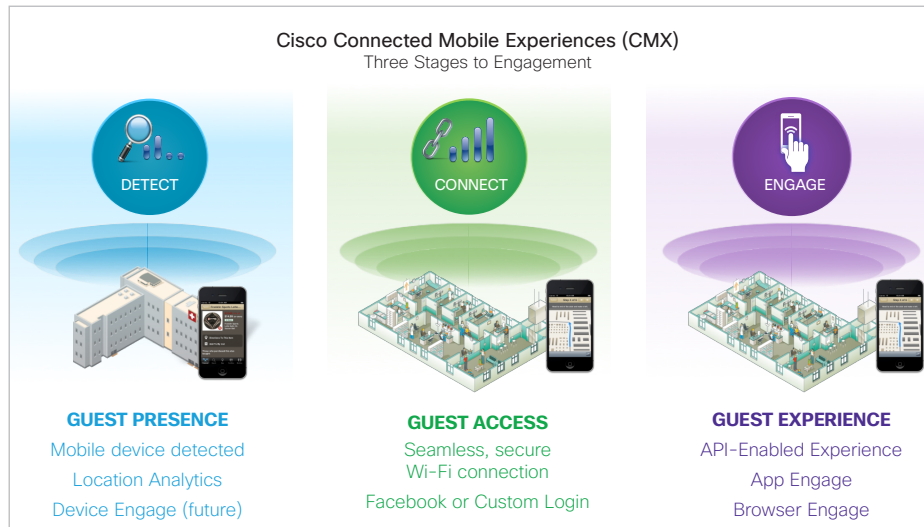# Cisco Connected Mobile Experiences (CMX)

Detect. Connect. Engage

A customer walks into your store. She receives a notification on her mobile device asking if she'd like to connect to the Wi-Fi network and launch your loyalty app. While using the app to navigate to her favorite department, she gets a personalized promotion.

Simultaneously, your specialist studies consumer traffic to determine ideal product placement using location analytics.

Cisco Connected Mobile Experiences (CMX) makes it possible for all industries, from retail to healthcare.

Detect, connect, and drive engagement through the instant delivery of relevant mobile content using the CMX intelligent Wi-Fi Solution. And gain insight from visitor behavior.

Cisco Connected Mobile Experiences (CMX)
Three Stages to Engagement

DETECT · CONNECT · ENGAGE

GUEST PRESENCE
Mobile device detected
Location Analytics
Device Engage (future)

GUEST ACCESS
Seamless, secure
Wi-Fi connection
Facebook or Custom Login

GUEST EXPERIENCE
API-Enabled Experience
App Engage
Browser Engage

Embrace a Connected World

By 2017, 10 billion mobile devices will populate our planet.[1] Visitors not only desire, but also expect, access to a secure Wi-Fi network. They can and will use their mobile devices to enhance their on-site experiences.

In the face of such trends, organizations across diverse industries are making mobile personalization a major part of their innovation strategy.[2]

Deliver the Right Value at the Right Time

Cisco CMX is built on the Cisco Unified Access Infrastructure and puts to work the capabilities of the Cisco Mobility Services Engine to:

· **Detect:** Once visitors' mobile devices are detected by the network, information related to their behavior is recorded. Learn how visitors move throughout your location. Identify high-traffic areas and spots of significant dwell time. Make informed venue and service decisions.

· **Connect:** Provide a simple and customized login experience for visitors and gain insight into their online behavior.

· **Engage:** Advertise, educate, and compel action by sending context-specific content to a variety of devices through location-enabled apps or browser capabilities developed by Cisco partners.

Solution Benefits

With Cisco CMX, you'll be able to:

· Build customer intimacy, loyalty, and retention.

· Elevate venue operations with intelligent product placement, appropriate staffing, and improved floor layouts.

· Transition Wi-Fi from an IT expenditure into a profit center through third-party mobile advertising opportunities and mobile-influenced sales.

[1] Cisco 2012 Visual Networking Index.
[2] Accenture survey of 519 executives at large U.S., U.K., and French organizations with revenues greater than $100 million, Accenture, May 2013

Connected Experiences

MGM Resorts International uses Cisco CMX to deliver high-performance, tiered Wi-Fi access, indoor location capabilities, and personalized mobile apps. Learn more.

Cisco CMX helps Miami Children's Hospital mobilize clinician access to patient information, enrich visitor experiences with navigation apps, and empower patients with context-based educational tools. Learn more.

Why Cisco?

Amplify customer interactions with Cisco Connected Mobile Experiences. Our platform's Wi-Fi intelligence meets the needs of a growing mobile audience. And with Cisco Services, we'll help you design a mobile infrastructure that addresses your unique business goals for a high return on your investment. Furthermore, you'll be able to create unlimited opportunity for innovation with the support of our advanced mobility network services.

For More Information

Visit: Cisco Connected Mobile Experiences.

Cisco Capital Financing

Acquire the Cisco technologies you need. Our flexible financing solutions lower total cost of ownership and protect against technology obsolescence. Learn more.