

A high-speed train is stopped at a station platform. The train is silver with a blue and orange front. The platform has a digital clock showing 11:24:25. The station has a large, arched glass and steel roof. A few people are walking on the platform.

## Linkyfi in public transport

Managing WiFi networks and analyzing  
online behavior of WiFi users

# Linkyfi in public transport

Only in the European Union, over 185 mln passengers use public transport on an average working day. With the urban mobility network's development, cities look for solutions that simplify its management, provide detailed data about how passengers use transport, and minimize secondary costs.

That is when WiFi and WiFi value-added services come in.

In terms of WiFi VAS in transport, AVSystem offers you the Linkyfi platform. Linkyfi is both a public WiFi access management solution and a powerful WiFi marketing platform.

## How does it work?

### Create a captive portal to welcome passengers

Encourage passengers to log in to free WiFi with a quick social media log-in. Create a questionnaire or just place an advert using an intuitive WYSIWYG editor.



### Get access to real-time and historical data

Learn more about how passengers use public transport. Access the processed data showing exact numbers of passengers and an analysis of their online behavior.



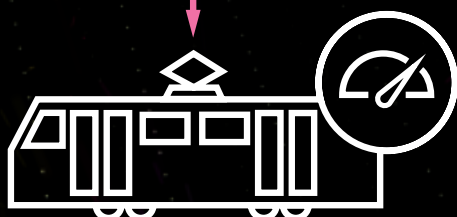
### Run targeted marketing campaigns

Use the analyzed passengers' data to create dedicated marketing campaigns, including push notifications with current promotions or emails with ticket discounts.



### Improve the transport efficiency

Encourage more people to choose public transport by modifying routes, adapting timetables, and optimizing traffic. All this to increase satisfaction of passengers and improve your business performance.



## Linkyfi in public transport



### Linkyfi for buses

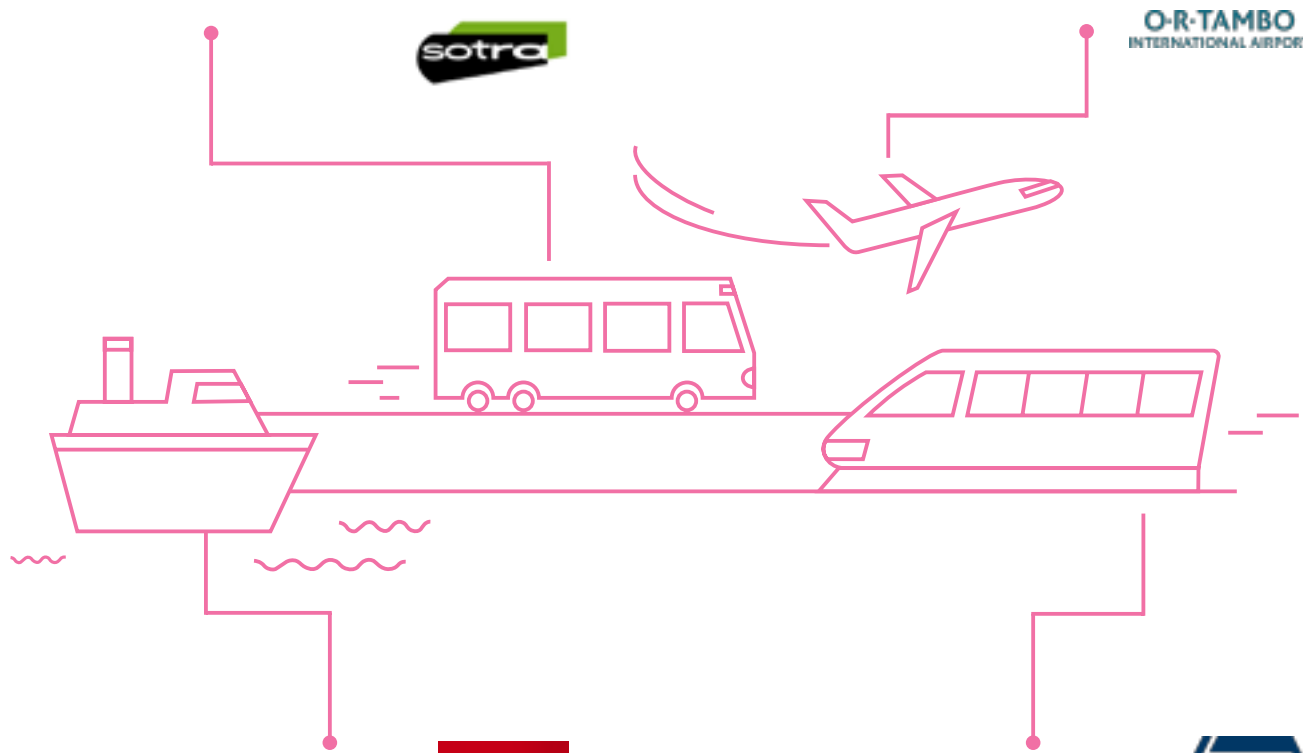
Get data about a number of passengers on each route without an over-expensive field research. See how passengers travel around a city and how often they change buses. Maybe there should be a new route? Use all this data to adapt a number of buses to traffic hours and create an efficient timetable in different seasons. Place a questionnaire on a captive portal and ask passengers if they have any suggestions for improvements.

