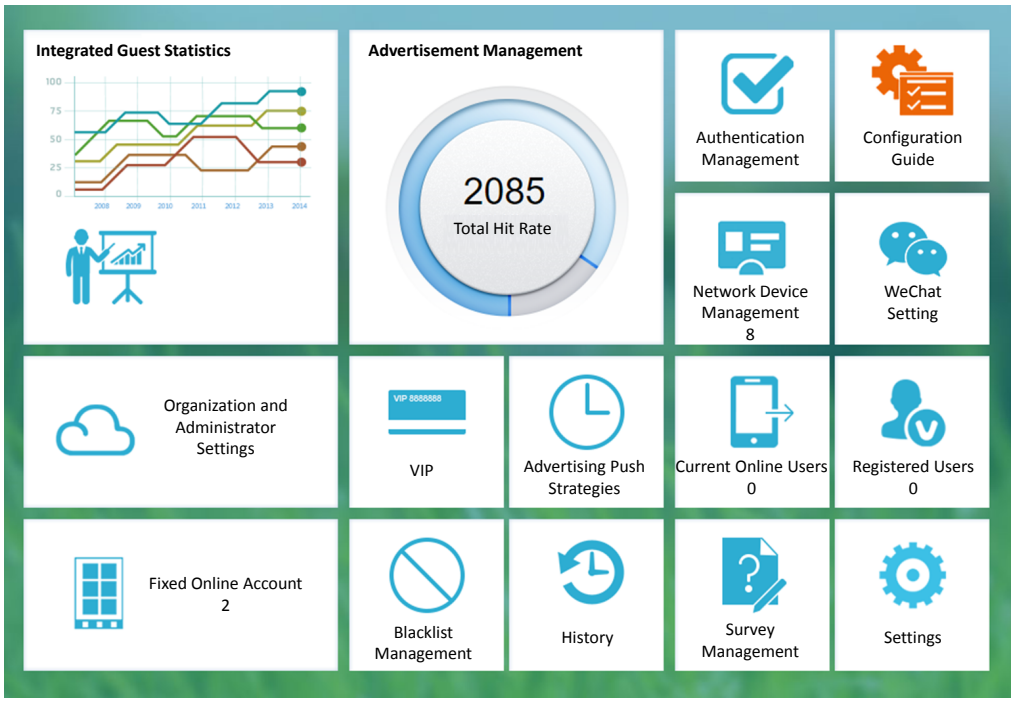
Ruijie RG-MCP

Cloud Marketing Platform Datasheet

The Ruijie RG-MCP Cloud Marketing Platform is especially designed to fulfill the advertising demand of chain stores, hotels, shopping malls, Wireless City Projects, transportation, tourist attractions, etc. The RG-MCP not only supports authentication protocols including WiFiDog and Tr069, but also offers a wide variety of user-friendly authentication modes such as SMS and WeChat. The platform also enables the push of rich advertising content when users are waiting for the authentication process to complete. During authentication, the RG-MCP also collects user network behavior data to visualize a clear picture for the operator, providing data support for big data mining, profit realization, etc.

HIGHLIGHTS

- Flexible Advertising Push Strategies
- Ad Page: Easy to Edit
- Simpler Authentication & Marketing via App
- Comprehensive User Data Display & Analysis



RG-MCP Main Interface

PRODUCT FEATURES

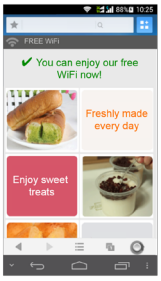
Multi-page Advertising Platform

RG-MCP provides a multi-page advertising platform for the operators with advertising push of full-screen ads, homepage ads and after-authentication ads. In order to increase the advertising content, the RG-MCP supports the WeChat portal which contains multi-page ads.

