

**CX**  
**APP**

**SMART CAMPUS**

**MOBILE APP**



YOUR MOBILE SOLUTION FOR DIGITAL  
CUSTOMER | ATTENDEE | EMPLOYEE | MEMBER  
EXPERIENCE PROGRAMS



# CAMPUS

01 – platform

02 – customers

03 – partner ecosystem

04 – campus features

05 – demo

06 – q&a

# | platform overview



## Multi-Tenant Architecture

Our SaaS platform provides an out-of-the-box experience via a single mobile app for your companies Events, Meetings, Digital Communities, and Campus experiences.



EVENTS



MEETINGS



COMMUNITIES



CAMPUS  
(corporate & university)



AVAILABLE ON:





# | great success comes with great customers

aruba  
a Hewlett Packard  
Enterprise company

Atlassian

AVAYA

amazon  
web services

Check Point  
SOFTWARE TECHNOLOGIES LTD.

CISCO

Cognizant

Google

Hewlett Packard  
Enterprise

hp

JUNIPER  
NETWORKS

Lenovo™

NetApp®

NVIDIA®

paloalto  
NETWORKS

Q2

now™

Symantec

ATM

VISA

the smart campus  
strategic provided  
experience network





## central hub

A central hub for communications reduces app overload by syncing third-party integrations, internal tools, and services in a single, comprehensive platform.



## employee engagement

Deliver the 'x-factor'. An immersive workplace experience helps you attract and keep top talent while providing a digital front door to your campus life.



## low cost, SaaS based

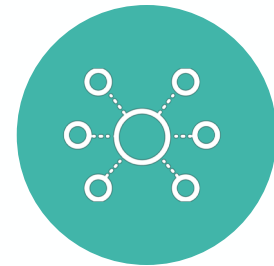
A volume approach to your campus operations allows you to scale your program and operations across multiple buildings and locations.

\*6-8 Weeks for a full deployment

# campus features

## multi campus — location aware

Meridian and GPS Based - content, maps and features adjust based on current campus location



## directory

Profiles, find-employee/desk, phone number, email, etc.

## news

Personalized content delivery, tailored to each user's preference across intranets, Slack, and newsrooms



## live maps

Search by department, location, employee, assets and custom place marks

## spaces

Check availability and booking options for conference rooms/desks



## notifications

Reliable notifications reach your entire directory across employees, campus, titles, employee or custom groups. Active campaigns can be setup based on proximity beacons



# campus features

## surveys & live polls

Gauge employee sentiment in real time



## upcoming events & trainings

List of upcoming events and trainings for your employees



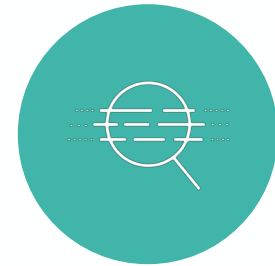
## visitor management alerts

Receive notifications when vendors, partners and customer come to visit you, alerting you when they arrive in the lobby (Integrations with Envoy, Teem and Robin)



## campus information

Access to general campus information and amenities - per location, fitness, dining, employee benefits, etc.



## universal search

Ability to search native and internal sites and chats. Ability to categorize search returns by; Rooms/Desks (Book or Find), People (View Profile, Find or News Item), News and Department.

# | your digital workplace partners

Interested? Or have a customer/partner who might be?

The average corporate campus encompasses dozens of access points and points of interest — including conference rooms, dining areas, lobbies, offices, fitness studios, safe spaces and much more.

Today, most properties are dynamic in the sense that specific locations are constantly shifting. Rooms may be repurposed, go under construction, renamed, or even reconstructed. It's all part of a rapidly changing workplace.

That's why the CXApp for Campus, featuring Aruba Meridian technology, leverages state-of-the-art location services, IoT, and the power of mobile to deliver workplace management technology for the smart campus to transform venue communications and onsite workplace experiences.

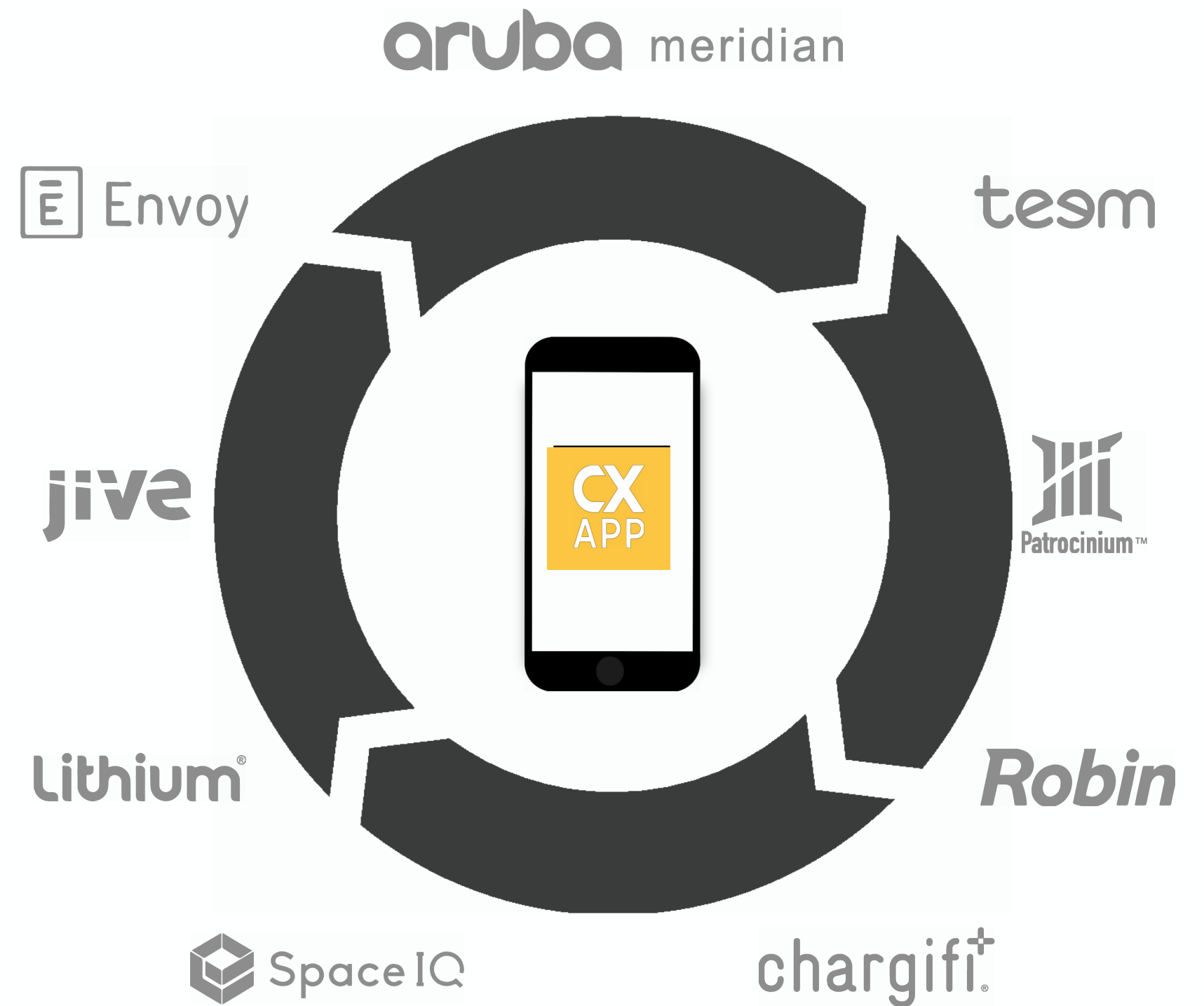
- 6-8 weeks for a full deployment
- Marketing materials available
  - [Campus Brochure](#)
  - [Campus Overview Video](#)
  - [Campus Introduction by Leon](#)
  - [Campus Whitepaper](#)



