

## Highlights

### Cloud-based Subscription for Indoor Location Tracking

- Scalable – supports distributed enterprises up to 100,000 access points

### Integrated Location Platform

- Wi-Fi
- Presence
- Zone Tracking
- Position Tracking

### Advanced Location Analytics

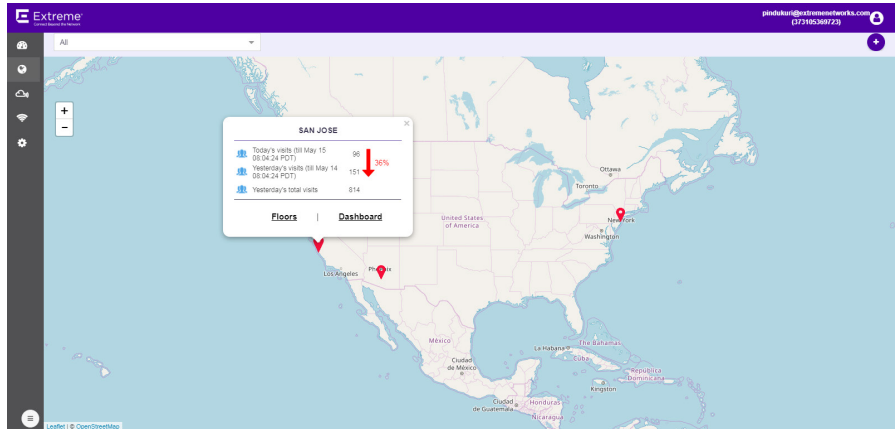
- Site, Zone, System Level
- Visitor and Associate Level
- Motion path analysis
- Crowding zones

### Rich Graphical User Interface

- Dashboard
- Map Editor
- Real-time and Historical Location Analytics

### Subscriber Services

- RESTful APIs for 3rd party application integration



# ExtremeLocation

The ubiquitous use of mobile technology empowers enterprises to take their business to a new level with deeper insights on visitors trends. With real-time location and analytics from Extreme Networks, enterprises such as; retail and hospitality can engage their customers and associates with contextual-based personalized experience, while transportation and logistics, manufacturing and healthcare can monitor workflow and assets to improve their overall operation and efficiency.

## Product Overview

ExtremeLocation is a resilient and scalable cloud-based location and analytics solution offered by Extreme Networks as a subscription service, to align with your new business imperatives.

ExtremeLocation provides enterprises powerful multi-tier location services that can scale to thousands of branch sites and 100,000 access points. ExtremeLocation offers a range of granular location accuracy to address various application scenarios with extensive real-time and historical location analytics, such as; new and repeat visitors, visitor engagement times, location of associates and specifics of site or zone performance.

Whether combined with Extreme's enterprise-grade wireless networking, or as an overlay with your existing network, ExtremeLocation is an easy to use cloud-based platform that helps you transform your business. Backed by Extreme Network's industry-leading global support and services, ExtremeLocation simplifies the difficult task of supporting your business transformation goals.



Figure 1

## Dial-In Location Accuracy for Optimum Results

ExtremeLocation provides a range of location accuracy to let you tune the location services to the level of detail required. From presence which detects a device, to a zone which locates a device in an area, to position, which provides exact location of the device, ExtremeLocation lets you dial-in the level of granularity that meets your business needs.

## Powerful Analytics for Contextual Results

ExtremeLocation brings out the true value of location-based services by delivering powerful analytics and trends which can be viewed by CMOs, store or venue manager or, extracted by campaign and policy engines via the RESTful APIs. ExtremeLocation provides extensive real-time and historical location analytics which can be chosen for a duration, including site, zone and associate analytics. Users can view real-time dashboards and monitor trends of sites, zones and associates, or scheduled reports to deliver the footfall trends to their e-mail in-box.

Site analytics provide trends for overall footfall (visits), bounced versus engaged, shopper engagement, loyalty customers and repeat and new visits.

Zone analytics allow you to collect additional insights within a site, into the department level, to help you understand the number of visits to a department, the number of engagements and unique visitors, identification of the top and bottom 5 departments, along with the customer engagement times within those departments. Motion path analysis helps venue owners to identify the movement of visitors in the venue as well as port of entry and exit, so that they can optimize the layout venue.

