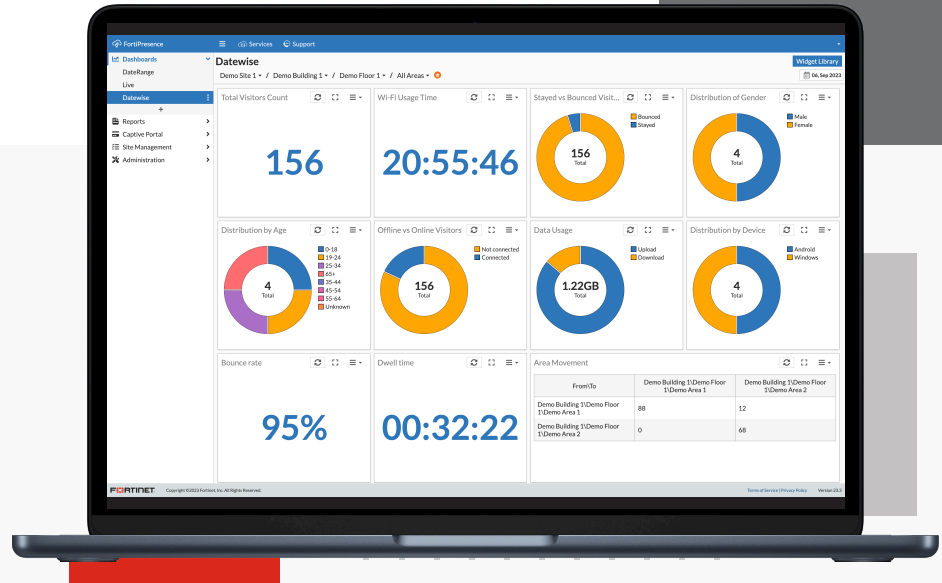# FORTINET

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.

* Area movements and heat map will be limited for 30 days.

Available in

Virtual

Hosted

Features
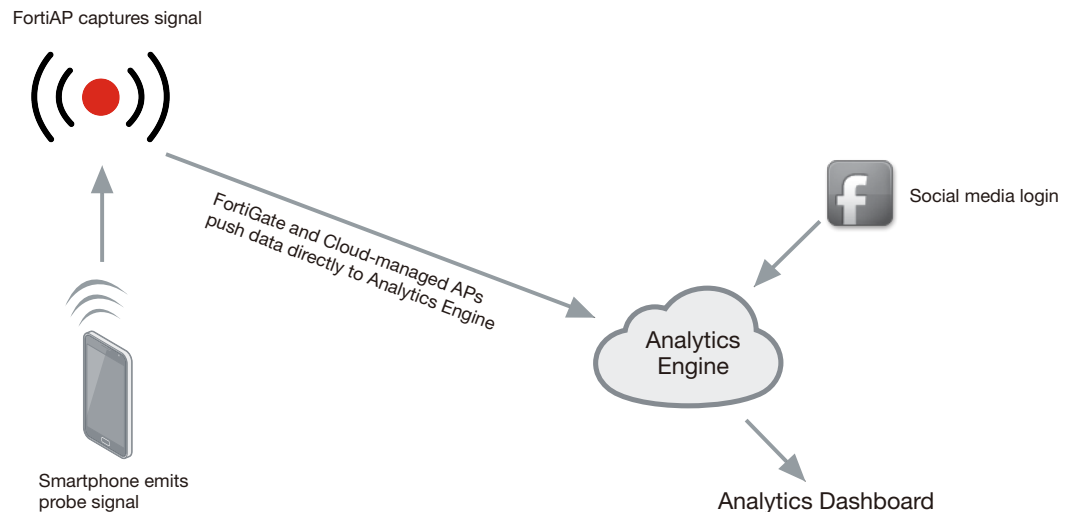
Presence and Positioning Analytics

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

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

Social media login

Analytics Engine

Smartphone emits probe signal

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

The FortiPresence configurable dashboard can be configured to show what's most important to the installed environment. Choices of information to diplay include:

Busiest time - Shows busiest time of the given time period.

Total Visitors Count - Provides information about total visitors

Distribution of Gender - Displays the number of visitors by gender for the specific time period.

Data Usage - Displays data consumption for download and upload.

Distribution by Age - Displays the number of visitors by age for the specific time period.

Offline vs Online Visitors - Shows measure of connected and disconnected visitors.

Bounce rate - Visitor count for those who left inside the allotted period.

Wi-Fi Usage Time - Shows how much time visitors spend using the guest Wi-Fi.

Dwell time - Displays the average time spent by visitors in a certain location.

Distribution by Auth - Shows Distribution of Authentication Methods.

