Purple WiFi and TP-LINK provide unrivalled social WiFi solutions for SMEs

purplewifi harder working wireless

Purple Wi-Fi Ltd

Industry: Software

Location: Ashton Under Lyne, UK

Profile: Purple WiFi is guest WiFi hotspot software, that enables data capture so you can market to your customers, track their movements and much, much more.

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**James Wood,
Technology Director,
Purple WiFi**

WiFi hotspot provider selects TP-LINK dual band routers as the foundation to its SME networking solution.

Fast Facts
- Bespoke WiFi solution for small businesses
- Provides real-time demographic and WiFi usage patters
- Enhanced performance with AC routers
- Global product availability for international deployments
- More than 6,000 facebook followers from 1 installation
- Routers easily flashed for rapid roll out

Together Purple WiFi and TP-LINK offer bespoke WiFi solutions for small and medium size enterprises (SMEs) at a compelling price. The partnership enables Purple WiFi to roll out its solutions on a global scale.

Purple WiFi provides cloud-based guest WiFi software, offering fast access to free WiFi through social media login. In return, the venue gets real time analytical insights and customer demographics, accurate footfall measurement and an engagement tool to communicate effectively with on-site end users. Purple WiFi is unique, it boasts a fast-developing, cutting edge feature-set designed to meet customer engagement and ROI goals at consumer-facing organisations.

More Than Just Wi-Fi

Purple WiFi provides venues with Internet connectivity via the social media channels of their choice. In practice, users are able to access WiFi via their Facebook page for example, by liking the page of a restaurant, cafe or a hotel. By connecting users via the venue's social media channel, Purple WiFi encourages user engagement. This increases brand loyalty and brings Purple WiFi's customers a more effective marketing channel through which they are able to reach not only their customers but their friends and followers too. For example, a recent installation at Manchester 235 and The Casino at the Empire has resulted in over 6,000 new Facebook followers.
For deeper customer ins
ights, Purple WiFi offers its customers access to real-time demographic and behavioural information, including WiFi usage patterns. It means that venues can tailor their marketing campaigns right down to the individual, using information such as age, gender and when they last visited the venue. E-shots can be sent in real-time according to demographics, loyalty, birthdays or location.

To maximise customer network security, Purple WiFi's service is equipped with content filtering and easily manageable security settings, such as child safe filtering and port blocking. These prevent peer-to-peer downloading of illegal content at the venue and bringing peace of mind to venue owners and managers. In essence, Purple WiFi has configured the feature rich TP-LINK router to automatically reduce any security concerns a business owner may have about offering guest WiFi, leaving them to get on with doing what they do best – running their business.

> "There is a huge gap in the market for affordable social WiFi solutions. Not many small and medium sized businesses can justify spending hundreds of pounds on a providing free WiFi to their customers. Partnering with TP-LINK means our customers can measure a genuine ROI for providing free wireless and it's a simple social marketing tool to build customer loyalty at a time when customers are extremely price sensitive."

**James Wood,
Technical Manager,
Purple WiFi**

> "Customers nowadays require routers with dual band capabilities, as devices are increasingly dual band enabled. TP-LINK routers free up bandwidth to power numerous intensive applications at the same time - users can e-mail or browse the web, even if others might be playing online games or streaming HD video - essential in a commercial environment."

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A Matter Of Reach

The technical team at Purple WiFi was already familiar with TP-LINK's products, their competitive price and ease of use, having previously used the routers as home networking solutions. TP-LINK was therefore Purple WiFi's first choice when the company needed a router brand to help strengthen its service offering and expand its global reach in the SME market.

Based on customer demand, it was critical for Purple WiFi to find a router that could be quickly and easily flashed with the bespoke Purple WiFi solution reprograming the routers and turning them into hotspot routers. Recognising the commercial advantages to both organisations, Purple WiFi and TP-LINK worked closely to ensure the process was as simple and straightforward as possible to cut roll out times to the minimum. This clearly demonstrates the value that TP-LINK places in their partnerships and their focus on providing secure, scalable wireless technology.

James Wood, Technology Manager at Purple WiFi says: "There is a huge gap in the market for affordable social WiFi solutions. Not many small and medium sized businesses can justify spending hundreds of pounds on a providing free WiFi to their customers. This partnership means that our customers can measure a genuine ROI for providing free wireless and it's a simple social marketing tool to build customer loyalty at a time when customers are extremely price sensitive."

James continued: "We are a rapidly expanding company and have customers across the globe. It's essential for our customers to have access to the hardware - and that's the beauty of TP-LINK, you can buy its products anywhere in the world."

Features That Go The Extra Mile

Purple WiFi currently uses and provides software for a wide range of TP-LINK routers, with the two most widely used models being the Archer C7 and C5. Purple WiFi recommends these products to its customers because they incorporate AC, the latest wireless standard. There are lots of benefits to using AC over wireless N, including higher performance on both 2.4 and 5Ghz frequencies providing faster upload and download speeds.

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Bright Purple Future

Purple WiFi works closely with the team at TP-LINK to keep fully informed about new product launches, such as the 450Mbps Wireless N Access Point (TL-WA901ND). This particular product was of interest as some customers were struggling with the wireless signal in old buildings with thick walls or extremely large spaces.

"We always keep an eye on new TP-LINK product launches, as when they expand their offering, so do we," adds James Wood. "Our main goal is to make technology simple, deliver innovative solutions and provide genuine value to our customers – and TP-LINK products help us achieve just that."