

Highlights

Cloud-based Subscription for Indoor Location Analytics

- Simplicity and scalability for any size enterprise

Integrated Location Platform

- Wi-Fi and BLE
- Presence
- Zone Tracking
- Micro-Locationing
- Geo Fencing

Advanced Location Analytics

- Site, Zone, System Level
- Visitor and Associate Level
- Motion path analysis
- Crowding zones

Asset Tracking

- Unique naming and identifiers
- Grouping by asset category type
- Alarms and notifications

Campaign Manager

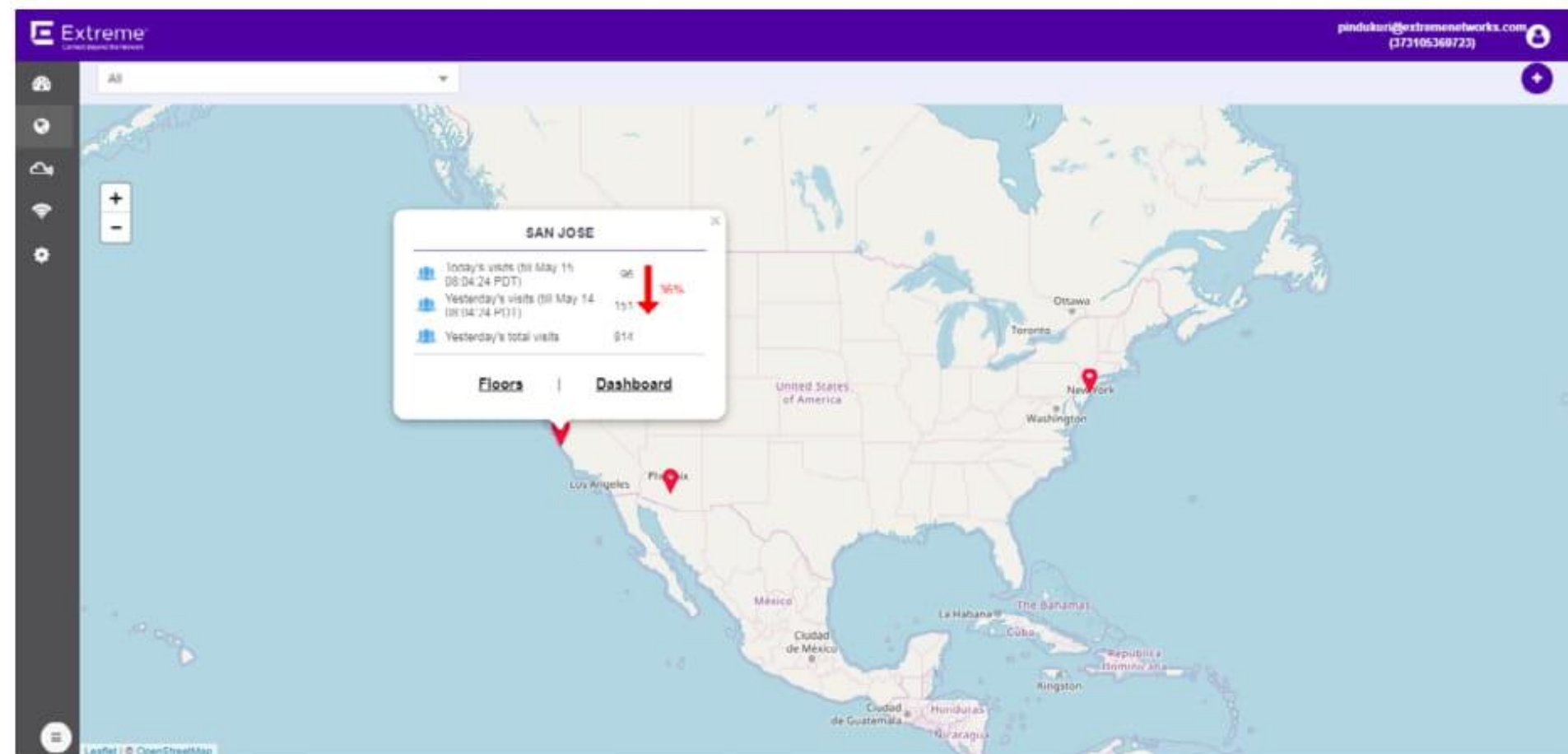
- Create, Manage, and Monitor Proximity Campaign
- Integrate CMS Content
- Pull Context from a CRM or Loyalty Database

Rich Graphical User Interface

- Dashboard
- Map Editor
- Real-time and Historical Location Analytics
- Vertical specific classification of staff, visitors and assets

Subscriber Services

- RESTful APIs for 3rd party application integration



ExtremeLocation™

The ubiquitous use of mobile technology empowers enterprises staff, asset location, and workflows to take their business to a new level with deeper insights on visitors. With real-time location and analytics from Extreme Networks, enterprises such as; retail and hospitality can engage their customers and associates with contextual-based personalized experience, while transportation and logistics, manufacturing and healthcare can monitor workflow and assets to improve their overall operation and efficiency using Wi-Fi and/or BLE technologies.