[LET'S SCHEDULE A DEMO!](#)

# PARTNER ECOSYSTEM

CAMPUS INTEGRATED PARTNERS



# | lighthouse customers

## first in campus – Palo Alto Networks and Aruba, a Hewlett Packard Company

Over time, we plan to build out more features leveraging Aruba, Meridian technology that will create immersive experience for the campus use case. Palo Alto Networks and HPE Aruba have best-in-class .

### Palo Alto Networks - Campus Rollout



- Launch Date by the end of May
- Phase 1 - Santa Clara Campus (4 - buildings)
- Phase 2 - Global (4 additional campuses)

### Aruba - Campus Rollout



- Launch Date sometime in August
- Phase 1 - Santa Clara and Portland
- Phase 2 - 10 other campus locations - Bangalore, (2), Chennai (2), Cape Town, Sydney, Beijing, Roseville, Montreal, Costa Rica.

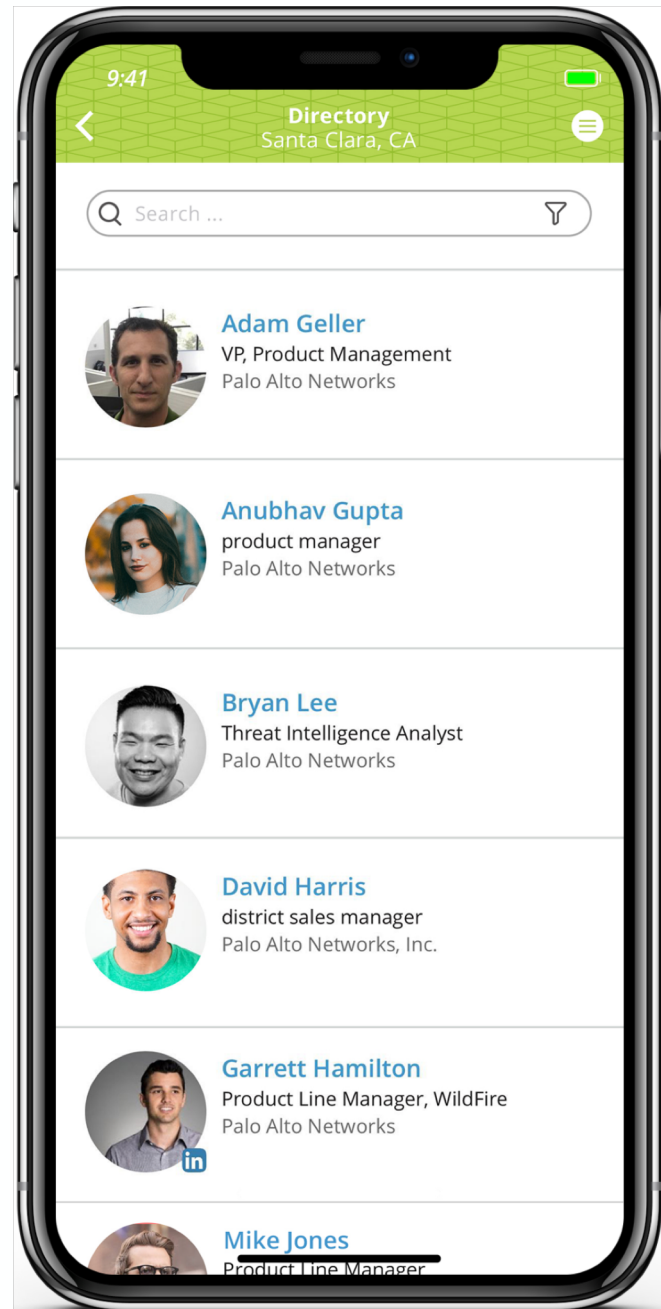


