

PRODUCT SHEET
Edge

Faraday Edge is an all-in-one powerful cloud-based WiFi management product making it very easy to manage guest and employee networks for end users without any technical background at all. Built on the Aruba Central, Edge provides a complete solution to the essential needs of organizations such as retail, stadium, hospitals, banks, schools etc. with its fully customizable portal for guest networks, employee access, mobile application support and WiFi analytics add-on. Independent of how many locations are being managed, Edge will make it easy for you.

Edge is the first and only product that is certified on Aruba Central!

BUILT ON THE FOUNDATIONS OF ARUBA CENTRAL PLATFORM

Aruba Central is a cloud-based network management solution of Aruba Networks that brings Aruba Networks' network intelligence to the cloud. With Aruba Central at the heart of Faraday Edge, managing Aruba Instant Access Points on cloud is quite flexible and rock-solid. Faraday Edge orchestrates the Central in order to manage Access Points, monitor networks status, and get usage data. Edge hides all the complexity of Aruba Central from the end-user while featuring the most needed functionality.

EVERYDAY WIFI MANAGEMENT AT ITS SIMPLEST

WiFi management can be very troublesome for enterprises without a technical background, Faraday Edge provides an elegant solution to the complexity of the WiFi network management, combining the best WiFi experience with the best user experience. From a customer perspective, Edge makes it highly easy to manage Guest and Employee WiFi needs with an Aruba Instant Access Point only. Once an access point is connected to the Internet, registering that AP on Edge Management Interface is the only thing to be done. Afterwards, the network will be available and running in minutes.

Edge Management Interface is designed to be as simple as possible for the end user; the customer can register an AP and broadcast a WLAN with just a few clicks. Furthermore it lets you create your own custom portal layout with Visualize, manage access limits with iRole, and secure your network with whitelist/blacklist ACLs. On dashboard, customer gets a summary of his entire network at-a-glance like WLAN and Access Point status, data usages, client operating system distribution, and top SSIDs or APs being used. Edge's unique location experience gives customers a visual representation of their WiFi locations, spot all the APs in a location, and let manage their wireless networks easily on different locations. Regardless of the customers' technical background, Edge Management Interface gives the best user experience in the most user friendly way.

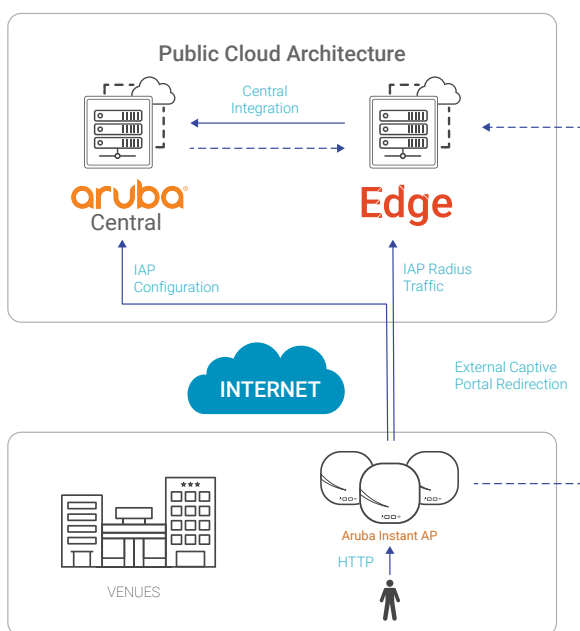


Figure 1: EDGE System Architecture



CLOUD ARCHITECTURE



READY FOR ARUBA NETWORKS



ALL-IN-ONE

Private Cloud Option: Faraday Edge also offers a Private Cloud setup, in order to answer different customer demands like data privacy or legal restrictions. Edge makes it easier to manage wireless networks which can serve tens of thousands of clients.

Mobile Oriented: Monitor and manage your wireless network right on your hands. Edge comes with iOS, Android and Apple watch applications, where you can do a simple WLAN broadcasting or monitor current WiFi usage in a location.

Let customers quickly register Access Points with their accounts, just scan a QR code with Edge iOS or Android applications, and you are ready to go.

All-in-one: SSIDs can be customized to enforce different bandwidth/time/quota limits for different date and time periods. Edge automatically assigns visitors to correct roles according to rules defined. Also Edge lets you to define who and which devices can access to your WiFi. It's possible to restrict devices of a manufacturer or only let some users into your WiFi. You can allow/restrict usage based on MAC address or GSM number by flexible rule definition feature.

