



For Public Venue Application

WILAS FOR MARKETERS



Unlock Smart Access. Unleash Business Intelligence.

WILAS OVERVIEW

WILAS (Wireless Intelligent, Location & Analytics Suite) is a comprehensive ecosystem platform developed by TechStudio Solutions Pte Ltd. It is designed to leverage your existing Wi-Fi, IoT, and CCTV infrastructure to create powerful, value-added business services that drive growth, efficiency, and engagement.

4 INDEPENDENT PLATFORM



IAM

Visitor Engagement
Portal



II

Analytics Portal



PM

Push Marketing



TITAN Suite

Asset Monitoring,
IoT Aggregator, and
Video AI Surveillance

Through the 3 modules – IAM, II and PM, WILAS brings you through the different phases that enables marketers in businesses or campuses to provide your visitors an experience you wish to achieve.

ENGAGEMENT



IAM is the engagement portal that securely onboards users to your network (usually via Wi-Fi), while capturing user profiles, managing access rights, and enabling personalized engagement through analytics and automation.



Flexible Authentications

Offer a seamless login experience with 10 different authentication methods.



Dynamic Contents

Display different contents to different target audience



SSM

Manage Wi-Fi access privilege and duration



CMS

User-friendly content management system for the non-technical



Profiling

Generate reports on visitor demographics, devices, and Wi-Fi usage



Languages

Multi-languages support

ANALYTICS



II is the analytics portal that transforms raw data from Wi-Fi, even from users not connected to the network, into meaningful, context-aware insights. It empowers businesses to make faster, smarter decisions with over 20 customizable reports.



Location Heatmap



Crowd Density & Dwell Time



Visitor Crowd by Zone



Visitor Loyalty



Frequency & Recency



Over 20 Reports

MARKETING



PM is a platform-based solution that uses Wi-Fi data, demographics, and location-based triggers to send promotional messages directly to your target audience. Create demand by placing your offering in front of the right consumer, at the right place and time.



SMS, Email & Phone App Notifications



Integration Capabilities to External Systems



Advertisement Rotation & Scheduling



Automation

Configure automated rules for notification deliveries

WHY WILAS?

WILAS is a proven, scalable, and customizable platform trusted by businesses across Asia to transform their venues and operations.



- **Unified Multi-Location Management:** Manage multiple venues from a single, centralized platform.
- **Fully Customizable:** Tailor functions, reports, and user interfaces to your specific business model.
- **Leverage Existing Infrastructure :** Maximize the value of your current Wi-Fi, IoT, and CCTV systems.
- **Monetize & Optimize:** Gain actionable insights to monetize your platform and improve space utilization.
- **Secure & Scalable:** Capture unlimited customer profiles while enforcing robust security on your Wi-Fi network.
- **24/7 In-Country Support:** Rely on our proven track record and dedicated support for large venues.

APPLICATIONS



Training & Event Spaces



Shopping Malls



Campuses



Airports



Retail & F&B Outlets



Hotels

*Other applications include healthcare, enterprises and small businesses

CONTACT US

