

Wireless Connection Increases the Business Opportunities for DL Coffee Shops

CASE STUDY

small-scale field business site, café shops

Along with the incremental handheld devices, the demand of mobile network grows as well. For large-scale nations in which the charge of mobile network is high, stable and high performance Wi-Fi is still the major way to get the Internet access in the business trip.

DL coffee shops are well-known chain stores in Spain, and the consumer group is mostly businessman. Therefore, network service is essential to them. To look after both sides of the network security of customers and the intranet management of employees in such an open space, the DL corporation decides to adopt Handlink's WG-500P that can support up to 50 simultaneous devices as their solution after various evaluations.



Evaluation Points to Choose

WG-500P Security Control is Solid

In the public environment, most of service industries provide open ID for Internet connection, so anyone can easily receive a network signal to connect to the Internet. The drawback of this method is that the customers' information will indirectly fall into the hacker incursion list without a tight network control mechanism.

To DL, no security control means the quality of network accesses can not to be guaranteed and it may impact brand. The solution proposed by Handlink differs from the general operator's modus that only provides a set of account and password to make anyone to log in. WG-500P adopts the dynamic account mechanism that means every visitor has his own account and password.

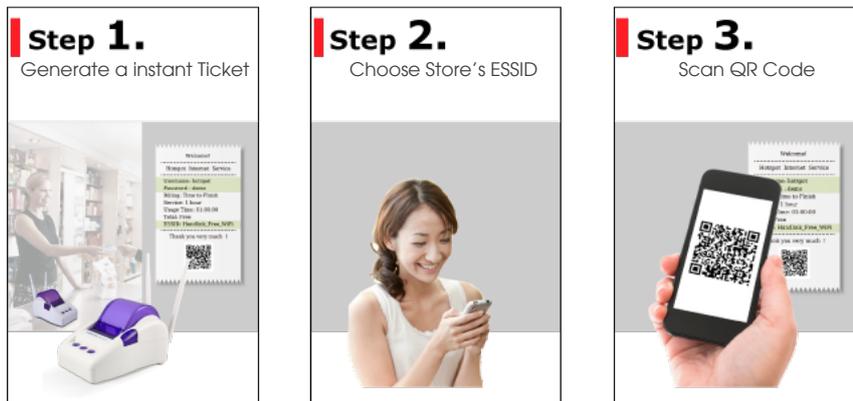
With WG-500P, it raises the security of Internet access a lot. Beyond the high quality service that DL provides of dining, the Internet access quality and security is another add-on value to their customers.



Easy Operations to Connect to Internet

WG-500P is a wireless multifunction thermal printer. As long as the guest has the Internet access requirement, the clerk of DL only needs to lightly touch the button and the wireless thermal printer will print out the ticket immediately which has access account, password, expenses and usage time/ volume together within the ticket.

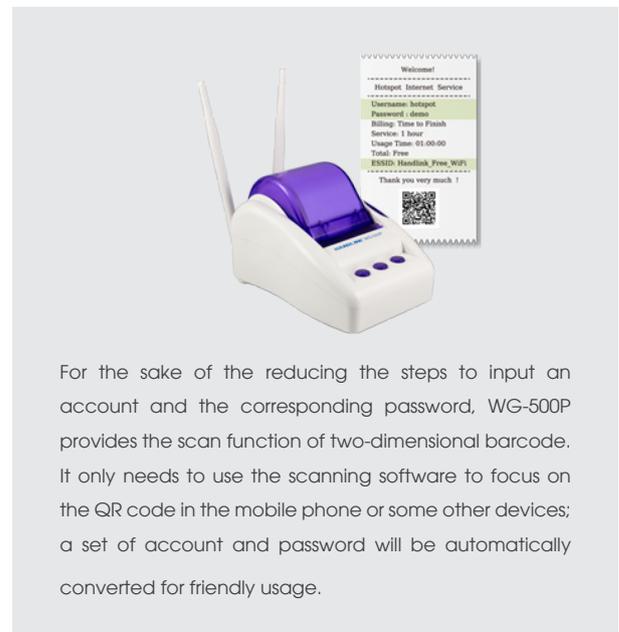
After received the ticket, handheld device users can scan QR code for the Internet connection. Therefore, there is no need to worry that non-paying customers outside the store will occupy the resources of the in-store-customers' network bandwidth.



Customization Business Model and More Reliable Wi-Fi Access

The WG-500P supports time-base and volume-base billing selections. DL chooses volume-base billing. Customization business model makes the guests can freely to request the bandwidth to access the Internet. Like as button A means 1Mb/€1, button B means 5Mb/€2, button C means 50Mb/€5.

With the customization Internet access mechanism, DL coffee shops completely change the used way to access Internet without auThrough the network authentication access and paid service not only make the clients to get the reliability service but also they feel more convenient to access the Internet. For a businessman, he doesn't worry about little expense to pay to get the service. What he does care is the security issues or the reliable issues can be resolved.



For the sake of the reducing the steps to input an account and the corresponding password, WG-500P provides the scan function of two-dimensional barcode. It only needs to use the scanning software to focus on the QR code in the mobile phone or some other devices; a set of account and password will be automatically converted for friendly usage.