The Abidjan Transport Company in Ivory Coast uses Linkyfi's captive portal to gather yearly more than 600 thousand questionnaire responses. The analytics feature enabled the company to cut down a number of buses increasing efficiency of transport.

### Linkyfi for airports

Set on a landing page information about arriving and departing flights and navigate airport's guests to particular premises, toilets, gates, or even to their cars. Create a captive portal or a landing page with a button for disabled passengers to call for assistance and quickly locate where to send a staff member. You can even send push notifications with promotions from stores passengers pass by.

O. R. Tambo International Airport in Johannesburg, the biggest airport in South Africa, uses captive portal's space in VIP lodge to place adverts of exclusive brands. Yearly, they are seen by more than 430 thousand flyers.



### Linkyfi for ferries



Set a ferry's timetable on a landing page and set push notifications about estimated arrival time. Invite customers to onboard restaurants and cafés with information about an offer of the day. Provide passengers with an option to collect online stamps for each logging-in to WiFi and offer them a discount coupon once they collect a required number of stamps.

Ferry's companies in Malta - Captain Morgan Cruises Ltd., City SightSeeing Malta, and Valletta Ferry Services - use Linkyfi to grant access to on-board WiFi to their passengers.

### Linkyfi for trains

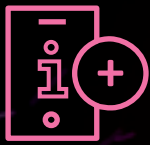


On the stations, monitor passengers flow on platforms to optimize traffic. Also, create a captive portal with a tourist information button to help tourists find their way around a city. You can also ask passengers for their email addresses and send them the newest promotions.

Polish State Railways implemented Linkyfi on every larger train station in Poland to analyze passengers flow on platforms. Yearly, it gathers data about online behavior of 1,440 million of unique passengers, which enables to identify trends and adapt platforms to them.



## Benefits of Linkyfi



### Improved customers' on-site experience

Use WiFi value-added services to turn your WiFi into a comprehensive solution ensuring that passengers get all information needed with just few clicks



### Saved money for field research

Save your time and resources and get data about both a number of passengers and how they use transport, without a need to invest in an expensive field research.



### Increased efficiency of public transport

Get precise data about passengers' behavior, modify the routes and frequency of means of transport to gain more new passengers and create an environmentally friendly city.



### Increased income from on-site premises

Use targeted marketing campaigns, including pop-up notifications, discount e-coupons, and loyalty programs to attract more customers to on-site premises.

## Fair business model

Become our partner and grow revenue by offering Linkyfi as a WiFi value-added service to your customers. Linkyfi can be easily implemented by:

- Telco operators
- Internet service providers
- WiFi integrators
- Distributors and resellers
- Device manufacturers

Contact us at [sales@avsystem.com](mailto:sales@avsystem.com) and we will show you how Linkyfi can improve your business.

## About AVSystem

AVSystem is an expert in large-scale solutions for Telco operators and enterprise markets.

The company's product portfolio, primarily focused solely on device management and monitoring solutions (TR-069, Lw-M2M), is constantly evolving and currently contains also M2M and IoT service delivery platforms, WiFi VAS platforms, WiFi location engine and systems for SDN and NFV. 100+ large telco operators worldwide prove the superiority of AVSystem's technology.

For more information please visit: [www.avsystem.com](http://www.avsystem.com).