「thank you」

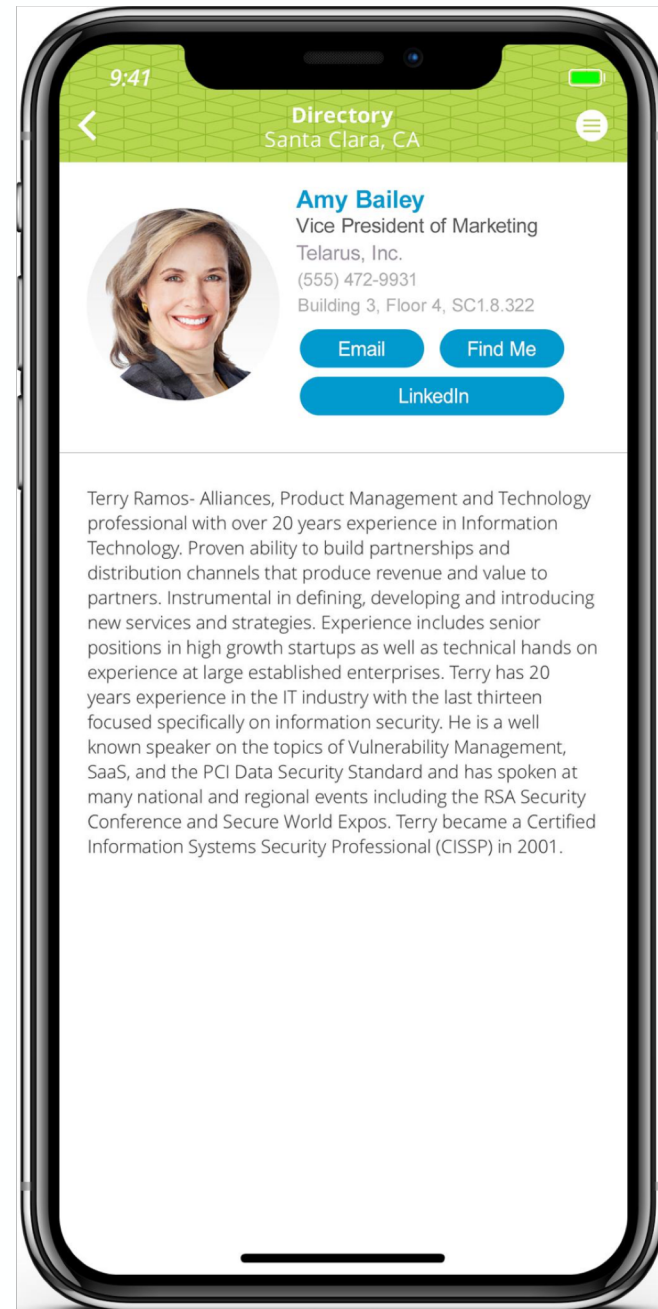
A large, semi-transparent teal watermark consisting of the letters 'C' and 'X' is positioned on the left side of the slide. The 'C' is a thick, rounded letter, and the 'X' is a bold, sans-serif letter. The watermark is centered vertically and partially overlaps the main text.

SAMPLE TRANSITION SLIDE

# employee directory



Directory



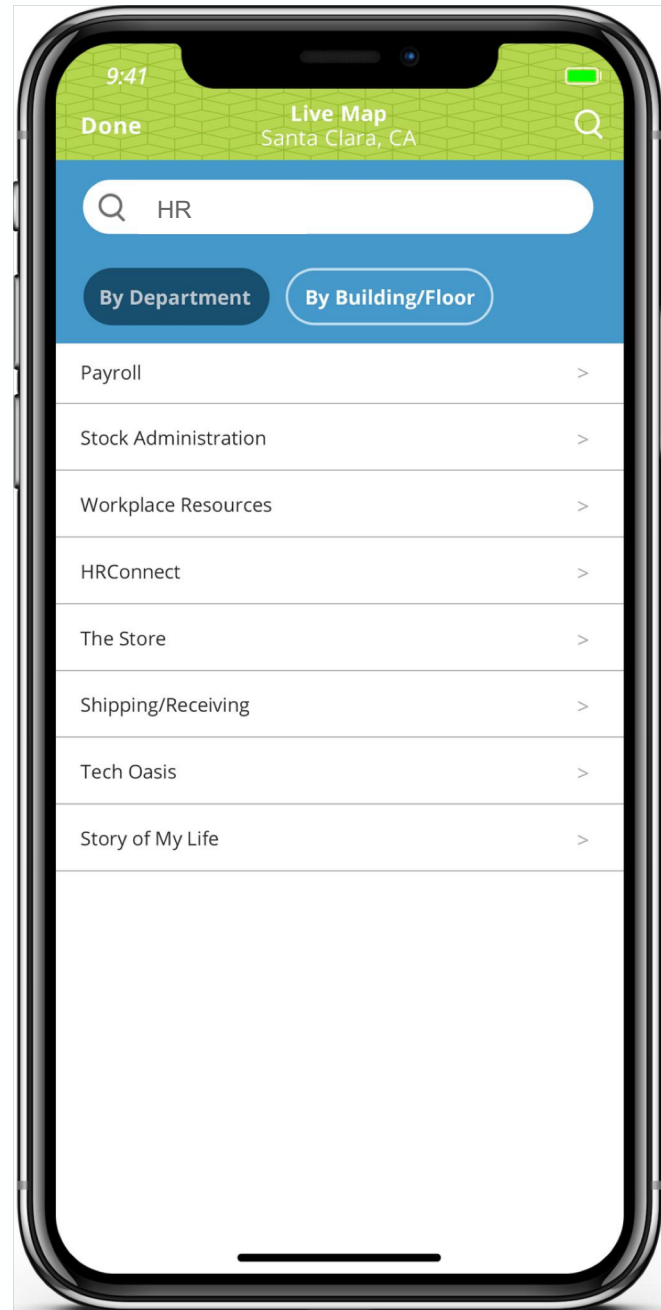
Employee Profile

## the who's who

Quickly locate employees or departments and navigate directly to them.

One of the most important things about a company are the people who work there and where they are located. A comprehensive directory ensures everyone across the organization can quickly learn about or access everyone else, making networking and working cross-functionally a breeze.

