faraday networks

Edge

Faraday Edge is an all-in-one powerful cloud-based WiFi management product making it very easy to manage guest and employee networks for end users without any technical background at all. Built on the Aruba Central, Edge provides a complete solution to the essential needs of the SOHO segment customers with it's fully customizable portal for guest networks, employee access, mobile application support and WiFi analytics add-on. Independent of how many locations are being managed, Edge will make it easy for you.

ARUBA CENTRAL ORCHESTRATION

Aruba Central is a cloud-based network management solution of Aruba Networks that brings Aruba Networks' network intelligence to the cloud. With Aruba Central at the heart of the Faraday Edge product, managing Aruba Instant Access Points on cloud is quite flexible and rock-solid. Faraday Edge orchestrates the Central in order to manage Access Points, monitor networks status, and get usage data. Edge hides all the complexity of the Aruba Central from the end-user while featuring the most needed functionality.

WI-FI MANAGEMENT MADE SIMPLE FOR CUSTOMERS

WiFi management can be quite troublesome for SOHOs without a technical background, Faraday Edge provides an elegant solution to the complexity of the WiFi network management, combining the best WiFi experience with the best user experience. From a customer perspective, Edge makes it quite easy to manage Guest and Employee WiFi needs of SOHOs with an Aruba Instant Access Point only. Once the access point is connected to the Internet, all he has to do is to register his AP on Edge Management Interface and the network will be up and running in minutes. Edge Management Interface is designed to be as simple as possible for the end user, the customer can register an AP and broadcast a WLAN with just a few clicks. Furthermore it lets you create your own custom portal layout with Visualize, manage access limits with iRole, and secure your network with whitelist/blacklist ACLs. On dashboard, customer gets a summary of his entire network at-a-glance like WLAN and Access Point status, data usages, client operating system distribution, and top SSIDs or APs being used. Edge's unique location experience gives customers a visual representati on of their WiFi
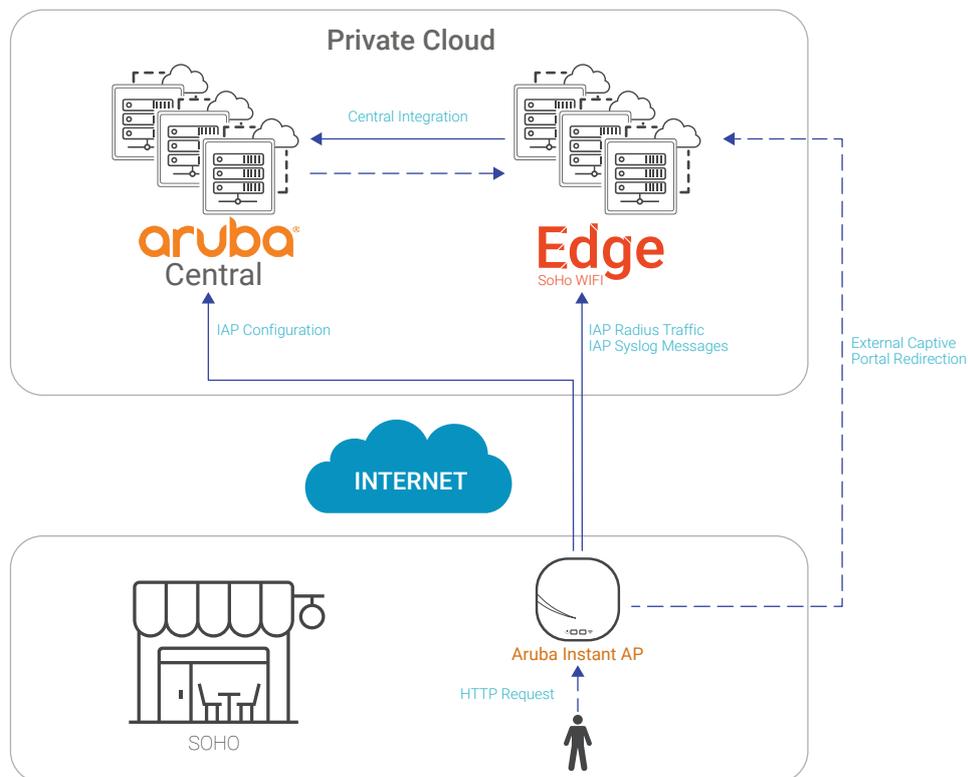

Figure 1: EDGE System Architecture

locations, spot all the APs in a location, and let manage their wireless networks easily on different locations. Regardless of the customers' technical background, Edge Management Interface gives the best user experience in the most user friendly way.