ExtremeLocations rich GUI is configurable by industry and user presence.

Product Overview

ExtremeLocation is a resilient and scalable cloud-based location and analytics solution offered by Extreme Networks as a subscription service, to align with your new business imperatives.

ExtremeLocation provides enterprises powerful multi-tier location services that can scale to thousands of branch sites. ExtremeLocation offers a range of granular location accuracy resolution from geo-fencing to micro-locationing, to address various application scenarios with extensive real-time and historical location analytics, such as new and repeat visitors, engagement times, location of associates or assets, and specifics of site or zone performance.

Whether combined with Extreme's enterprise-grade wireless networking, or as an overlay with your existing network, ExtremeLocation is an easy to use cloud-based platform that helps you transform your business. Backed by Extreme Network's industry-leading global support and services, ExtremeLocation simplifies the difficult task of supporting your business transformation goals.

Dial-In Location Resolution for Optimum Results

ExtremeLocation provides a range of location resolution to let you tune the location services to the level of detail required. Use geo-fencing with GPS for demarcation around a facility for outdoor engagement, while indoor can be tuned from presence which detects a device, to a zone which locates a device in an area, to position, which provides exact location of the device and micro-location using BLE, ExtremeLocation lets you dial-in the level of granularity that meets your business needs.

Powerful Analytics for Contextual Results

ExtremeLocation brings out the true value of location-based services by delivering powerful analytics and trends which can be viewed by CMOs, store or venue manager or, extracted by campaign and policy engines via the RESTful APIs. ExtremeLocation provides extensive real-time and historical location analytics which can be chosen for a duration, including site, zone and associate analytics. Users can view real-time dashboards and monitor trends of sites, zones and associates, or scheduled reports to deliver the footfall trends to their e-mail in-box.

Site analytics provide trends for overall footfall (visits), bounced versus engaged, shopper engagement, loyalty customers and repeat and new visits.

Zone analytics allow you to collect additional insights within a site, into the department level, to help you understand the number of visits to a department, the number of engagements and unique visitors, identification of the top and bottom 5 departments, along with the customer engagement times within those departments. Motion path analysis helps venue owners to identify the movement of visitors in the venue as well as port of entry and exit, so that they can optimize the layout venue.

Associate Analytics

Improving the customer experience is not just knowing where the customers are, but also knowing where the store associates are to better serve those customers. Associate analytics can help you better connect your associates with customers, find the closest associate, understand how much time associates are spending in each department and identify the ratio of associates to visitors in every zone. With this information, you can better serve your shoppers and improve their overall experience within your store.