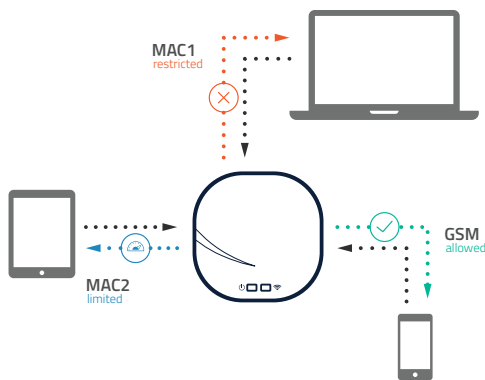


Figure 2: ACL Management

VISUALIZE

Visualize is the new way of Captive Portal Design which provides a very unique opportunity for flexible design for enterprises. It includes different layout options which are fully customizable and component-based. Every component can be managed and adjusted via drag&drop feature that facilitates users to decide on the ultimate design according to their target customers. The Localization feature provides translations of your captive portal into different languages with the ability to type in custom translations.



Figure 4: Visualize - Drag&Drop Design Tool for SmartGate

VENUE MANAGEMENT

You can manage all your APs and venues in the very same interface with the use of "venue management" feature of Edge. This enables you to see all the information about your venues and APs such as data usage per AP, venue location on map, number of networks, APs and users in any particular venue, even weather conditions in the specific location. Having all information together at a time facilitates venue management in advance.

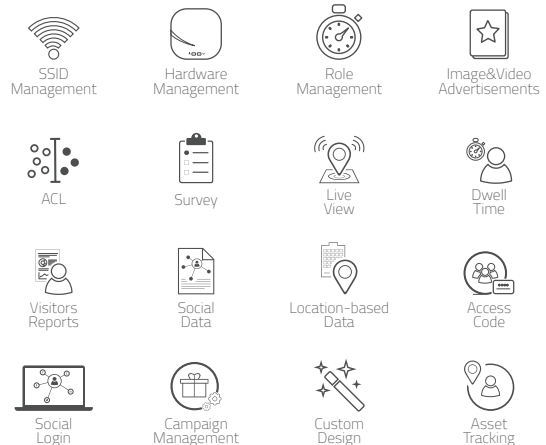
REPORTS

Besides different approaches to WiFi management of Edge, it's reports page demonstrates the overall situation of your network. It includes daily user count on a bar chart which enables comparison between days. Also, the users are distributed by age and gender and the data is shown in different types of charts in a very user-friendly way. More data regarding to data usage by users is presented via charts as well such as average connection time, data usage by date, device distribution and more detailed information to get more insight about your networks. Periodic Report feature lets you schedule reports to be sent per daily/weekly/monthly basis filtering reports for any Venue or Network.

EMPLOYEE WIFI ACCESS

Employee WLAN is an essential piece of the wireless network access. With Edge, you can create employee SSIDs right from the Edge Management Interface and provide WPA2-PSK or WPA2-Enterprise SSIDs with 802.1x Authentication using your own Radius Server.. Clients in employee WLANs will have direct access to the customer- wired network so to connect to the other wired devices in the network, and vice versa.

Key Features



GUEST WiFi ACCESS (SMARTGATE)

Smartgate is the built-in enterprise-grade portal solution of Faraday Edge, providing a secure and scalable Guest WiFi authentication platform integrated with the Edge Management Interface. It simplifies guest network login with various authentication methods like OTP and social login. Smartgate features some key components like Survey and Advertisements add-ons which turn a Guest WiFi into a real marketing tool. With Survey add-on, you will know your customers' needs, get real feedback and provide pinpoint benefits. Moreover, you could prepare surveys in any way you like and present it to your customers before or after authentication.

Access Code Login: Access Code login restricts internet access to specific clients who have access codes delivered. Access Codes can be generated by specifying an expiry date per Network basis on Edge Management Interface. Generated Access Codes can be downloaded from EMI in Excel format and be set as single or multi use which can be used until the expiry date.

ADD-ON ARCHITECTURE

Edge's one of the distinctive aspect in the market is its All-in-one structure. Besides it has a scalable architecture which enables to embed additional tools in it. Hence, by embedding different add-ons to Edge, it becomes a very powerful WiFi Marketing and Monetization product including Network Management with all its aspects.

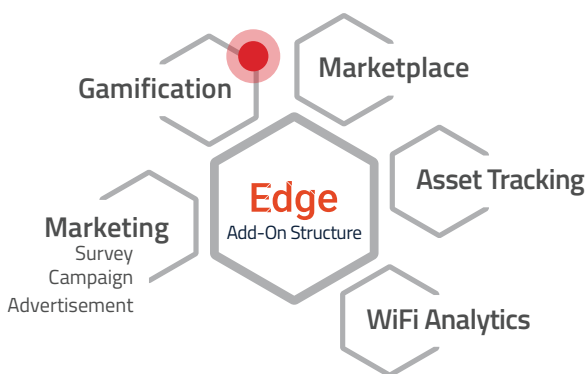


Figure 3: Edge Add-on Architecture

Marketing Add-on: Marketing add-on includes advertisements and surveys which create a new channel of marketing for enterprises. They can further promote their business via advertisements and learn more about their customer experience via creating short surveys. Both advertisements and

surveys are designed to display on Captive Portal before or after authentication by using flexible drag & drop feature. Moreover, displaying details of all advertisements and surveys on one page provides a compact analysis. Besides advertisements & surveys, marketing add-on provides companies to create as many campaigns as they wish. All the details regarding to campaign such as campaign name, campaign conditions which determines who will be targeting for that campaign, and campaign notification options can be managed in the same interface. In addition to that, listing and analysing all the campaigns at a time is feasible as well.

