ShiningBot

Explore the hidden data

PRODUCTS & SOLUTIONS BROCHURE

For Indian Subcontinent Only

INTRODUCTION

ShiningBot is a Consumer Behaviour Analysis and Profiling Solution for Hospitality, Healthcare, Retail and Shopping Malls. Our mission is to help businesses to understand more about their business visitors, and in turn enhance their overall experience every time they visit. For more information about the ShiningBot solution, simply contact ShiningBot or our authorized partners in your area.

CONSUMER BEHAVIOUR ANALYSIS

ShiningBot uses WiFi as tool to track, record and analyse consumer behaviour in your business premises. ShiningBot is powered by the state-of-the-art Advanced Machine Learning and Artificial Intelligence engine called Omicron. In addition to the ready to use reports, ShiningBot can automate your various business communication processes and help you to maximise the business communication without any additional human resource.
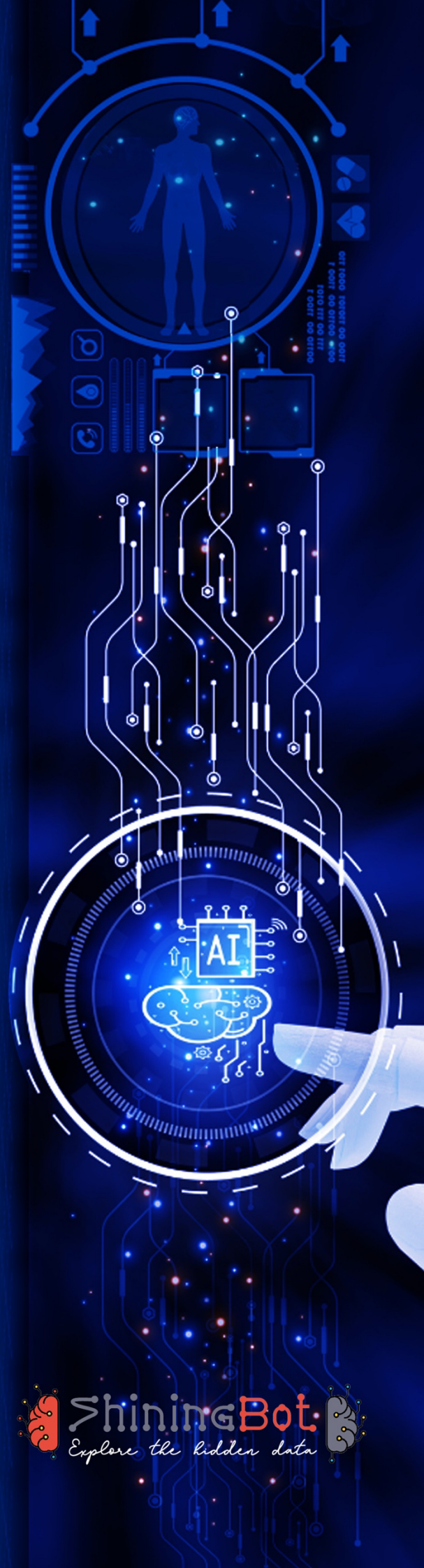
CONSUMER PROFILING SYSTEM

Thanks to **Omicron**, the AI and ML engine that automatically and continuously profiles the business visitors into three categories called Silver, Gold and Platinum. Silver are low affordable, Gold are Medium and Platinum are high affordable. ShiningBot collects its data for Profiling solution from all of its installations and only shares the category type, if and only if that customer has logged into your system at least once.

HOW SHININGBOT CAN HELP

The advanced consumer behaviour analysis and profiling system can provide more visibility about your business visitors and support you in enhancing their shopping experience when they visit your premises. ShiningBot helps you to:

- Understand their visiting pattern
- Learn their product/service interest
- Recognize their affordability level
- Discover the products/services not availed
- Communicate instantly and automatically
- Collect Feedback & Escalate Concerned Team

SHININGBOT GATEWAY APPLIANCES

ShiningBot's Gateway Portfolio consists of enterprise-class hardware for deployment at edge level. The gateways offers features that allow organizations to optimise the WiFi experience of its WiFi guests. Its capabilities include self-registration, differentiated bandwidth plans, concurrency control, content filtering, passive data collection, location tracking, location based services and more.