Improving the customer experience is not just knowing where the customers are, but also knowing where the store associates are to better serve those customers. Associate analytics can help you better connect your associates with customers, find the closest associate, understand how much time associates are spending in each department and identify the ratio of associates to visitors in every zone. With this information, you can better serve your shoppers and improve their overall experience within your store.

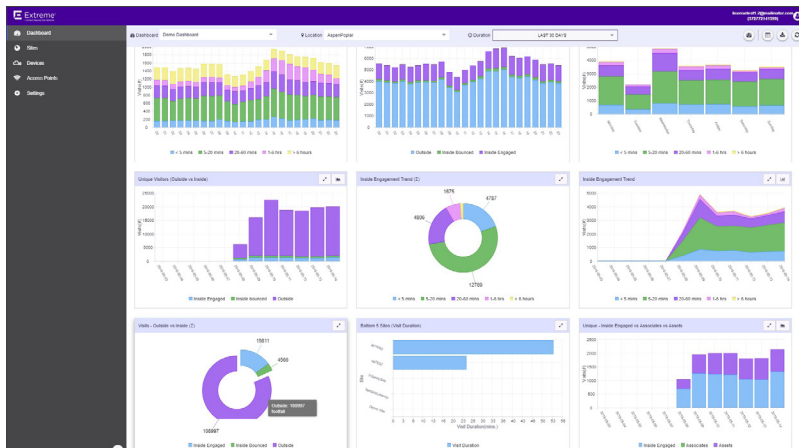


Figure 2

## ExtremeLocation Subscription and Support Services

ExtremeLocation is available as a one year or discounted multiyear subscription service. The license is required for each AP that participates in location based services. The ExtremeLocation subscription includes our ExtremeLocation Support services that are listed in the tables below.

### Ordering Information: 1, 3, 5-Year ExtremeLocation Subscriptions

Model Number	Model Description
LBS-CLD-1AP-1YR	Location Based Services Subscription license for 1 AP for 1 Year - Support Included
LBS-CLD-1AP-3YR	Location Based Services Subscription license for 1 AP for 3 Year - Support Included
LBS-CLD-1AP-5YR	Location Based Services Subscription license for 1 AP for 5 Year - Support Included
LBS-CLD-5AP-1YR	Location Based Services Subscription license for 5 APs for 1 Year - Support Included
LBS-CLD-5AP-3YR	Location Based Services Subscription license for 5 APs for 3 Year - Support Included
LBS-CLD-5AP-5YR	Location Based Services Subscription license for 5 APs for 5 Year - Support Included
LBS-CLD-10AP-1YR	Location Based Services Subscription license for 10 APs for 1 Year - Support Included
LBS-CLD-10AP-3YR	Location Based Services Subscription license for 10 APs for 3 Year - Support Included
LBS-CLD-10AP-5YR	Location Based Services Subscription license for 10 APs for 5 Year - Support Included
LBS-CLD-100AP-1YR	Location Based Services Subscription license for 100 APs for 1 Year - Support Included
LBS-CLD-100AP-3YR	Location Based Services Subscription license for 100 APs for 3 Year - Support Included
LBS-CLD-100AP-5YR	Location Based Services Subscription license for 100 APs for 5 Year - Support Included
LBS-CLD-1KAP-1YR	Location Based Services Subscription license for 1000 APs for 1 Year - Support Included
LBS-CLD-1KAP-3YR	Location Based Services Subscription license for 1000 APs for 3 Year - Support Included
LBS-CLD-1KAP-5YR	Location Based Services Subscription license for 1000 APs for 5 Year - Support Included

## Warranty

As a customer-centric company, Extreme Networks is committed to providing quality products and solutions. In the event that one of our products fails due to a defect, we have developed a comprehensive warranty that protects you and provides a simple way to get your products repaired or media replaced as soon as possible. Select Extreme Networks Wireless Appliance come with a lifetime warranty. For full warranty terms and conditions, please go to: <http://www.extremenetworks.com/support/policies/warranty>

## Service and Support

Extreme Networks provides comprehensive service offerings that range from Professional Services to design, deploy and optimize customer networks, customized technical training, to service and support tailored to individual customer needs. Please contact your Extreme Networks account executive for more information about Extreme Networks Service and Support <http://www.extremenetworks.com/support/maintenance-services/>

### To Contact Extreme Technical Support (GTAC):

<http://www.extremenetworks.com/support/>



<http://www.extremenetworks.com/contact> / Phone +1-408-579-2800

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