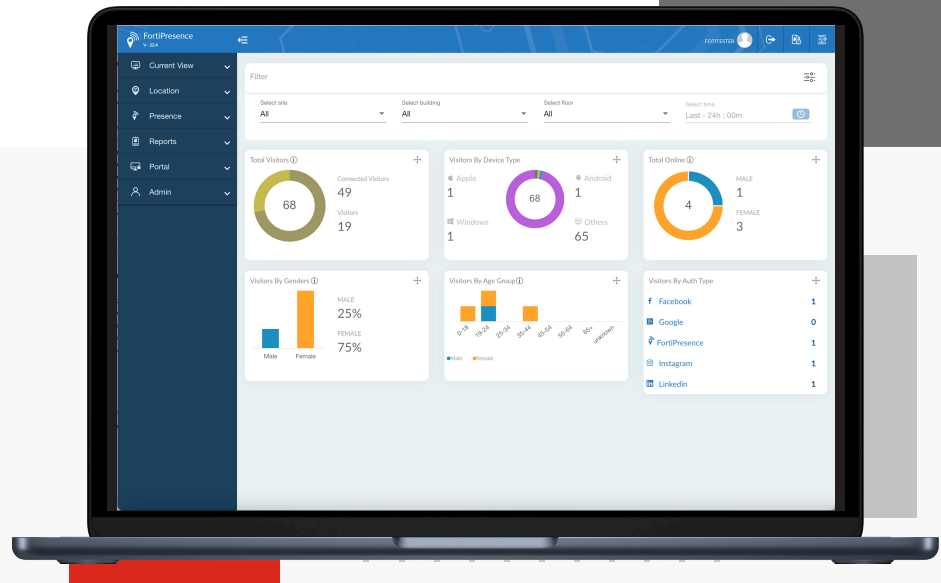


# FortiPresence™



## Highlights

- Available as a hosted cloud-based service or as customer-installed virtual machines
- Leverages location data from any of Fortinet's wireless management solutions: FortiGate or FortiLAN Cloud
- Provides data needed to understand visitor traffic and influence or improve their onsite experience
- Includes analytics, heat maps, and reporting across one week of stored data for free, or subscribe to enable one year of data storage for better analysis

## Wi-Fi Presence Analytics and Customer Engagement Solution

Fortinet's FortiPresence provides for presence and positioning analytics leveraging the existing onsite Fortinet access points to detect each visitor's smartphone Wi-Fi signal. FortiPresence users can gain insight into the behaviors of visitors within their site both in real time and across time periods. Analytical data from FortiPresence can be used to increase business efficiencies, improve visitor experiences, and positively impact the business' bottom line.

## Available in



Virtual



Hosted

## Features

### Presence and Positioning Analytics

Real-time location trends, total visitors, time spent at a location, comparison across areas, and heat maps with animated flows.

### Customer Engagement Tools

Social Wi-Fi access, bounce rates, visitor contact and demographic info, and related services.

## Deployment

1. Smartphone emits a Wi-Fi probe signal, even if it is in the visitor's pocket and not connected to the Wi-Fi network.
2. FortiAP or FortiWiFi captures the MAC address and signal strength information from the smartphone.
3. FortiPresence service receives data.
4. FortiPresence analytics engine processes and correlates the data.
5. Data is displayed in the analytics dashboard in an actionable format.

FortiAP captures signal

Smartphone emits  
probe signal

FortiGate and Cloud-managed APs  
push data directly to Analytics Engine



Social media login

Analytics Dashboard

## Highlights

FortiPresence Analytics can add value to almost any deployment.



### Malls

- Which stores are popular?
  - How long do people spend in the mall?
  - What are the movement patterns of people in the mall?
  - Is the difference in rent due to foot traffic of the location justified?
  - How many people are visiting more than one store?
- 



### Retail Stores

- Which aisle cap or department gets more foot traffic?
  - How long do customers stay and how many are repeat customers?
  - What is the ROI on the marketing dollars that are being spent?
- 



### Hospitals

- Monitor patient movement
  - Monitor visitor movements to improve signage and navigation
- 



### Hotels

- Welcome back to hotel each evening
  - Track foot traffic to various areas to improve use and flow
- 



### Theme Parks

- Determine popular areas in real time to control mobile sales carts
  - Determine less popular areas to raise visibility using signage
  - Collect contact info including date of visit for marketing campaigns
- 



### Airports

- Which stores are popular?
- How long do people spend in the airport?
- What are the movement patterns of people through the terminals?