SB20x Series

SB202-GWAP-IN – 2 WAN Ports | 1 Management Port | 2 Guest Ports – All 10/100 Ports | 802.11b/g/n Wireless Access Point bridged to Guest Ports | 1 USB 2.0 Type A Port for 3G/4G Support | MIPSBE 600 MHz CPU – 1 Core / 128 MB RAM | 128 MB Internal Storage | Power Adapter (Included) & Proprietary Passive PoE Support (additional purchase required) | Desktop | (Up to 200 Concurrent Users without URL log / Up to 100 Concurrent Users with URL log)

SB205-GWAP-IN – 2 WAN Ports | 1 Management Port | 2 Guest Ports – All 10/100/1000 Ports | 802.11a/b/g/n/ac Wireless Access Point bridged to Guest Ports | 1 USB Type A Port for 3G/4G Support or External Storage | ARM 32 Bit 716 MHz CPU – 4 Core | 128 MB RAM | 16 MB Internal Storage | Power Adapter (included) & Proprietary Passive PoE Support (additional purchase required) | Desktop & Wall mount | (Up to 200 Concurrent Users without URL log / Up to 100 Concurrent Users with URL log)

SB50x Series

SB500-GW-IN – 3 WAN Ports (1 SFP Port & 2 Gigabit Ethernet Ports) | 1 Gigabit Management Port | 7 Guest Ports (2 Gigabit Ethernet Ports & 5 Fast Ethernet Ports) | 1 Console Port | MIPSBE AR9344 600 MHz CPU – 1 Core | 128 MB RAM | 128 MB Internal Storage | Power Adapter (Included) & Proprietary Passive PoE Support (additional purchase required) | Rackmount | (Up to 500 Concurrent Users without URL log / Up to 250 Concurrent Users with URL log)

SB01Kx Series

SB01K1-GW-IN – 3 WAN Ports (3 Gigabit Ethernet Ports) | 1 Gigabit Management Port | 9 Guest Ports (9 Gigabit Ethernet Ports) | 1 Console Port | ARM 32bit AL21400 1.4 GHz CPU | 4 Core | 1 GB RAM | 128 MB Internal Storage | ICE Power cord (Included) | Dual Power Supply | Rackmount | (Up to 1,000 Concurrent Users without URL log / Up to 500 Concurrent Users with URL log)

SB02Kx Series

SB02K1-GW-IN – 3 WAN Ports (3 Gigabit Ethernet Ports) | 1 Gigabit Management Port | 9 Guest Ports (9 Gigabit Ethernet Ports) | 1 Console Port | ARM 32bit AL21400 1.4 GHz CPU | 4 Core | 1 GB RAM | 16GB + 128MB Internal Storage | ICE Power cord (Included) | Dual Power Supply | Rackmount | (Up to 2,500 Concurrent Users without URL log / Up to 1,250 Concurrent Users with URL log)

SB05Kx Series

SB05K1-GW-IN – 4 WAN Ports (2 SFP Ports & 2 Gigabit Ethernet Ports) | 1 Gigabit Management Port | 12 Guest Ports (2 SP Ports & 10 Gigabit Ethernet Ports) | 1 Console Port | ARM64bit AL73400 2 GHz CPU | 16 Core | 16 GB RAM | 128 MB Internal Storage | ICE Power cord (Included) | Dual Power Supply | Rackmount | (Up to 5,000 Concurrent Users without URL log / Up to 2,500 Concurrent Users with URL log)

SB10Kx Series

SB10K1-GW-IN – 4 WAN Ports (2 SFP Ports & 2 Gigabit Ethernet Ports) | 1 Gigabit Management Port | 12 Guest Ports (2 SFP Ports & 10 Gigabit Ethernet Ports) | 1 Console Port | ARM64bit AL73400 2 GHz CPU | 16 Core | 16 GB RAM | 16GB + 128 MB Internal Storage | ICE Power cord (Included) | Dual Power Supply | Rackmount | (Up to 10,000 Concurrent Users without URL log / Up to 5,000 Concurrent Users with URL log)

Power Accessories

SBICE-13-IN   ICE C13 Type Power Cord for SB05Kx & SB10Kx Series
SBPW-01-IN   24V | 0.8A | Power Adapter for SB20x Series
SBPW-02-IN   24V | 1.2A | Power Adapter for SB50x & SB01Kx Series
SBPW-03-IN   24V | 1.2A | PoE Injector with Adapter for SB20x, SB50x and SB01Kx

SUBSCRIPTION OPTIONS & PLANS

Platform subscriptions are designed based on the Business Vertical and available on Pay As You Use model. Customers can select the preferred Options based on their features requirement. ShiningBot subscription is offered in three options. Below table contains the product features and options. Customers can move between options as they need and avail the functionalities according to their business needs.

