide retail with smart technology get closer to their customers, whether they are in-store or not.

- Track and Trace customer trade in
- Automatic WiFi login for returning visitors
- Birthday campaign marketing tool
- Self-managed unlimited splash pages
- Push each Wifi user into your marketing funnel
- Easy integration with your back office

A simple customer value-add like free Wi-Fi is a proven method of increasing brand loyalty especially when it provides great user experience and ease of use.



Increase your brand loyalty

- Mobile actual reality shopping experiences will revolutionise retail, with customers able to visualise products in a local environment.
- In-store, AR will enable shoppers to view additional information on a product simply by pointing their phones at it.

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  **Fydelia**

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

By inviting guests to check in via Wi-Fi, your customers can fulfil your civic duty of COVID-19 Track & Trace at no extra cost.

Process:

Customers sign into your Wi-Fi network and will automatically check people in, alternately they can scan a QR code customers can use to check themselves in.

Footfall analysis will allow you to ensure there are never too many customers in your venue at one time to comply with social distancing regulations.

All data is captured in compliance with GDPR regulations and the ICO.

We can also provide a free COVID-19 readiness pack containing:

- Instructions for staff.
- Social distancing guidance floor stickers.
- Posters and stickers with the QR code for guests to supply contact details.

More than Wi-Fi





Adding value with Analytics

Marketing can be expensive, but using integrated software, your businesses can increase the effectiveness of campaigns with active customers.

Delight

customers with bespoke Wi-Fi connectivity.

Guide

them seamlessly into your marketing funnel.

Boost

re-engagement, upsells, and loyalty.

A simple example of this is – a customer is in your store, you can see they are a return visitor - reward them with 10% off their purchase if made today.

Captive Portal

How does this work?

Just as with networks, retail faces issues with how to best utilise and setup guest networks, as well as being able to drive value from them

One of the advantages of nuclias cloud is easy integration with Fydelia, in this case for the provision of captive portals. To demonstrate these, we will create a demo splash page for you to share with your customers. Delegated access given directly to the customers so that they can self-manage their page designs.

Try Fydelia for free!

Get in touch to discuss how we can provide Fydelia to you for free. If your venue qualifies for either point below.

- The venue is currently unable to trade due to COVID-19 restrictions.
- The venue still has time left on their existing WiFi partner contract (max 9 months).

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 (min. order value of 2k) allowing you the flexibility of 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

A quick and easy way for your customers to acquire hardware, software and services with no upfront cost.

Helps create customers for life via long term, sustainable relationships.

Create new revenue streams

The end user

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.

Simplifies support and upgrade of your network with a single, long term relationship with your network provider.

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

Coffee Shop

2x nuclias Access Points
1 indoor, 1 outdoor (DBA-1210p) & (DBA-3620P)

Fydelia (medium bar) Package (1 year)

Cost - £559.29

Features

- Full wireless coverage
- Analytics
- Easy Sign In
- Custom data capture
- Email support
- Integrates with many popular CRMs

Department Store Package

5x nuclias Access Points (DBA-1210p)

5x nuclias Access Points (DBA-2820p)

PoE power Switch DBS-2000-28P

1x DCS-4714E Camera's

Fydelia (department store) Package (3 years)

Cost - £4,245.17

Residual Value - 36 months - **£125.46**

Finance - 36 months - **£133.60**

Features

- Full wireless coverage
- Analytics
- Easy Sign In
- Custom data capture
- Email support
- Integrates with many popular CRMs

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

Shopping Centre

60x nuclias Access Points (DBA-2820p)

1x PoE power Switch DBS-2000-52MP

2x DBS-2000-28P

12x DCS-4174e Camera's

Fydelia (large hotel) Package (3 years)

Cost - £25,057.33

Residual Value - 36 months - **£840.09**

Finance - 36 months - **£905.27**

Features

- Full wireless coverage
- PoE for Voip/cameras
- Analytics
- Dedicated support
- Custom data capture
- Reviews
- Integrates with many popular CRMs



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

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