



AN IZATION TRANSFORMATION WITH CISCO CMX CLOUD FOR MOBILITY EXPRESS

With today's tech-savvy consumers and the digital revolution (which is part of what Cisco and Ingram Micro call the IZATION effect), providing guest Wi-Fi services at your customers' facilities is a smart business move. Even better is if you can provide complementary mobile services, such as A/B marketing testing or running a special promotion that guests see when viewing the splash page prior to accessing the internet.

Previously, these kinds of services were out of reach for most budget-restricted SMB customers. But the pairing of Cisco Mobility Express and CMX Cloud (thanks to Wireless Release version 8.3) changes everything. With these integrated solutions, channel partners can quickly deploy an on-premise wireless network with a built-in virtual controller, along with cloud-delivered guest-access captive portal to onboard customers and generate analytics for customer insights.

“With services delivered via the **cloud**, appliance management **costs** are **minimal**.”

Benefit summary



Secure, seamless and simple: Sign up, connect your customer's Cisco on-premises wireless network to the cloud and start using Connected Mobile Experiences.



Lower costs: Upfront CapEx costs are avoided with a cloud subscription. Plus, the solution can be easily expanded as customers' needs change without having to rip and replace their existing networks.



Easy guest access and engagement: Using wizard-driven software with drag-and-drop functionality, channel partners can set up customizable captive portals for guest access and no web-development skills are needed.



Presence analytics and insights: Each access point becomes an invaluable source of real-time and historical insights. For example, your customers can measure the number of visitors—including new and repeat visitors—passersby, peak traffic hours and average dwell times.



Low maintenance costs: With services delivered via the cloud, appliance management costs are minimal.

A wireless network and intelligent mobile services in minutes

How can your SMB customers afford guest Wi-Fi networks with enterprise-grade mobile services? The answer is by using Cisco's Mobility Express and CMX Cloud solutions. These integrated solutions are ideal for SMB wireless and mobility implementations that demand simplicity without compromising on performance and reliability.

Together, Mobility Express and CMX Cloud deliver the following:

- Mobility Express manages up to 100 access points and 500 clients with a virtual controller
- CMX Cloud is delivered in the cloud with a software-as-a-service (SaaS) subscription
- Simple and fast to set up with drag-and-drop features and over-the-air configuration
- Easily expand the wireless network and upgrade CMS without ripping and replacing the existing network.

The Mobility Express solution with Cisco Aironet 802.11ac Wave 2 access points (i.e., 1830, 1850, 2800 and 3800 Series APs) deliver enterprise-class wireless networks to SMBs in minutes. The solution includes advanced features, such as multiuser MIMO (multiple input, multiple output) and a virtual controller to optimize speed and performance.

CMX Cloud combines an on-premises Cisco wireless network with cloud-based CMX software, which enables delivery of relevant content to end customers, such as actionable analytics for better business decision making and new revenue opportunities.

CMX Cloud comprises two components:

- **CMX Connect:** This public-facing, customizable guest access solution uses an intuitive user interface so channel partners and customers' marketing personnel can easily collaborate to create guest portals, collect visitors' information and customize promotional offers by location.
- **Presence analytics:** Presence displays real-time location statistics to improve customer engagement and loyalty across sites. Data collected by Cisco APs is synced with the Cisco CMX Cloud and automatically reported in the dashboard, revealing visitor traffic trends, dwell time and new vs. repeat visitors.

Channel partners can natively connect a Cisco Mobility Express wireless network to CMX Cloud in four easy steps.

1. Configure a guest network (SSID) in the Mobility Express web-based interface.
2. Add login data to connect to CMX Cloud.
3. Validate and authenticate the server.
4. In the CMX Cloud web-based interface, start the access points and begin generating analytics.

Next steps

See what's possible when Mobility Express and CMX Cloud are deployed together, and start your SMB customers' IZATION transformation today. To learn more about Mobility Express and CMX Cloud, contact the [Ingram Micro Cisco Team](#) or [Cisco Experience Center](#) in Buffalo, N.Y., and schedule a live demonstration (on-site or virtually) for your team and/or customers. Pre- and post-sales support is available through [Ingram Micro Partner Technical Enablement](#) to assist during planning and implementation of your customers' new wireless networks, too.

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