## Analytics

FortiPresence provides analytics for:

### Presence Analytics

- Total visitor traffic
- Dwell time duration
- Real time visit capture rate
- Repeat visits, and visit duration
- Comparison between areas

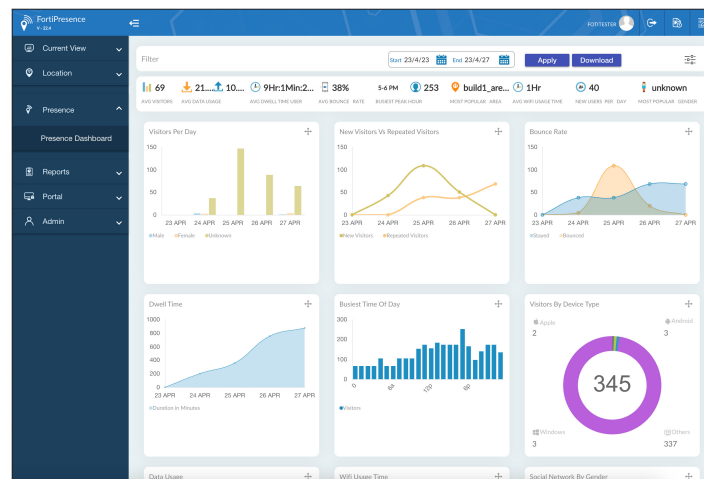
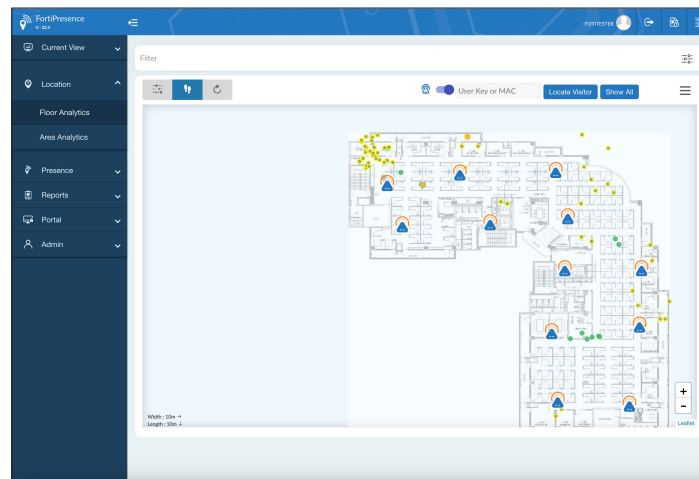
### Heat Maps and Traffic Flow

- Foot traffic analysis
- Real-time animated heat maps
- Visitor density

### Reporting

Generate reports across data collected:

- Report generation
- Raw data downloadable for further analysis
- Schedule reports to run at regular intervals

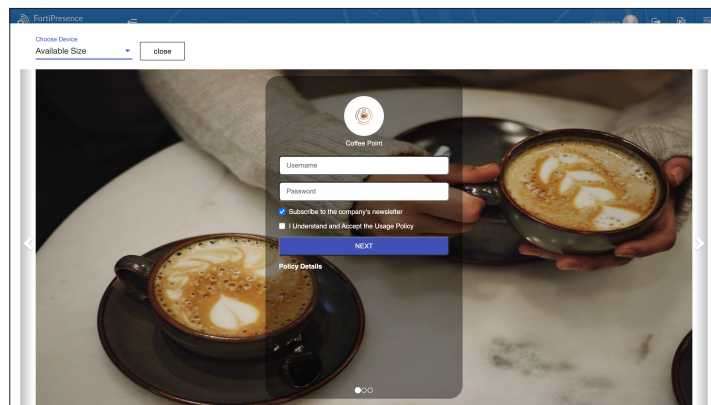


## Customized Captive Portal

### Social Wi-Fi

Offer captive portal-based Wi-Fi access to enable:

- Captive portal with Social Wi-Fi Facebook Google+ login
- Social Wi-Fi administration, testing, and reporting
- Logo, Terms and Conditions, and opt-in customization (opt-out and MAC randomization supported for GDPR compliance)
- Name collection
- Data controlled and owned by customer



## Ordering Information

FortiPresence is available either as a hosted cloud solution or as virtual machines for private installation. The hosted cloud solution features yearly subscriptions and has two tiers of service. The VM version has a base VM SKU and perpetual licenses.

Feature	Free Tier	Paid Tier
Presence Analytics	✓	✓
Heatmaps / Traffic Flow	✓	✓
Number of Sites	5 maximum	Unlimited
Social Wi-Fi with Captive Portal	500 concurrent	Unlimited
Reporting	Site only	Site or deployment wide
Data Store	7 days (all account data will auto-delete after 30 days of inactivity)	1 year

The following SKUs are available.