Product Feature	Silver	Gold	Platinum
Dual WAN with Link Failure & Notification	✓	✓	✓
Authentication (MAC, Self-Registration, Operator Assisted & API)	✓	✓	✓
Log retention up to 18 months as per norms	✓	✓	✓
Assistance in Cybercrime Investigation	✓	✓	✓
Login wise Bandwidth and Concurrency Control	✓	✓	✓
In-Premises Feedback Management	✓	✓	✓
Image / Video advertisements in Login, Logout & Status Pages	✓	✓	✓
Promotional SMS / WhatsApp — One shot message to customers	✓	✓	✓
KPI Reports		✓	✓
Feedback Anywhere — Off-Premises Short URL based feedback		✓	✓
VIP Recognition		✓	✓
Consumer Behaviour Analysis of Users			✓
Profiling and Classifications of Users			✓
Location based Services* (Preference/Interest Tracking, Messaging)			✓
AI Based automated marketing			✓
Content Filter$	Optional	Optional	Optional
Digital Signage License^	0	0	1 Free

* Conditions Apply - Subject to WiFi Device Technical capabilities | $ additional purchase required | ^additional licenses may be purchased as required

ShiningBot subscriptions are available on Monthly, Quarterly, Half-Yearly and Yearly modes. Customer can switch from one mode to other or upgrade to next higher level as per their requirements. SKU listed below.

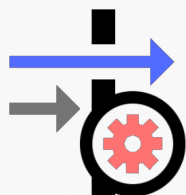| User	License Option	1 Month	3 Months	6 Months	12 Months
200	SB20x Subscription — Silver	SB200-SM-IN	SB200-SQ-IN	SB200-SH-IN	SB200-SY-IN
200	SB20x Subscription — Gold	SB200-GM-IN	SB200-GQ-IN	SB200-GH-IN	SB200-GY-IN
200	SB20x Subscription — Platinum	SB200-PM-IN	SB200-PQ-IN	SB200-PH-IN	SB200-PY-IN
500	SB50x Subscription — Silver	SB500-SM-IN	SB500-SQ-IN	SB500-SH-IN	SB500-SY-IN
500	SB50x Subscription — Gold	SB500-GM-IN	SB500-GQ-IN	SB500-GH-IN	SB500-GY-IN
500	SB50x Subscription — Platinum	SB500-PM-IN	SB500-PQ-IN	SB500-PH-IN	SB500-PY-IN
1K	SB01Kx Subscription — Silver	SB01K-SM-IN	SB01K-SQ-IN	SB01K-SH-IN	SB01K-SY-IN
1K	SB01Kx Subscription — Gold	SB01K-GM-IN	SB01K-GQ-IN	SB01K-GH-IN	SB01K-GY-IN
1K	SB01Kx Subscription — Platinum	SB01K-PM-IN	SB01K-PQ-IN	SB01K-PH-IN	SB01K-PY-IN
2.5K	SB02Kx Subscription — Silver	SB02K-SM-IN	SB02K-SQ-IN	SB02K-SH-IN	SB02K-SY-IN
2.5K	SB02Kx Subscription — Gold	SB02K-GM-IN	SB02K-GQ-IN	SB02K-GH-IN	SB02K-GY-IN
2.5K	SB02Kx Subscription — Platinum	SB02K-PM-IN	SB02K-PQ-IN	SB02K-PH-IN	SB02K-PY-IN
5K	SB05Kx Subscription — Silver	SB05K-SM-IN	SB05K-SQ-IN	SB05K-SH-IN	SB05K-SY-IN
5K	SB05Kx Subscription — Gold	SB05K-GM-IN	SB05K-GQ-IN	SB05K-GH-IN	SB05K-GY-IN
5K	SB05Kx Subscription — Platinum	SB05K-PM-IN	SB05K-PQ-IN	SB05K-PH-IN	SB05K-PY-IN
10K	SB10Kx Subscription — Silver	SB10K-SM-IN	SB10K-SQ-IN	SB10K-SH-IN	SB10K-SY-IN
10K	SB10Kx Subscription — Gold	SB10K-GM-IN	SB10K-GQ-IN	SB10K-GH-IN	SB10K-GY-IN
10K	SB10Kx Subscription — Platinum	SB10K-PM-IN	SB10K-PQ-IN	SB10K-PH-IN	SB10K-PY-IN

DIGITAL SIGNAGE

ShiningBot digital signage helps you to run millions of Signages from one location. All you need is a Android Television with ShiningBot Digital Signage App and Internet Connection. With ShiningBot, running image based advertisements is an easy task. You can load images with specific start and end time. ShiningBot downloads the images into the local memory and play, this reduces the bandwidth to great extent.

Description	1 Month	3 Months	6 Months	12 Months
Digital Signage License	SBDS-M-IN	SBDS-Q-IN	SBDS-H-IN	SBDS-Y-IN

Content Filter

ShiningBot content filter service provides DNS based content filter solution with forced DNS redirect to ShiningBot's DNS service. Websites can be filtered under 55+ categories and specific whitelist / blacklist for refined control. Anonymous reports can provide complete visibility over the Web Access. In addition to filtration service, ShiningBot can provide enhanced security against phishing, prevention of access against malicious web sites, etc.