# live campus map



Search by department



Aruba Meridian Maps routing to desk

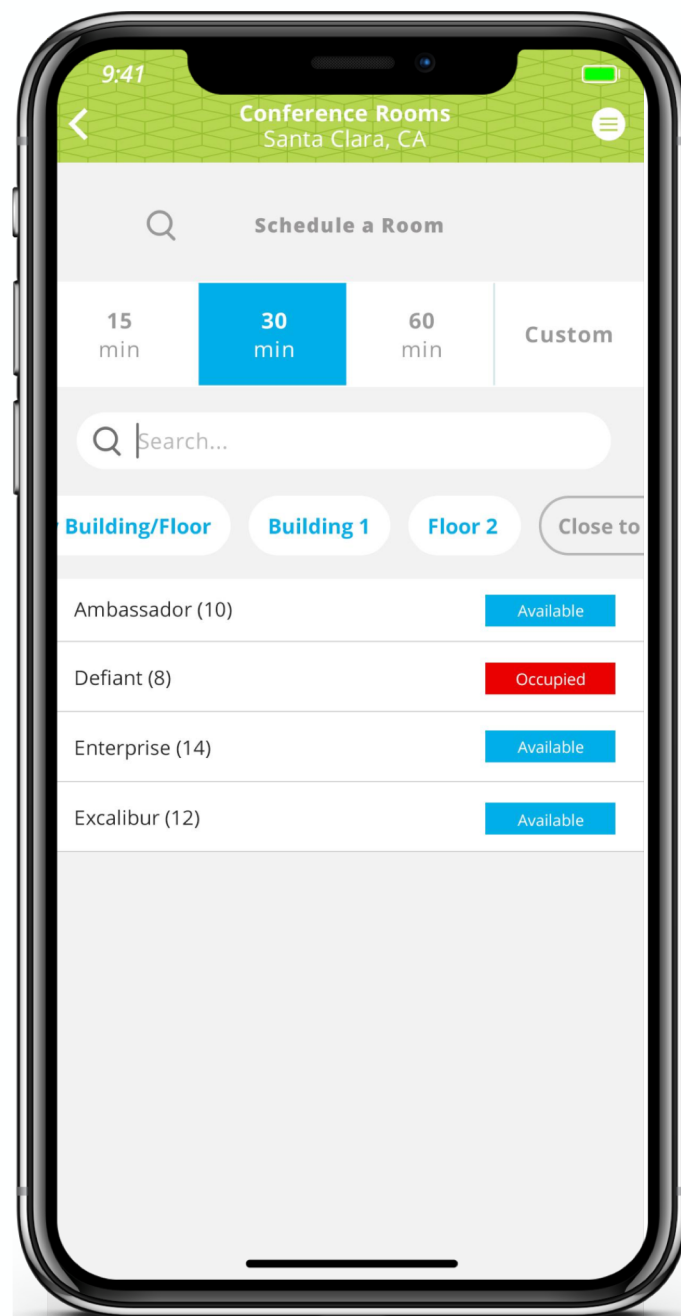
## Interactive venue navigation

Interactive venue navigation means users can search for people, places and things, then receive step-by-step guidance

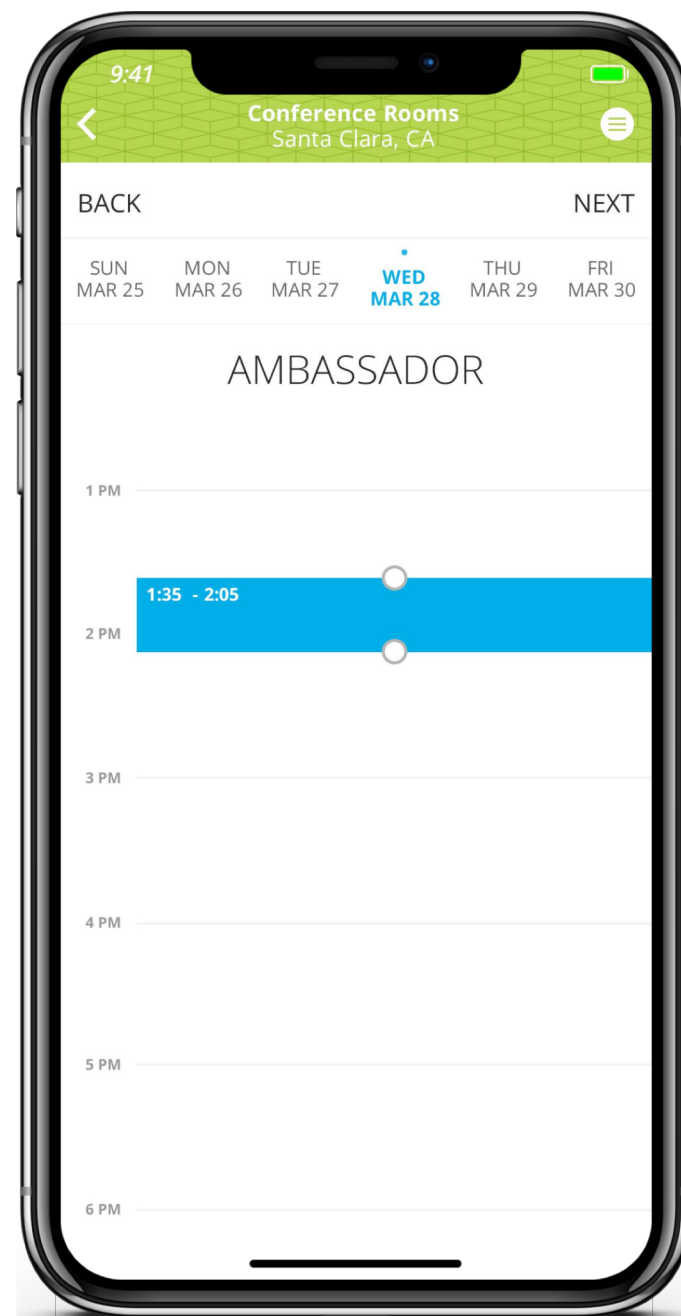
Integration with Aruba and Meridian's state-of-the-art location services enables wayfinding capabilities that make key campus destinations easier to find.



