

Purple WiFi and Wavelink Join Forces to Offer Social WiFi

April 30, 2014 – [Purple WiFi](#) has signed a distribution agreement with enterprise mobility and UC Solutions distributor, [Wavelink](#). The agreement will see the addition of Purple WiFi's cloud-based, social WiFi solution, which includes presence analytics and location based services, to Wavelink's portfolio of products.

By entering into a distribution relationship with Wavelink, Purple WiFi will be able to seriously expand its reach across Australia and New Zealand, benefiting from the brand recognition and customer base already in place through Wavelink's wide network of resellers in those countries.

Purple WiFi provides businesses with enterprise guest WiFi that meets legal best practice. The guests log into the secure hotspot system using social media authentication, via networks such as Facebook or Twitter. The venue providing the connection gains valuable demographic and engagement information from users through its Purple Portal, which allows the business to understand who is visiting and using their hotspot, how long they are online, as well as their age, gender and any other relevant information that they offer in their social networking profile. The portal also provides a powerful engagement tool to promote relevant offers, essentially rewarding guests for visiting the venue.

Wavelink specialises in the supply, marketing and support of a range of leading edge Enterprise Mobility and UC Solutions throughout Australia and New Zealand, partnering with specialist vendors who deliver a range of best of breed technologies that are complementary to each other. With over 15 years' experience as a value added distributor, their focus has been on a number of key industry verticals, including retail, hospitality, healthcare and education. These sectors mirror those that Purple WiFi is currently targeting, hence the benefit of the two organisations working together.

Gavin Wheeldon, CEO at Purple WiFi, commented on the agreement: "Wavelink is a well established distributor with a large network of vendors, which enables Purple WiFi to increase its sales reach in key geographic markets. Our strategy is focused around

working with trusted names to ensure WiFi users can access reliable and free WiFi while the business customers get something back in return and Wavelink fits perfectly with our growth model.

Ilan Rubin, Wavelink managing director, adds: “We’re extremely excited by the opportunity that our relationship with Purple WiFi represents to Wavelink. Their solutions not only complement our existing technology offerings, but also creates opportunities to talk to users in some of our traditional industry verticals from a completely different angle. The explosion of wireless smart devices, combined with the expectation of anywhere-access means that social WiFi and high quality analytics are the next big things in capturing user information, understanding their behaviour and delivering tailored marketing to the millions of users of these devices.”

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About Purple Wifi <http://purplewifi.net>

Purple WiFi provides a fast, secure, Social WiFi solution to businesses wishing to offer free WiFi to visitors. The business is provided with valuable analytical data to enable more effective marketing.

Purple WiFi is cloud-based and fully integrates with a range of existing WiFi equipment, including [AirTight Networks](#), TrendNet, Cisco, Cisco Meraki, TP-Link and [Ruckus Wireless](#).

The company is now available in more than 50 worldwide. Purple WiFi is also a member of the Internet Watch Foundation (IWF), highlighting its commitment to content filtering and minimising access to abusive online content.

About Wavelink

Wavelink specialises in the supply, marketing and support of a range of leading edge Enterprise Mobility and UC Solutions. In addition to Purple WiFi, Wavelink distributes a range of products from Spectralink, Meru Networks, Digium and Polycom. For more information please contact Wavelink on 1300 147 000.