Full-screen Ad Before Authentication

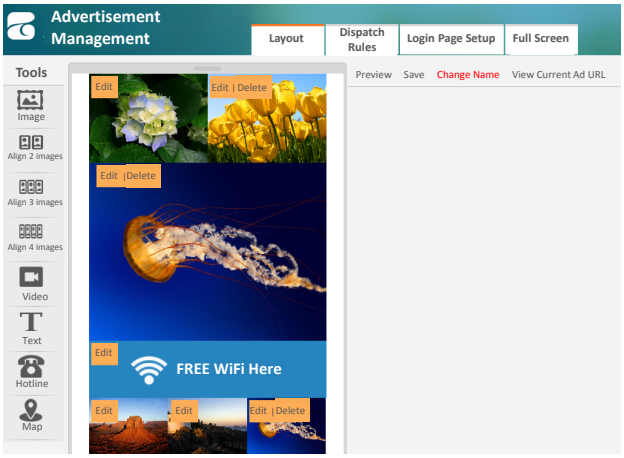
Ads Shown During Authentication

Redirected to the Ad After Authentication



Ad Page: Easy to Edit

The RG-MCP portal page is highly customizable. Clients can build an advertising page that fits their needs with various modules like images (multiple static images or rolling pictures), texts, videos, login button, hotline button, location map, App download, survey, etc. The platform automatically sends an advertising page with size that best fits the end device. There are more links to other platforms and systems such as online store and lucky draw. The editing page is intuitive and user-friendly. Any staff member can assemble a presentable advertising page in 5 minutes.

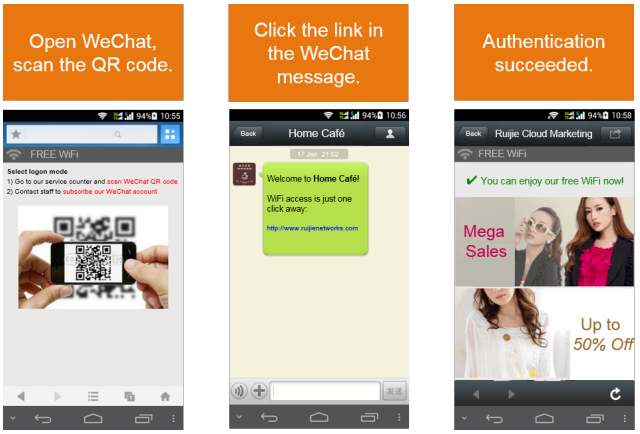


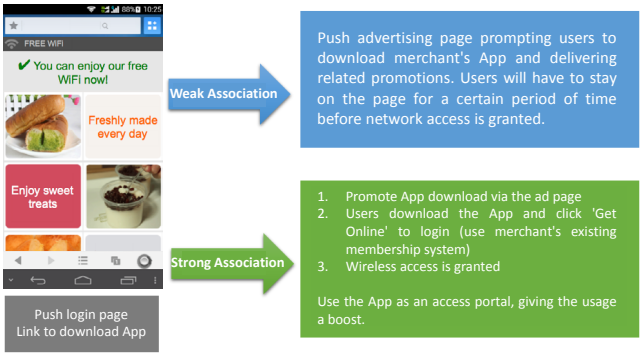
Flexible Advertising Push Strategies

The RG-MCP can customize different advertising push strategies for different time and locations. Different ads can be pushed to different shops and floors in any time period and even according to the type of devices. Most importantly, the RG-MCP can customize different ads for different SSIDs.

Simpler Authentication & Marketing via App

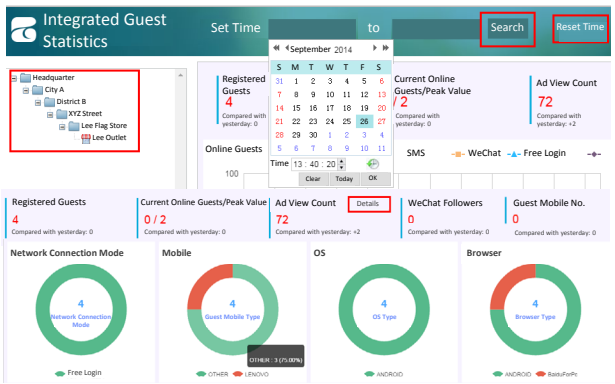
The Cloud Marketing Platform is built in with a user authentication database. It offers multiple login modes via SMS, WeChat and App. For WeChat authentication, customers have to subscribe to the shop's official WeChat account to access the wireless network, which is an efficient way to increase the number of followers. Another authentication method is SMS authentication, which allows the operators to collect customers' phone numbers. The platform also allows fixed account authentication using the shopping mall account or shop membership system. Besides these authentication modes, the RG-MCP also offers authentication-free access, App authentication, etc. Customers have to download the App to access the wireless network which will give the App usage a boost. In order to meet the needs of different user scenarios, the RG-MCP can support WeChat authentication, SMS authentication and fixed account authentication at the same time.