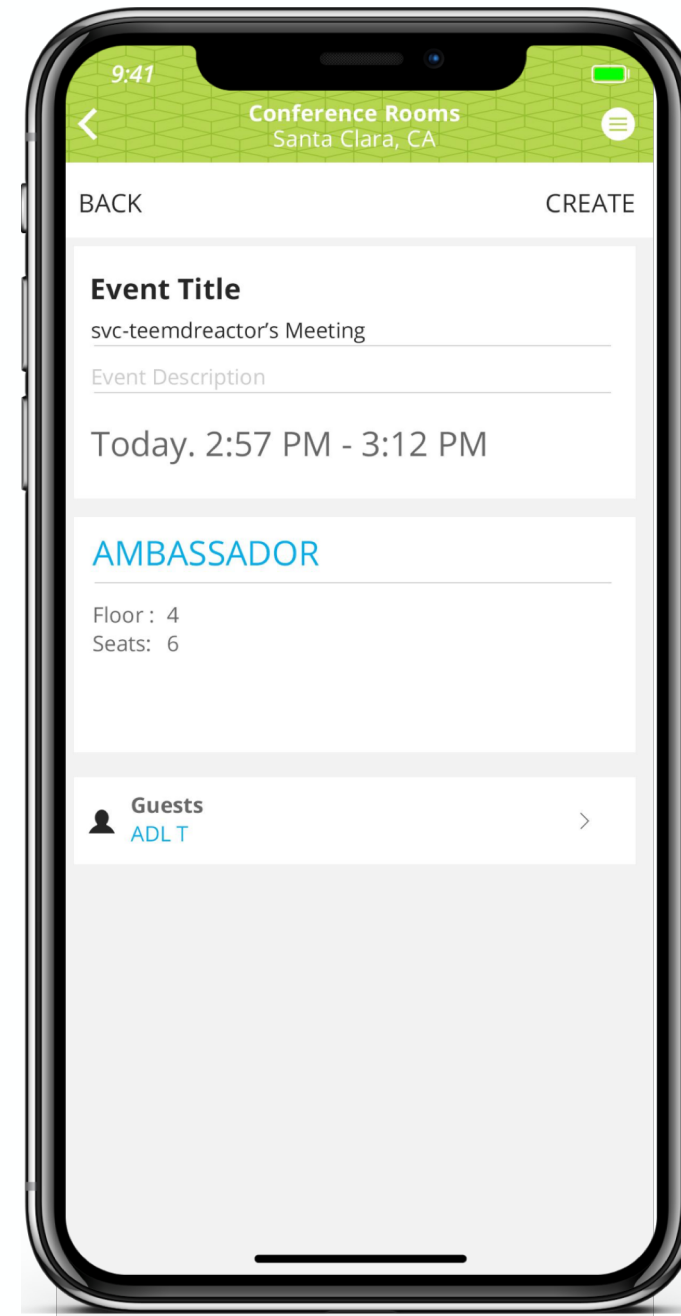
# scheduling conference rooms and desks



Find room availability



Schedule time



Set-up details invite guests

## On-the-go tools for a mobile workforce

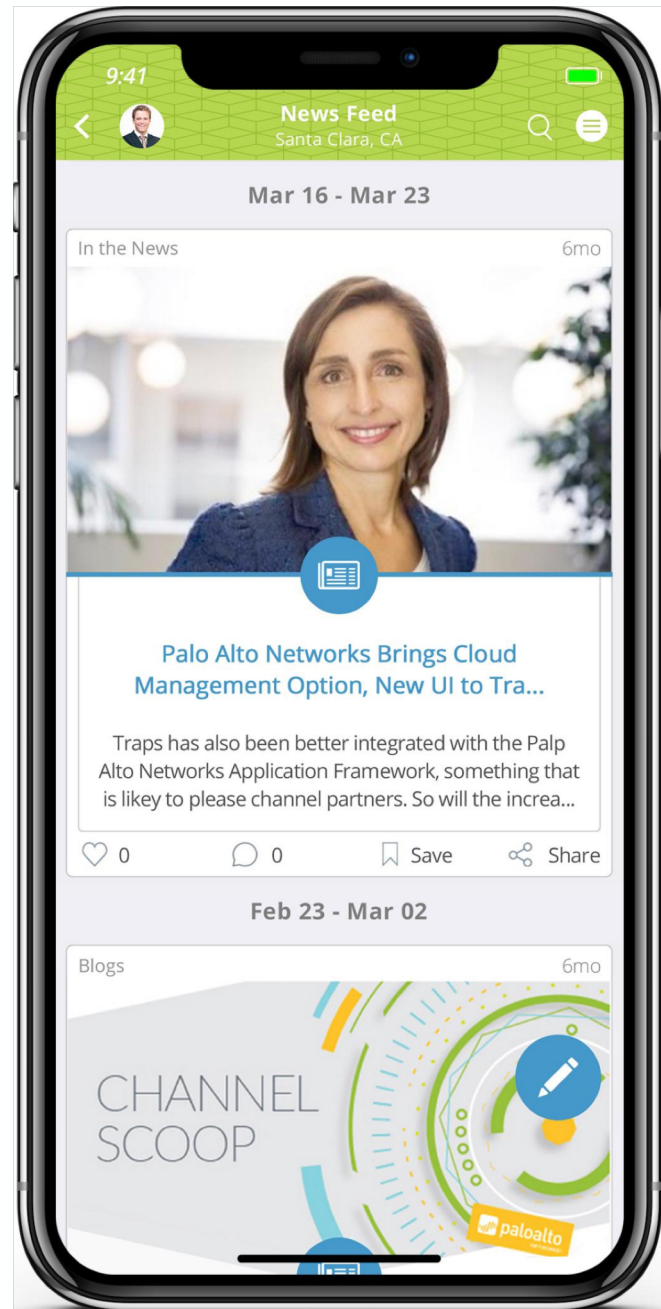
An integrated scheduling feature allows users to check conference room availability and book while on-the-go. Your next meeting is never more than a click away.