Product	SKU	Description
FortiPresence FAP Cloud License	FC-10-FPCLD-169-02-DD	FortiPresence Cloud annual subscription license. Includes advanced features and 1 year rolling Data Retention. Per-AP license.
FortiPresence-VM	LIC-FPA-VM	FortiPresence Analytics virtual machine version. . Per-AP licenses sold separately.
	LIC-FPA-AP	Per-AP perpetual license for FortiPresence-VM.
	LIC-FPA-AP-50	50 AP perpetual licenses for FortiPresence-VM.
	LIC-FPA-AP-250	250 perpetual licenses for FortiPresence-VM.
	LIC-FPA-AP-500	500 perpetual licenses for FortiPresence-VM.
	LIC-FPA-AP-1000	1000 perpetual licenses for FortiPresence-VM.

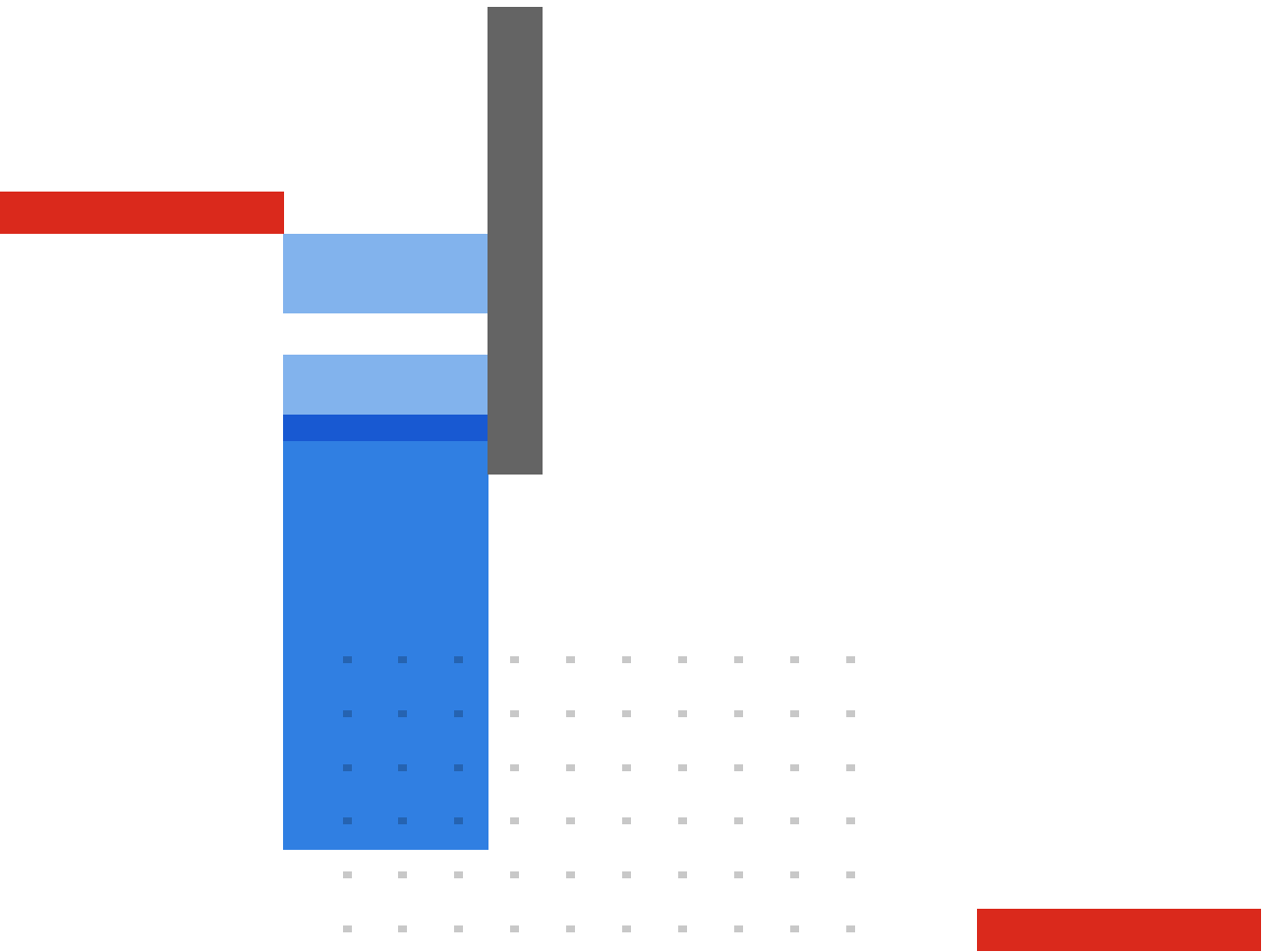
Note. Hardware and Software recommendations when running the VM version of FortiPresence can be found here:

<https://docs.fortinet.com/document/fortipresence-vm/latest/installation-guide/631977/pre-installation-requirements>

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