


FEATURED ARTICLE:

Frictionless WiFi experience for a great customer experience


End-to-end Wi-Fi Service Management - A case study


In today's connected world, access to Wi-Fi is a necessity. Players in the hospitality industry are expected to offer Wi-Fi access to their guests during their stay at their facilities for a connected experience. There are several technology companies across the globe that are enabling digital transformation in the travel and hospitality sector with numerous offerings that help design, develop and deploy an effective WiFi services management solution.

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Monetization Opportunities in Proximity Marketing using WiFi based Analytics


One of the most effective ways to reach the consumer with targeted messages is to deliver it to their mobile devices. And being able to deliver it at the right time increases the effectiveness manifold. After all, would you remember to use a pharmacy discount coupon for 20% mailed to you 2 weeks ago, or would you remember to use if that coupon magically popped up when you are at CVS Pharmacy shopping?

That is the power of proximity marketing.

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Driving Operational Efficiencies using WiFi Analytics

When it comes to the applicability of analytics to any location that involves customers, such as retail stores, hotel lobbies, cruise ships, etc. the first thought that comes to mind is "How can we use analytics to understand what our customers want better?"

While that is a prominent ask and top of mind recall for many CxOs, there is another element to analytics that isn't as glitzy but equally (and some would say, more) important: "How do we improve operational efficiencies using analytics?"

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The Role of WiFi in 5G


5G has an ambitious goal to increase the network capacity by 1000x, reduce network latency for URLL (ultra-reliable and low latency) applications and support ultra-dense deployments to meet IMT-2020 vision. Although it meets many of such requirements, in order to comply with all the requirements, it will still have to exploit the opportunities in the unlicensed spectrum, especially Wi-Fi.

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As a leading technology solutions provider, Hughes Systique has a number of ready solutions and accelerators that can be customized for your industry. These will help you not only digitize your operations but also add a distinct differentiation with respect to your competitors.

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News and Events

Sep 20, 2018: Meet Hughes Systique at the Hotel and Spa Tech Live Show in London

Oct 3, 2018: Meet Hughes Systique at the SCTE-ISBE CableTec Expo 2018

Oct 8, 2018: Meet Hughes Systique at the Hotel Experience Show 2018

Jan 28, 2019: Meet Hughes Systique at Convergence India 2019

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