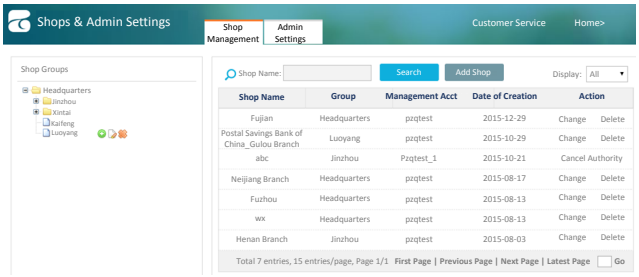
Comprehensive User Data Display & Analysis

The RG-MCP collects customer details for different shops or areas in real time. Such information includes Wi-Fi user count, advertisement hit rates, number of WeChat followers, collected mobile numbers, customer visit frequency and specific time, end device types and so on. Big data collection enables detailed analysis on customer behavior. Merchants can hence fine-tune their marketing campaigns in the future.



Role-based Management System

The RG-MCP offers role-based management for different accounts. The account users can only view and manage the data and devices of their own accounts and their subordinate accounts. Users cannot view accounts of the same or higher levels to avoid unauthorized access.



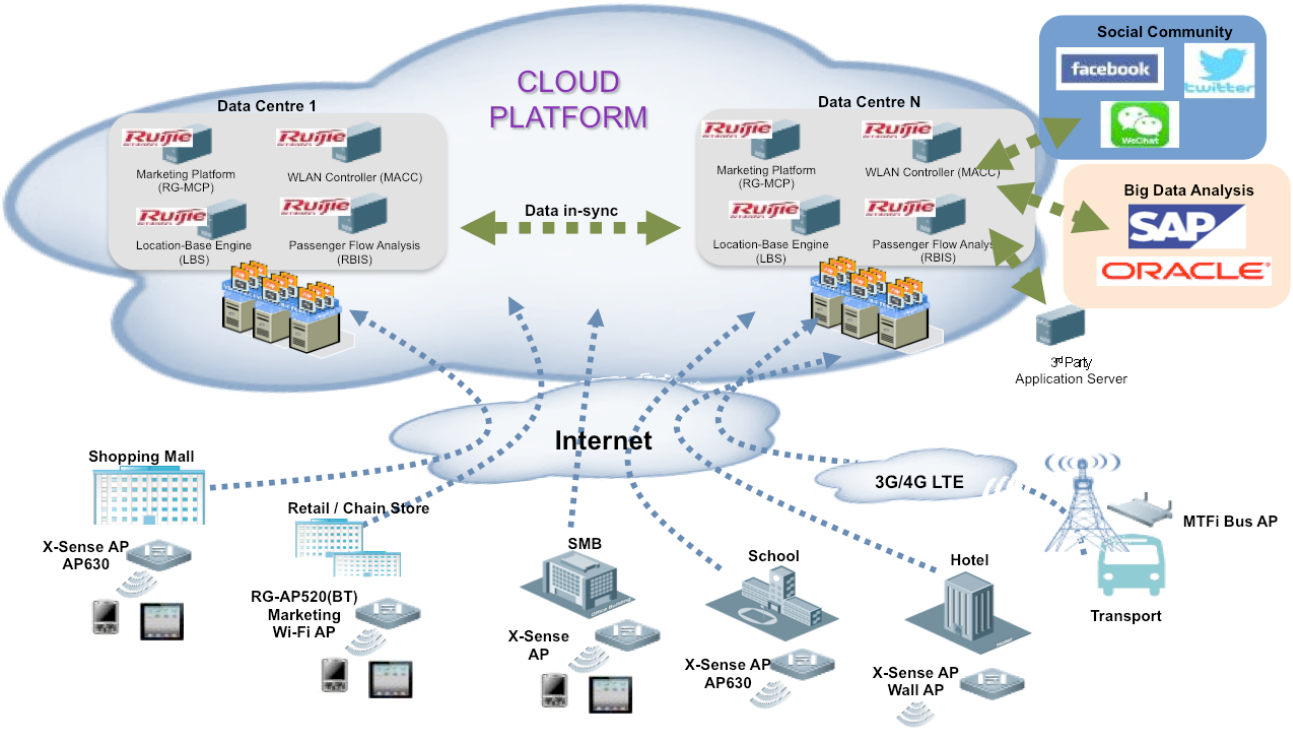
TECHNICAL SPECIFICATIONS

Product Specifications

Specifications	Description	
Hardware Platform Requirement		
Processor	2GHz Dual Core	
Memory	24G or above	
Hard Disk	1T or above	
Network Card	1000M or above	
Software Platform Requirement		
Operation System	CentOS6.6 64 bit	
Database	MySQL5.5	
Software Features		
Internet Access Authentication	Fixed account authentication, one-click authentication, WeChat authentication, seamless authentication, App authentication	
	Authentication Management	Customized authentication: Clients can select one or multiple authentication modes
		Wireless network watcher: Customize the accumulative Internet access duration
		After authentication succeeded, users will be redirected to a specific URL address
		On-off switch for seamless authentication, validity period, etc.
		Show ads at regular time intervals
Customized SMS Content	Customize the SMS welcoming message	
Batch-delete Registered Users	Support batch-delete of registered user information After deleting the user information, users are required to re-authenticate for Internet access	
Ad Content Editor	Support content modules such as texts, images (multiple static images or scrolling images), videos, disclaimers, full screen ads, maps, hotlines and so on to achieve hyperlink service inside and outside the network	

Specifications	Description
Ad Content Editor	Support drag and drop editing
	Optimize advertisement template preview
Ad Presentation	Support sliding effect and forced playback
	The size of the ad can be automatically adjusted to users' screen size
	Pop up ads based on different time period, SSIDs and areas
Comprehensive Guest Statistics	Display the total number of registered users, peak number of online users, number of current online users, WeChat followers count, number of user phone numbers, total hit count of the advertising page, 24-hour online user graph, ad browsing analysis, Internet access pie chart, user operating system pie chart, user browser pie chart, flow analysis diagram, Top 5 ads with highest hit rates and user statistics analysis graph
