

## THE FUTURE OF WIFI

# DID YOU KNOW?



BY 2017, 60% OF CARRIER NETWORK  
TRAFFIC WILL BE OFFLOADED TO WI-FI. –  
WIRELESS BROADBAND ASSOCIATION

75% OF PEOPLE SAY A WEEK WITHOUT WIFI  
WOULD LEAVE THEM GRUMPIER THAN A WEEK  
WITHOUT COFFEE – ICONIC DISPLAYS



## THE COST OF DOING BUSINESS IN THE DIGITAL AGE

Cisco predicts providing Wi-Fi will be a “cost of doing business” – Like providing lighting and heating, customer-facing organizations will expect Wi-Fi to “just be there”.

## TURN WIFI FROM EXPENSE TO PROFIT GENERATOR

While customers expect wifi to be there, Wi-Fi doesn't necessarily have to be "free". Wifi-Marketig turns guest wifi into automated profit generator.

## CUSTOMER DATA

Requiring a signup, or email for Wi-Fi access is now a standard, rather than option. Security and Marketing both top of mind.

## WI-FI QUALITY

Wi-Fi quality is key. Most businesses are planning to increase Wi-Fi capacity by at least 20% in 2014. – Infonetics



## WIFI-MARKETING STATISTICS

**22+**

**AVERAGE DAILY WIFI LOGINS PER RESTAURANT**

**175+**

**AVERAGE MONTHLY EMAIL OPT-INS  
(COFFEE SHOPS RECEIVING 1000+ PER MONTH)**

**26%**

**HIGHER EMAIL OPEN RATES**

# AVIRASPHERE