Find a room, book it, go to it... it's that simple. You can also receive an alert for your upcoming meetings so everyone has the tools to be on time!

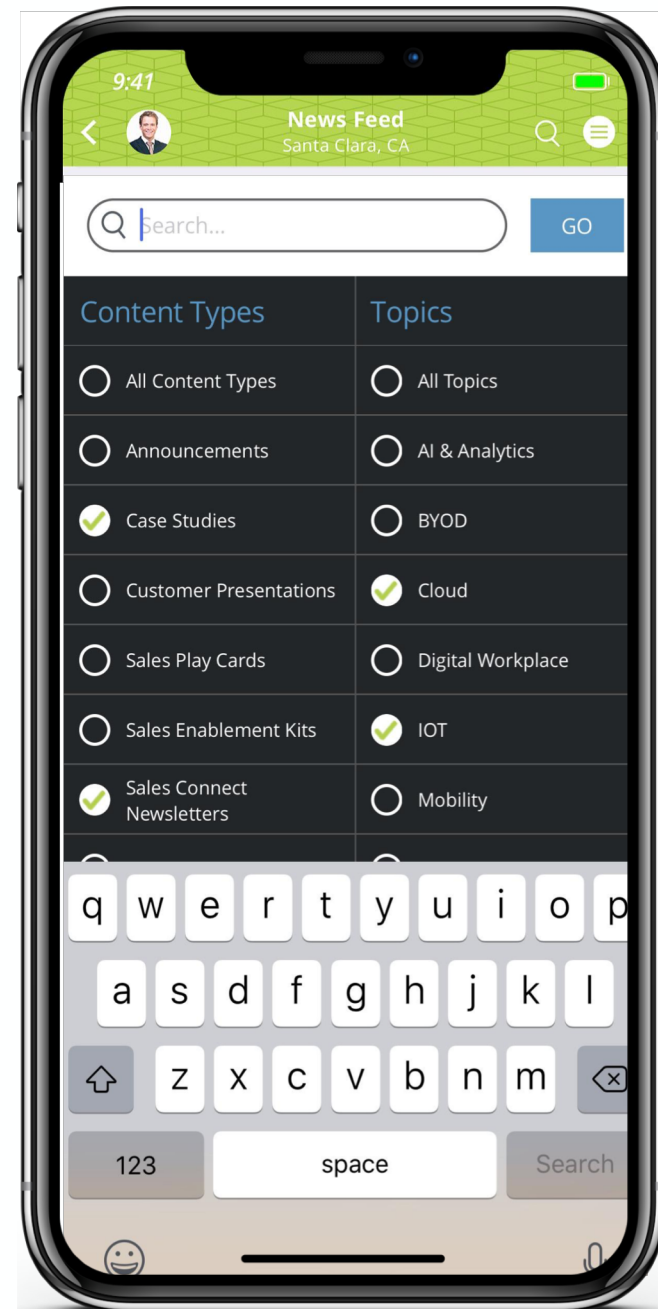




# company news



News feed



News filters

## the daily buzz

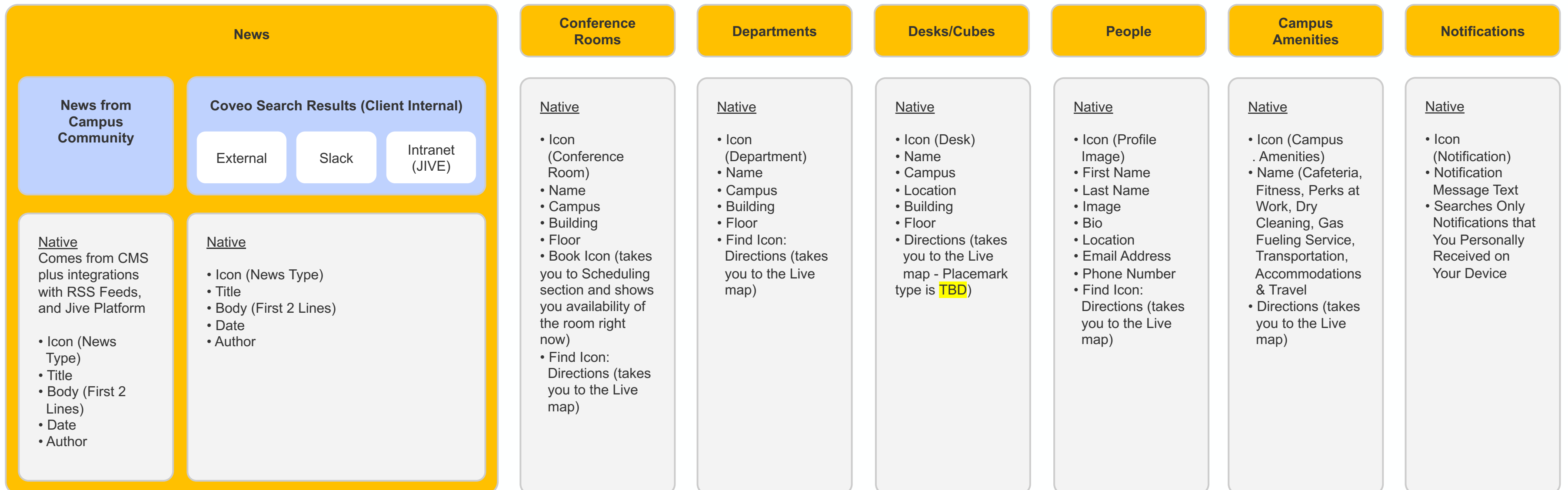
Stay connected with Company news at home, at work, and on the go. Personalized news feeds distribute content that is of personal interest to every single user.