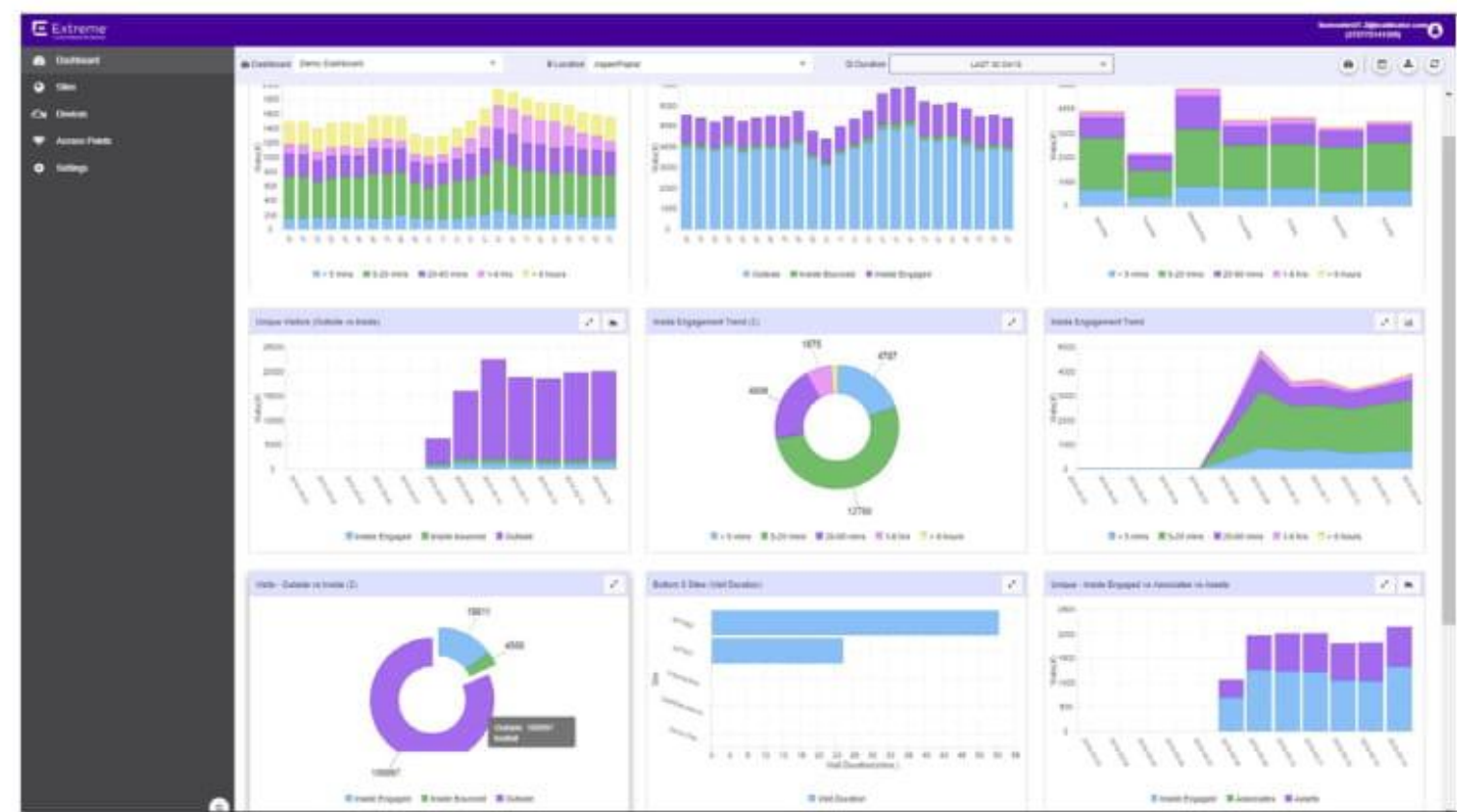


Figure 1

ExtremeLocation extends the granularity of locationing to micro-locationing using BLE. Micro-location services are available via standalone BLE Beacons or APs with integrated BLE radios providing customers deployment flexibility to meet their business needs of locationing to micro-locationing using BLE beacons. The BLE solution offers extensions of network management and a powerful mobile engagement and campaign management capabilities.



Figure 2

BLE Network Management

ExtremeLocation provides an easy to use toolbox to provision beacons over the air using a mobile device. In addition, the centralized dashboard provides full visibility on the status and health of the beacon infrastructure required for larged scale beacon deployments. With the unified interface for managing geofences and Bluetooth Low Energy beacons, ExtremeLocation makes it easy for marketers to manage one of their most valuable strategic assets.

BLE Campaign Management

The integrated Campaign Management suite provides marketers with the connected intelligence they need to deliver a true omnichannel strategy. ExtremeLocation platform allows you to easily create, manage and monitor proximity campaigns, integrate dynamic content from a CMS, and pull context from a CRM or loyalty database to deliver a true personalized customer experience.

Asset Tracking

ExtremeLocation provides a Real-time Locating Systems (RTLS) to onboard, locate and track assets via integrated Wi-Fi or cost-effective BLE asset tags. Alarms are raised when assets cross pre-defined boundaries in which they are supposed to be contained. These alarms can also be sent to third party systems as notifications in real time. Integrated analytics engine enables these assets to be identified and

classified as individual devices or more powerfully, grouped by category, Location services can be used to increase efficiency, automate inventory management, support loss prevention and even provide lifesaving services when seconds count in locating medical equipment. The result is asset locationing services are strategic in almost any industry.

Subscription and Support Services

ExtremeLocation is available as a one year or discounted multiyear subscription service. A license is required for each AP that participates in location based services. The BLE based engagement platform is available in two subscription models: short or long visits priced annually. The ExtremeLocation subscription includes our ExtremeLocation Support services that are listed in the tables below.