Distribution by Device - Shows Distribution by type of visitor device.

Stayed vs Bounced Visitors - Shows measure of stayed and bounced visitors.

Area Movement - Provides information about visitor area movement

Heatmap - Provides color graphical representation of floor map visitors. Heatmap player can view live or historical information
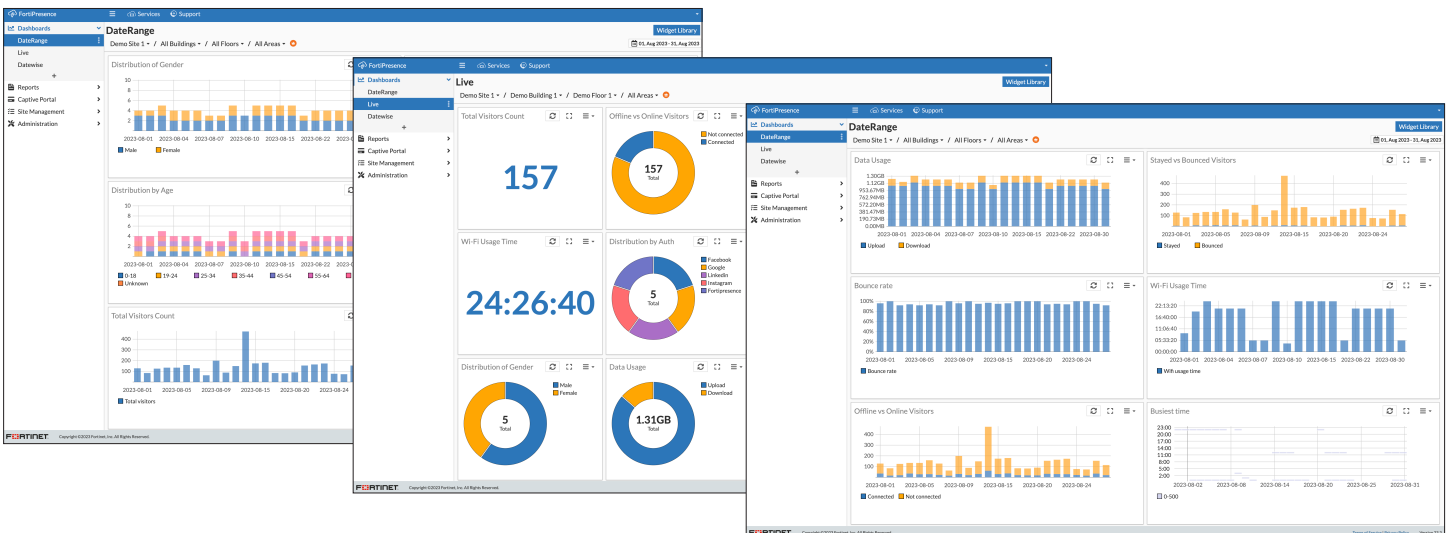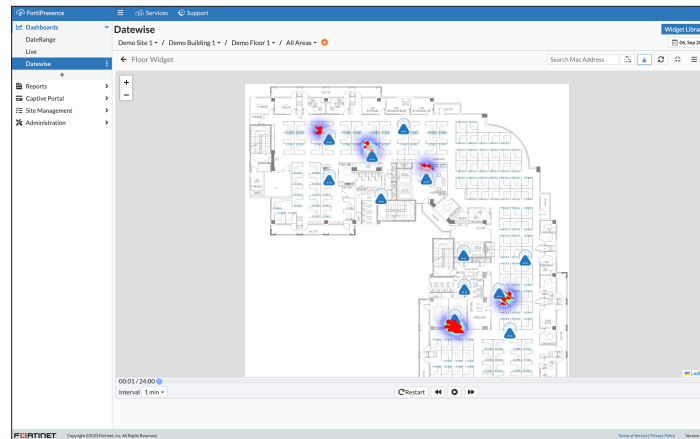
Customized Captive Portal

Social Wi-Fi

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

- Captive portal with Social Wi-Fi Facebook, Google, Linkedin, and Instagram 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
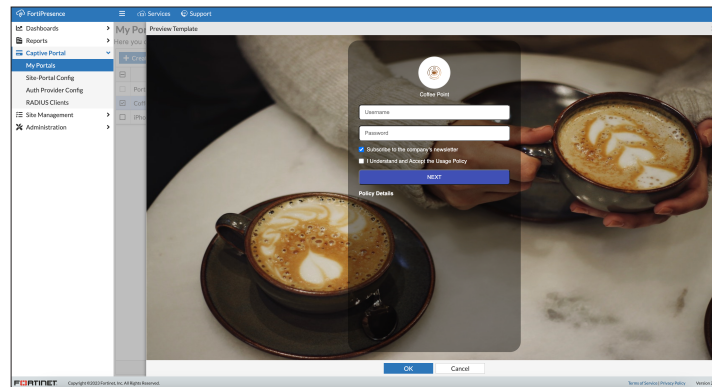
Reporting

Generate reports across all data collected. Report templates can be used or custom reports can be built. Reports can be scheduled to run at regular internals. If an external reporting engine is preferred, raw data is downloadable for further analysis and external report generation.