This spans across all types of content relevant to your business internal or external: blogs, press releases, videos, customer testimonials, podcasts, infographics and more...

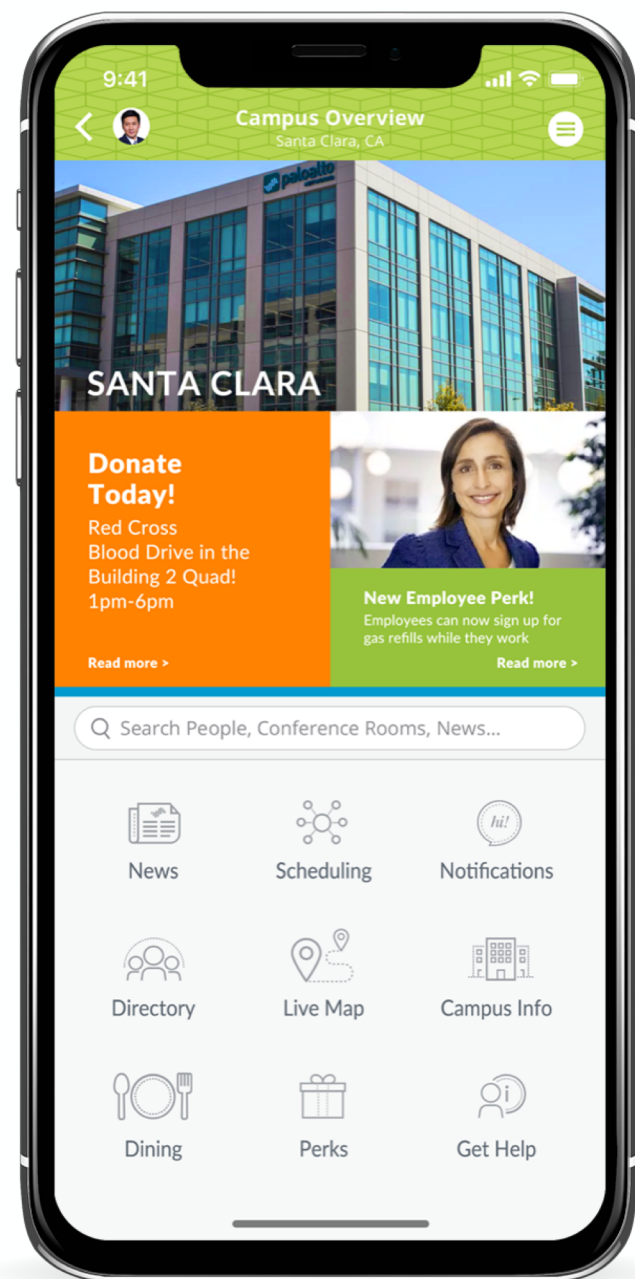
# universal search

A single digital touchpoint that connects all internal organizational sites and tools for better communications

## Universal Search



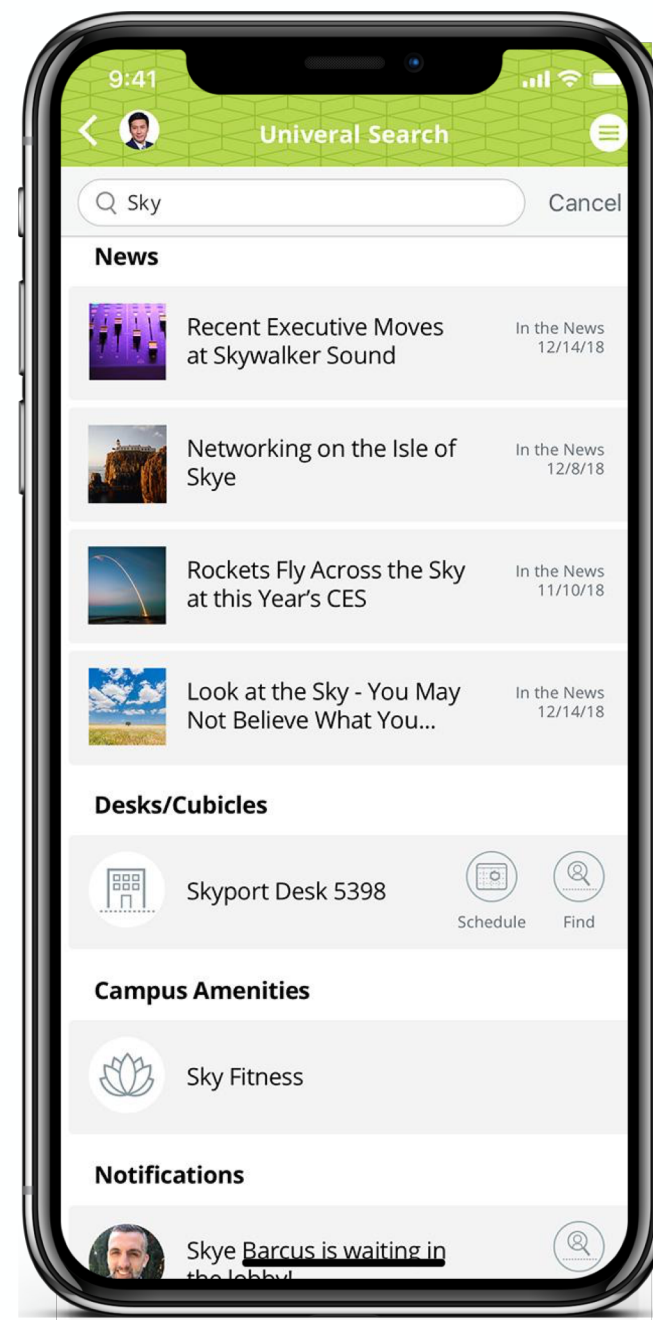
# universal search



Search from  
overview screen



Search return with action  
for certain types



Search return with action  
for certain types (cont'd)