Description	1 Month	3 Months	6 Months	12 Months
Content Filter for SB20x (200 Users)	SB200-CF-M	SB200-CF-Q	SB200-CF-H	SB200-CF-Y
Content Filter for SB50x (500 Users)	SB500-CF-M	SB500-CF-Q	SB500-CF-H	SB500-CF-Y
Content Filter for SB01Kx (1K Users)	SB01K-CF-M	SB01K-CF-Q	SB01K-CF-H	SB01K-CF-Y
Content Filter for SB02Kx (2.5K Users)	SB02K-CF-M	SB02K-CF-Q	SB02K-CF-H	SB02K-CF-Y
Content Filter for SB05Kx (5K Users)	SB05K-CF-M	SB05K-CF-Q	SB05K-CF-H	SB05K-CF-Y
Content Filter for SB10Kx (10K Users)	SB10K-CF-M	SB10K-CF-Q	SB10K-CF-H	SB10K-CF-Y

TRANSACTIONAL & PROMOTIONAL SMS MESSAGES

ShiningBot uses Mobile based SMS Service to deliver One Time Password (OTP) to Authenticate WiFi Users. These SMS are delivered under Transactional Route for uninterrupted delivery. ShiningBot also supports OTP delivery through WhatsApp service, In case of limited mobile access. ShiningBot can also be configured to use customer's SMS Gateway.

ShiningBot can send business development messages under Promotional Route. These messages are subject to Do Not Disturb (DND) configurations of the receiver. With ShiningBot promotional messaging service, you can reach all your customers in few clicks. It can also be configured to send messages automatically under various conditions.

Description	Transactional	Promotional
1,000 Messages	SMS-T-01K-IN	SMS-P-01K-IN
2,000 Messages	SMS-T-02K-IN	SMS-P-02K-IN
4,000 Messages	SMS-T-04K-IN	SMS-P-04K-IN
8,000 Messages	SMS-T-08K-IN	SMS-P-08K-IN
16,000 Messages	SMS-T-16K-IN	SMS-P-16K-IN
32,000 Messages	SMS-T-32K-IN	SMS-P-32K-IN
64,000 Messages	SMS-T-64K-IN	SMS-P-64K-IN

In case of customer's SMS Gateway, customer has to undertake DLT Template registration and customer has to monitor the SMS Credit availability with their SMS delivery partner. ShiningBot will not be able to track the availability of credits in their platform, due technical feasibility.

WHATSAPP & EMAIL COMMUNICATION

ShiningBot communication system is tightly integrated with WhatsApp API for messaging service. From Login Credentials to Template based promotional messages can be sent to your business connects under pre-configured automatic mode and manual mode. ShiningBot is enhanced with in-built control system that prevents any user from message flooding also. ShiningBot requires 1 Token per WhatsApp number per 24 Hours Window for unlimited number of messages.

ShiningBot also supports communication via Email services. From offers to newsletters can be sent to users via Email system. ShiningBot uses advanced mail services to deliver mails under transaction mode and promotional mode. Our template based email solution can help you to create templates with personalisation to deliver personalised mails to your business connects.

Description	WhatsApp	Email
1,000 Tokens	WTM-01KT-IN	EMS-01KT-IN
2,000 Tokens	WTM-02KT-IN	EMS-02KT-IN
4,000 Tokens	WTM-04KT-IN	EMS-04KT-IN
8,000 Tokens	WTM-08KT-IN	EMS-08KT-IN
16,000 Tokens	WTM-16KT-IN	EMS-16KT-IN
32,000 Tokens	WTM-32KT-IN	EMS-32KT-IN
64,000 Tokens	WTM-64KT-IN	EMS-64KT-IN
WhatsApp Token for Internal User — 1 Year Validity	WTM-YP-IN	

* WhatsApp Token for Internal Users are used to update ShiningBot related communications only to pre-configured numbers. For example: ShiningBot uses this to update (a) Gateway Disconnection Notice, (b) PMS Server Disconnection Notice, (c) Feedback Escalation Notice, etc.

SHININGBOT PMS INTERFACE

ShiningBot offers API interface to popular Property Management Software (PMS) to automatically fetch Check-In and Check-Out details from PMS software. This PMS Interface will be installed in your PMS Server and passively listen to the database of the PMS software. On Check-In and Check-Out, system will automatically enable or disable the WiFi Access to the Guest Users. In case of enabling PMS Interface, ShiningBot will automatically user Room Number as Username and the first 6 Characters of their Check-In name as password. ShiningBot also undertakes customised API development for the unique requirements of the customers.

Description	SKU
Property Management Interface	SB-PMS-IN
Customised Interface Development for specific needs	SB-CUS-IN

* PMS Interface may also requires additional license from your PMS provider. Consult with your PMS vendor for more information.

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