Ordering Information

1-, 3-, 5-Year ExtremeLocation Subscriptions

Model Number	Model Description
LBS-CLD-1AP-1YR	Location Based Services Subscription license for 1 AP for 1 Year - Support Included
LBS-CLD-1AP-3YR	Location Based Services Subscription license for 1 AP for 3 Year - Support Included
LBS-CLD-1AP-5YR	Location Based Services Subscription license for 1 AP for 5 Year - Support Included
LBS-CLD-5AP-1YR	Location Based Services Subscription license for 5 APs for 1 Year - Support Included
LBS-CLD-5AP-3YR	Location Based Services Subscription license for 5 APs for 3 Year - Support Included
LBS-CLD-5AP-5YR	Location Based Services Subscription license for 5 APs for 5 Year - Support Included
LBS-CLD-10AP-1YR	Location Based Services Subscription license for 10 APs for 1 Year - Support Included
LBS-CLD-10AP-3YR	Location Based Services Subscription license for 10 APs for 3 Year - Support Included
LBS-CLD-10AP-5YR	Location Based Services Subscription license for 10 APs for 5 Year - Support Included
LBS-CLD-100AP-1YR	Location Based Services Subscription license for 100 APs for 1 Year - Support Included
LBS-CLD-100AP-3YR	Location Based Services Subscription license for 100 APs for 3 Year - Support Included
LBS-CLD-100AP-5YR	Location Based Services Subscription license for 100 APs for 5 Year - Support Included
LBS-CLD-1KAP-1YR	Location Based Services Subscription license for 1000 APs for 1 Year - Support Included
LBS-CLD-1KAP-3YR	Location Based Services Subscription license for 1000 APs for 3 Year - Support Included
LBS-CLD-1KAP-5YR	Location Based Services Subscription license for 1000 APs for 5 Year - Support Included

1-Year BLE Subscriptions

Model Number	Model Description
LBS-SVSTS-100K-1YR	Proximity mobile engagement for 100, 000 short site visits for 1-year
LBS-SVSTS-250K-1YR	Proximity mobile engagement for 250, 000 short site visits for 1-year
LBS-SVSTS-500K-1YR	Proximity mobile engagement for 500, 000 short site visits for 1-year
LBS-SVSTS-1M-1YR	Proximity mobile engagement for 1 million short site visits for 1-year
LBS-LVSTS-100K-1YR	Proximity mobile engagement for 100, 000 long site visits for 1-year
LBS-LVSTS-250K-1YR	Proximity mobile engagement for 250, 000 long site visits for 1-year
LBS-LVSTS-500K-1YR	Proximity mobile engagement for 500, 000 long site visits for 1-year
LBS-LVSTS-1M-1YR	Proximity mobile engagement for 1 million long site visits for 1-year

BLE Beacons

Model Number	Model Description
LBS-BLE-2AU-8	8 pack Bluetooth beacon – 2 alkaline batteries - not provisioned
LBS-BLE-2AP	BLE Beacon with 2xAA Alkaline Batteries for Proximity Engagement, Provisioned
LBS-BLE-2LU-8	8 pack Bluetooth beacon – 2 lithium batteries, not provisioned
LBS-BLE-2LP	BLE Beacon with 2xAA Lithium Batteries for Proximity Engagement, Provisioned
LBS-BLE-4AU-8	8 pack Bluetooth beacon– 4 alkaline batteries, not provisioned
LBS-BLE-4AP	BLE Beacon with 4xAA Alkaline Batteries for Proximity Engagement, Provisioned
LBS-BLE-4LU-8	8 pack Bluetooth beacon – 4 lithium batteries, not provisioned
LBS-BLE-4LP	BLE Beacon with 4xAA Lithium Batteries for Proximity Engagement, Provisioned
LBS-BLE-USB-100	100 pack Bluetooth beacon – USB, not provisioned
LBS-BLE-USBP	BLE USB Beacon for Proximity Engagement, Provisioned

Warranty

As a customer-centric company, Extreme Networks is committed to providing quality products and solutions. In the event that one of our products fails due to a defect, we have developed a comprehensive warranty that protects you and provides a simple way to get your products repaired or media replaced as soon as possible. Select Extreme Networks Wireless Appliance come with a lifetime warranty.

For full warranty terms and conditions, please go to: <http://www.extremenetworks.com/support/policies/warranty>

Service and Support

Extreme Networks provides comprehensive service offerings that range from Professional Services to design, deploy and optimize customer networks, customized technical training, to service and support tailored to individual customer needs.

Please contact your Extreme Networks account executive for more information about Extreme Networks Service and Support: <http://www.extremenetworks.com/support/maintenance-services/>

To Contact Extreme Technical Support (GTAC):
<http://www.extremenetworks.com/support/>



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