

ShiningBot Gateway Appliance

Consumer Behaviour Analytics & Profiling Solution

ShiningBot is a Consumer Behaviour Analytics and Profiling solution for Shopping Malls, Retail Outlets, Healthcare and Hospitality business verticals. Using free WiFi service in the business premises, ShiningBot passively collects information about your consumer and provides advanced Analytical reports to enhance your consumer's experience during each visit.

In addition to WiFi Authentication, ShiningBot can provide complete insight about your business visitors, their visiting patterns, product or service preferences, economical affordability, feedback management, digital signage, active follow-up system, etc.

WiFi Authentication

- Vendor independent Captive Portal based WiFi Authentication
- Password (OTP) delivery via Transaction SMS
- Log Retention as per government norms
- Complete Bandwidth & Concurrency control
- Investigation support for violations
- Property Management Software integration

Content Filter

- DNS based Content Filter Service
- 55 Categories
- Whitelist & Blacklist for additional refined control
- Complete visibility on Internet usage

Feedback Management

- Feedback with Escalation Matrix
- Customizable feedback forms
- Easy to use QR code integration
- Keep your customer happy
- AI based sentiment analysis

VIP Recognition

- Recognise customers across your branches
- Notify relationship manager by WhatsApp
- Track movement across all your branches
- Automatically deliver WiFi password

Digital Signage

- Android TV based Digital Signage
- Play Full-HD images continuously
- Schedule up to 3 years in advance
- Manage 1000s of TV remotely

Profiling & Classification

- Categorise business visitors into Silver, Gold & Platinum based on their economic status
- Use AI power for product recommendations
- Fully dynamic and continuous profiling solution
- Very high accuracy in prediction

Self Service Menu

- QR code based Self Service Menu
- Time based menu display
- Automatically prints KOT

Location Based Services

- Track movement of business visitors
- Push messages based on location
- Learns customer preference/interest
- Find most used & unused places
- Track visitor count at each location

AI based automated marketing

- Automatic & Continuous learning about visitors
- SMS/WhatsApp marketing automatically
- Create Communication Policy for marketing