## better communication in a unified system

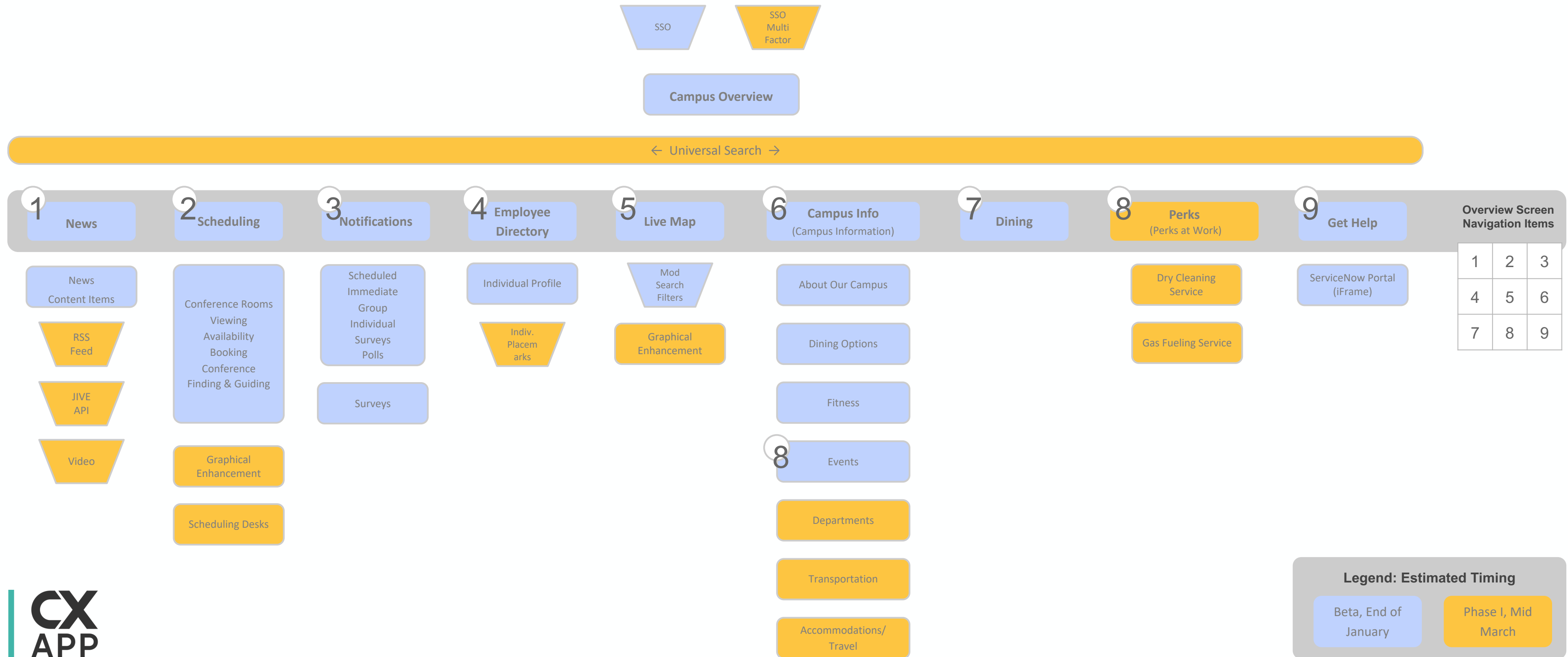
You can learn everything by  
starting with a single question.

Advanced search helps you find  
what you need faster across all  
organizational sites and tools. It's a  
unified system for immersive fact-  
finding across people, places, and  
things built directly into the  
universal search return.

You're only one-touch away from  
everything you need to know.
















# campus app rollout



# CXApp go-to-market partners

A healthy ecosystem of partners are critical for an enterprise Campus solution (\*formalizing all integrations and agreements)

Company	Description	Formalized Agreement	Type of Integration
	Aruba Meridian Location Services - Employees will have a Blue Dot experience complete with Live Map, Active and Passive Campaigns, Find a Friend and Asset Tracking.		SDKs
	Availability, Schedule and Book a Conference Room/Desk - The CXApp Campus will utilize Teem's APIs all directly through a native UI inside app for comprehensive conference room management, including live guidance systems.		APIs
	Availability, Schedule and Book a Conference Room/Desk - The CXApp Campus will utilize Robin's APIs all directly through a native UI inside app for comprehensive conference room management, including live guidance systems.		APIs
	Visitor Management (Check-in and Registration) - The CXApp Campus will send notifications alerting stakeholders that their visitor is in the lobby. Clicking the notification will guide them to the lobby (via Meridian Live Map).		APIs
	Workplace Automation Software - The CXApp Campus will utilize SpacelQ's APIs all directly through a native UI inside app for scheduling and booking desks and cubes, including live guidance with Meridian Live Map		APIs
	Disaster Recovery Platform - The CXApp will integrate core features natively into the campus app for comprehensive Campus safety		SDK
	Wireless Charging - The CXApp will locate nearby charging place marks and integrate if they are available or occupied keeping customers connected through wireless charging. (Hotels, Coffee Shops, Offices)		API

# | CXApp & Aruba

## Why the CXApp for your Aruba Partner Ecosystem?

The CXApp has been working with HPE on the world-wide Executive Briefing Center program with great success. We have also executed over 10 global events for Aruba making us a premier provider of solutions for the global enterprise team..

Below are a few of the integrations and investments we have already completed as part of our business relationship and technology integration with our platform:

- Aruba HPE MSA Agreement (**Completed**)
- Aruba HPE Security Approval (**Completed**)
- HPE SSO Integration (**Completed**)
- HPE WW Executive Briefing Program (**Completed**)
- **Aruba Mobile Event App provider** for Sales Conference, Atmosphere AMS, Atmosphere EMEA and Atmosphere APAC
- Aruba Mobile Events App - Regional level
- Aruba Meridian
  - SDK Live Maps (**Completed**)
  - SDK Active Campaigns (**Completed**)
  - SDK Find a Friend (**Completed**)
  - SDK Asset/Equipment Tagging (**Completed**)