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	Single	Unlimited
FortiAP	15 maximum	Unlimited
Dashboard	Static	Customizable
Social Wi-Fi with Captive Portal	30 connected users	Unlimited
Reporting	Site only, 1-day data only	Site or deployment wide
Data Store	7 days (after 30 days of inactivity, account will be paused and no data processed at all)	1 year

The following SKUs are available.

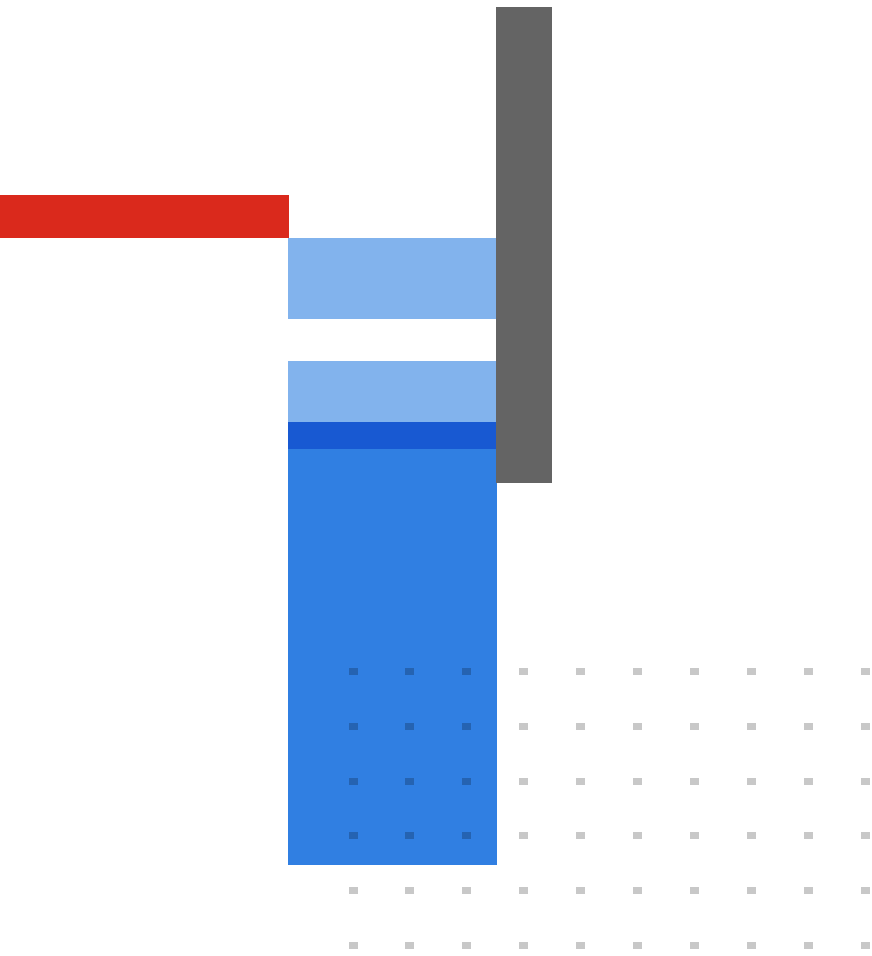| Product	SKU	Description
FortiPresence FAP Cloud License	FC-10-FPCLD-169-02-DD	FortiPresence Cloud annual subscription license. Includes advanced features and 1 year rolling Data Retention. Per-AP license.
FortiPresence-VM	LIC-FPA-VM	FortiPresence Analytics virtual machine version. . Per-AP licenses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

Fortinet Corporate Social Responsibility Policy

Fortinet is committed to driving progress and sustainability for all through cybersecurity, with respect for human rights and ethical business practices, making possible a digital world you can always trust. You represent and warrant to Fortinet that you will not use Fortinet's products and services to engage in, or support in any way, violations or abuses of human rights, including those involving illegal censorship, surveillance, detention, or excessive use of force. Users of Fortinet products are required to comply with the Fortinet EULA and report any suspected violations of the EULA via the procedures outlined in the Fortinet Whistleblower Policy.

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