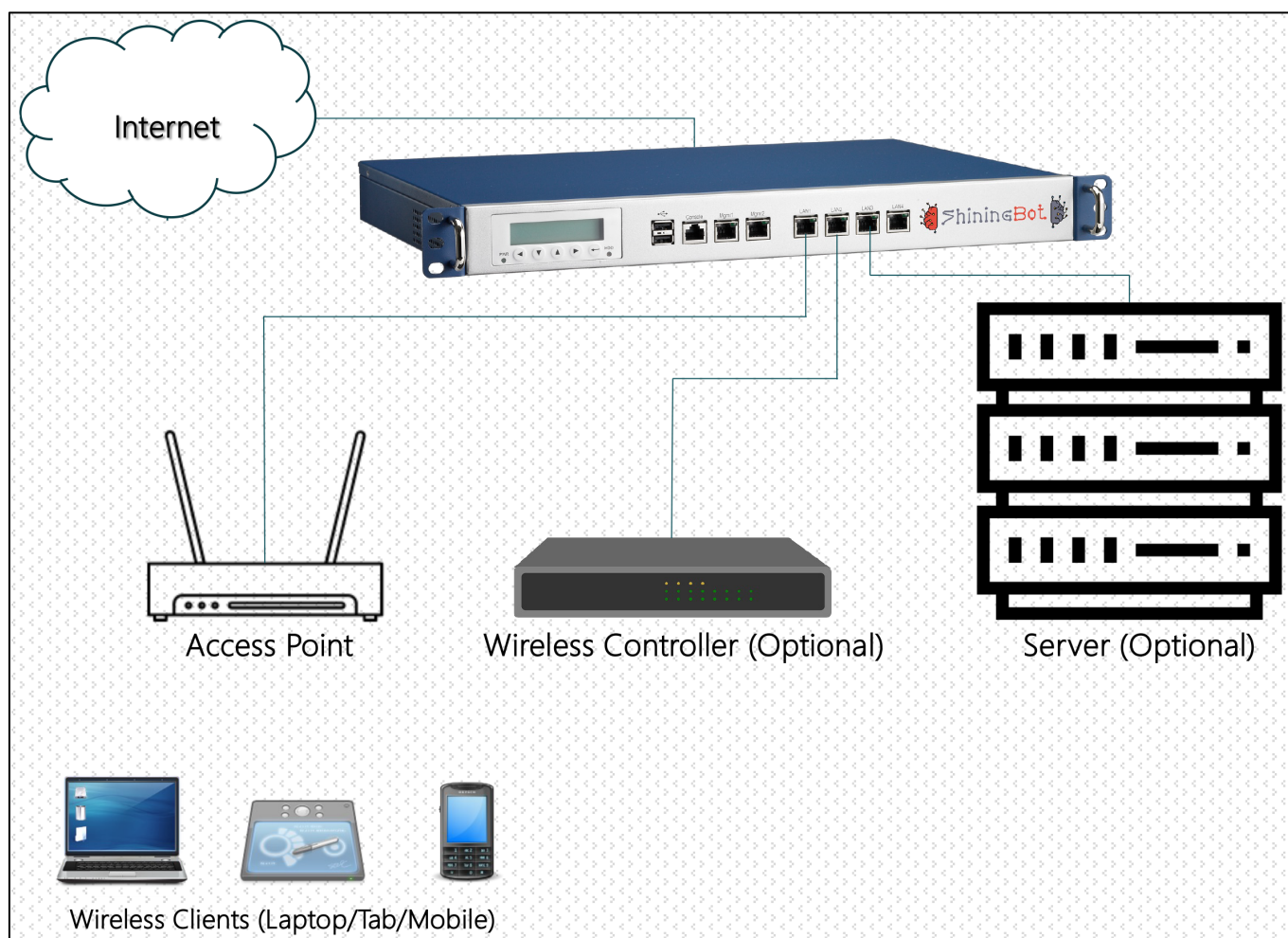
KPI & Business Intelligence

- Constantly track your potential customers
- Customer Dwell Time report
- Customer Retention Report

API Integration

- Extend your in-house software with ShiningBot
- Pull required information from server
- Centrally manage all your locations from one place via API calls

DEPLOYMENT



SUBSCRIPTION OPTIONS

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

* Conditions Apply - Subject to WiFi Access Points' & Controllers' Technical capabilities

^ Additional Licenses may be purchased as required

SPECIFICATIONS

SB20x Series & SB50x Series

Product Features	Models		
	SB202-GWAP-IN	SB205-GWAP-IN	SB500-GW-IN
Concurrent Users without URL Tracking	200	200	500
Concurrent Users with URL Tracking	100	100	250
Hardware Configurations			
Architecture	MIPSBE	ARM 32bit	MIPSBE
CPU	AR9344	IPQ-4018	AR9344
CPU core count	1	4	1
CPU clock frequency	600 MHz	716 MHz	600 MHz
RAM	128 MB	128 MB	128 MB
Storage	128 MB	16 MB	128 MB
Storage Type	NAND	Flash	NAND
Wireless	802.11b/g/n	802.11a/b/g/n/ac	-
Interface			
USB Ports Type A (v2.0)	1	1	1
SFP Ports	0	0	1
RJ45 Ports	10/100	10/100/100	5x 10/100 5x 10/100/100
SFP WAN Ports	0	0	1
RJ45 WAN Ports	2	2	2
SFP Management Ports	0	0	0
RJ45 Management Ports	1	1	1
SFP Guest Service Ports	0	0	0
RJ45 Guest Service Ports	2	2	2x 10/100 5x 10/100/100
Dimensions & Power			
Height / Length / Depth (in mm)	33 / 138 / 113	34 / 119 / 98	44 / 443 / 92
Form factor	Desktop	Desktop / Wall	Rackmount
Power Consumption (Typical / Maximum)	7W / 24W	16W / 21W	6W / 28W
DC Jack Input Voltage	8 – 30 V	12 – 30 V	8 – 30 V
Passive PoE Input Voltage	8 – 30 V	18 – 28 V	8 – 30 V
Operating Environment & Certifications			
Tested ambient temperature	-20°C – +60°C	-40°C – +50°C	-40°C – +60°C
Cooling type	Passive	Passive	Passive
Certifications	CE, FCC, IC, EAC, ROHS		CE, EAC, ROHS
IP	IP20		IP20