Marketplace Add-on: Marketplace offered in Private Cloud setups, creates a new sales channel for selling APs and accessories to enterprises. Network providers can have the order details from Faraday and deliver the products to the stores. This enables firms having the necessary equipments to provide Internet network for their customers. Also, it is possible to choose from different Edge packages and to track your ordered products online.

WiFi Analytics Add-On: Edge also gives you an opportunity to get deeper insight about your customers. WiFi analytics add-on presents some statistics as total number of visits, visitors, passerby and average dwell time. In addition to these insight, there are graph representations of visitor distributions, visit durations and repeated visitor distribution in selected date range. Besides that, comparing statistics between different time ranges and various venues.

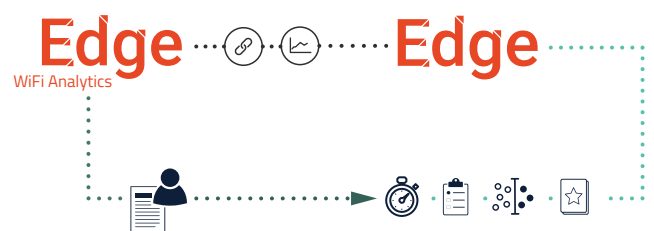


Figure 5: Edge WiFi Analytics Add-on

▪ **Venue Performance:** As one company can have numerous venues in different venue types, there is a bunch of information about these venues. Hence, it becomes vital to have much deeper insights of various venue types. Venue performance feature allows companies to compare locations and visualize cross visits among its different venues on a map. Moreover, every venue has a performance score indicating how well the venue does and it is also possible to see venue rankings within its own venue type.

Asset Tracking Add-On: Tracking assets can be very crucial for many enterprises since they really need to know exact locations of their assets instantly. Edge enables any firm to track their employees and physical assets such as computers, or any valuable equipment. With Asset Tracking add-on, anything can be tracked and reported in detail anytime companies need.

Maps Add-on: Customer data is very crucial to understand visitor habits and trends in general; however this data can be much more helpful for companies if it is grouped for different locations. In location-based analytics feature of Edge, there are several analytical tools to get more detailed data about customer actions.

- **Location Map and Heat Map:** There are two types of maps Edge can demonstrate which are location maps and heat maps. These two maps create visualization of customer density in different floors of venues. Not only the current situation can be seen, but also customer action flow in a time range is shown on the maps as well. Besides all, it is possible to compare customer density between defined date ranges. In addition to that, there are live versions of these particular two maps which are always updated according to the last moment.

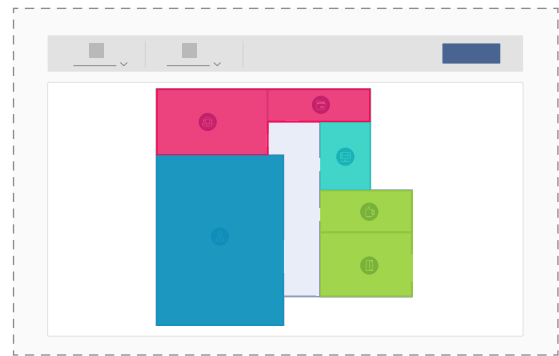


Figure 7: Fence Management

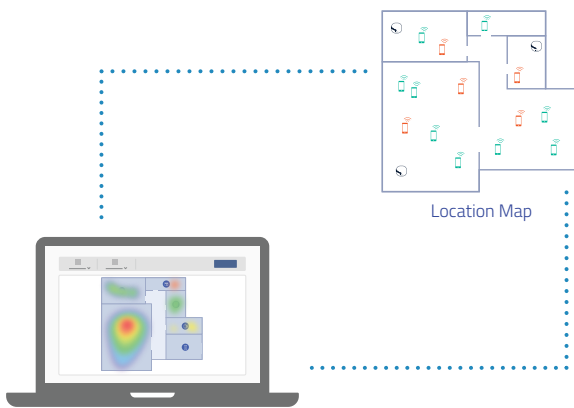


Figure 6: Location-based Features (Experimental)

- **Fence Management:** Companies can have more than one venue in which case these venues are defined by different names on Edge. These venues are consisted of various floors and these floors are divided into several sections that are called fences. The main purpose of managing fences is to have a more precise understanding of customer movements inside a venue.