Online User Information	View the online user list, store number, name of stores, phone numbers, IP, MAC, authentication method, device type, device OS, online time and duration which can be sorted accordingly
Registered User Information	View all registered users, store number, name of stores, phone numbers, MAC, authentication method, device type, device OS, online frequency and total online duration which can be sorted accordingly Support export all registered phone numbers in MS Excel format Support delete registration information
Management Privilege Distribution	Organization administrators of any level are able to establish subordinate organization departments and subordinate administrators
	The interface customization is only provided for tenant administrators
	Organization administrators of any level can only manage the subordinate divisions and the relevant information
Integration Support	Support multiple SMS gateways to achieve SMS authentication
	Support integration with cloud AC to deliver authentication and advertising features

TYPICAL APPLICATION



Ruijie Cloud Marketing Wi-Fi Solution Diagram

The Ruijie RG-MCP Cloud Marketing Platform can be deployed as the Ruijie Cloud Marketing Wi-Fi Solution component and integrate with the Wireless Controller Software (RG-MACC), Location-Based Engine (RG-LBS), Passenger Flow Analysis (RG-RBIS) and a wide variety of APs to form the overall Ruijie Cloud Marketing Wi-Fi Solution.

The Ruijie Cloud Marketing Wi-Fi Solution supports wide AP options for various scenarios. The RG-AP520 (BT) Marketing Wi-Fi AP can be deployed to provide Wi-Fi for chain stores, while the X-Sense APs can be deployed in shopping malls, small and medium-sized enterprises, schools and hotels. The MTFi Bus AP can be deployed in transportation to provide Wi-Fi via the 3G/4G LTE network.

The Ruijie RG-MCP Cloud Marketing Platform can be integrated into the Ruijie Cloud Marketing Wi-Fi Solution to streamline user authentication and advertising push. Social community authentication via Facebook, Twitter and WeChat is supported to collect customer information for big data analysis.

The Ruijie Cloud Marketing Wi-Fi Solution supports mainstream virtualization hypervisors such as VMware and KVM. The solution supports 3rd party application server and provides API for partner customization. Multi-tenant management is also supported so that users can share access to the cloud platform with specific privileges.

ORDERING INFORMATION

Model	Description	Remarks
RG-MCP-Base	Ruijie Cloud Marketing Platform Software which provides features such as WeChat authentication, SMS authentication, customized push advertising and user behavior analysis	Mandatory
RG-MCP-LIC-100	MCP license for access of 100 wireless devices	Purchase based on the number of devices in actual deployment
RG-MCP-LIC-1000	MCP license for access of 1000 wireless devices	

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