SB01Kx Series & SB02Kx Series

Product Features	Models	
	SB01K1-GW-IN	SB02K1-GW-IN
Concurrent Users without URL Tracking	1,000	2,500
Concurrent Users with URL Tracking	500	1,250
Hardware Configurations		
Architecture	ARM 32bit	ARM 32bit
CPU	AL21400	AL21400
CPU core count	4	4
CPU clock frequency	1.4 GHz	1.4 GHz
RAM	1 GB	1 GB
Storage	128 MB	16GB + 128 MB
Storage Type	NAND	NAND
Wireless	-	-
Interface		
USB Ports Type A (v2.0)	0	0
SFP Ports	0	0
RJ45 Ports	10/100/1000	10/100/1000
SFP WAN Ports	0	0
RJ45 WAN Ports	3	3
SFP Management Ports	0	0
RJ45 Management Ports	1	1
SFP Guest Service Ports	0	0
RJ45 Guest Service Ports	9	9
Dimensions & Power		
Height / Length / Depth (in mm)	44 / 443 / 148	44 / 443 / 148
Form factor	Rackmount	Rackmount
Power Consumption (Typical / Maximum)	20W / 24W	20W / 24W
AC Input Range (Dual Power Supply)	100 – 240 V	100 – 240 V
PoE In	802.3af/at	802.3af/at
PoE in Input Voltage	20 – 57 V	20 – 57 V
Operating Environment & Certifications		
Tested ambient temperature	-20°C – +70°C	-20°C – +70°C
Cooling type	Passive	Passive
Certifications	CE, EAC, ROHS	CE, EAC, ROHS
IP	IP20	IP20

SB05Kx Series & SB10Kx Series

Product Features	Models	
	SB05K1-GW-IN	SB10K1-GW-IN
Concurrent Users without URL Tracking	5,000	10,000
Concurrent Users with URL Tracking	2,500	5,000

Hardware Configurations		
Architecture	ARM 64bit	ARM 64bit
CPU	AL73400	AL73400
CPU core count	16	16
CPU clock frequency	2 GHz	2 GHz
RAM	16 GB	16 GB
Storage	128 MB	16GB + 128 MB
Storage Type	NAND	NAND
Wireless	-	-

Interface		
USB Ports Type A (v2.0)	0	0
SFP Ports	4	4
RJ45 Ports	10/100/1000	10/100/1000
SFP WAN Ports	2	2
RJ45 WAN Ports	2	2
SFP Management Ports	0	0
RJ45 Management Ports	1	1
SFP Guest Service Ports	2	2
RJ45 Guest Service Ports	10	10
Serial Console Port (Connector type RJ45)	1	1

Dimensions & Power		
Height / Length / Depth (in mm)	44 / 443 / 199	44 / 443 / 199
Form factor	Rackmount	Rackmount
Power Consumption (Typical / Maximum)	60W / 83W	60W / 83W
AC Input Range (Dual Power Supply)	100 – 240 V	100 – 240 V

Operating Environment & Certifications		
Tested ambient temperature	-20°C – +60°C	-20°C – +60°C
Cooling type	4 Fans	4 Fans
Certifications	CE, EAC, ROHS	CE, EAC, ROHS
IP	IP20	IP20
CPU & PCB Temperature Sensor	Yes	Yes

ORDERING INFORMATION

SKU	Product Specifications
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)
SB202-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)
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)
SB01K1-GW-IN	WAN 3 Gigabit Ethernet Ports Management 1 Gigabit Ethernet Port Guest 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) Rackmount - (Up to 1000 Concurrent Users without URL log / Up to 500 Concurrent Users with URL log)
SB02K1-GW-IN	WAN 3 Gigabit Ethernet Ports Management 1 Gigabit Ethernet Port Guest 9 Gigabit Ethernet Ports 1 Console Port ARM 32bit AL21400 1.4 GHz CPU 4 Core 1 GB RAM 16GB + 128 MB Internal Storage ICE Power cord (Included) Dual Power Supply Rackmount - (Up to 2500 Concurrent Users without URL log / Up to 1250 Concurrent Users with URL log)
SB05K1-GW-IN	4 WAN Ports (2 SFP Ports & 2 Gigabit Ethernet Ports) 1 Management Port Gigabit Ethernet 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 5000 Concurrent Users without URL log / Up to 2500 Concurrent Users with URL log)
SB10K1-GW-IN	4 WAN Ports (2 SFP Ports & 2 Gigabit Ethernet Ports) 1 Management Port Gigabit Ethernet 12 Guest Ports (2 SP 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 10000 Concurrent Users without URL log / Up to 5000 Concurrent Users with URL log)



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