PRIVATE CLOUD ARCHITECTURE   **READY FOR ARUBA NETWORKS**   **ALL-IN-ONE**

Private Cloud: Faraday Edge together with Aruba Central is setup on private cloud, so all your customers' data remains safe and secure. Provides an easy to manage wireless network management which can serve tens of thousands of clients

Mobile Oriented: Monitor and manage your Wireless Network right in your hands. Edge comes with iOS, Android and Apple watch applications, where you can do a simple WLAN broadcasting or monitor current WiFi usage in a location. Let customers quickly register Access Points with their accounts, just scan a QR code with Edge iOS or Android applications, and you are ready to go.
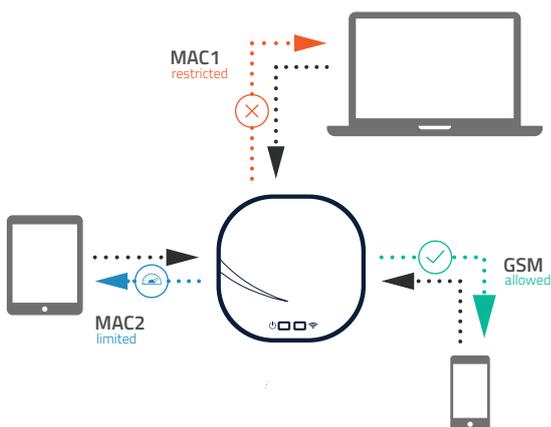

Figure 2: ACL Management

All-in-one : SSIDs can be customized to enforce different bandwidth/time/quota limits for different date/time periods. Spectrum automatically assigns visitors to correct roles according to rules defined. Also lets you to define

who and which devices can access to your WiFi. It's possible to restrict devices of a manufacturer or only let some users into your WiFi. You can allow/restrict usage based on MAC address or GSM number by flexible rule definition feature. Also SSIDs can be customized to enforce different bandwidth/time/quota limits for different date/time periods. Spectrum automatically assigns visitors to correct roles according to rules defined.
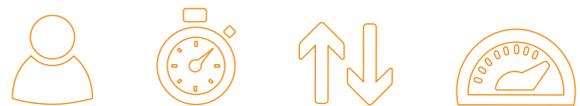

Figure 3: Time, Qutoa, Bandwith and Role-based Policy Management

VISUALIZE

Visualize is the new way of Captive Portal design. Create different SmartGate designs for each SSID with Visualize Point&Select feature. Track your end-users' WiFi usage trends with Visual Trends, which will let you see the differences on WiFi usage on changes of Captive Portal design changes.
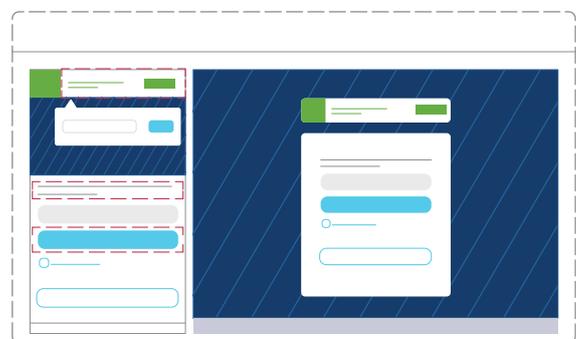
Visualize - Point&Select Design Tool for SmartGate

EMPLOYEE WI-FI ACCESS

For SOHO segment customers Employee WLAN is an essential piece of the wireless network access. With Edge you can create employee SSIDs right from the Edge Management Interface. Clients in employee WLANs will have direct access to the customer wired network so to connect to the other wired devices in the network, and vice versa.

Customer Management

SSID Management

Image&Video Ads

ACL

Survey

Custom Design

EDGE - Key Features

WI-FI ANALYTICS ADD-ON

WiFi Analytics Add-on helps make intelligent business decisions based on mobile user presence at stores and venues. Edge is fully integrated with WiFi Analytics Add-on, making it possible for customers to start making presence analytics with just a few clicks. This data is highly valuable for retails, stores and venues, which will help them find out information like customer engagement, comparison of the data accross different times and venues, and make bussiness decisions accordingly.
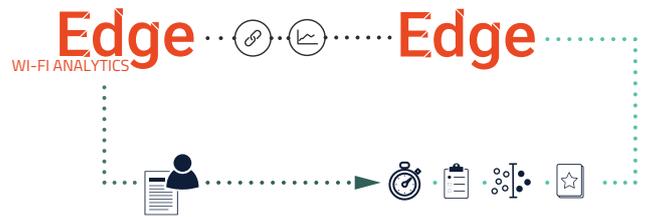
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WI-FI ANALYTICS

Figure 5: Edge WiFi Analytics Add-on

GUEST WI-FI ACCESS (SMARTGATE)

SmartGate is the built-in enterprise-grade portal solution of Faraday Edge, providing a secure and scalable guest WiFi management platform integrated with the Edge Management Interface. Simplify guest network login with various authentication methods like OTP and social login.

SmartGate features some key components like Survey and Advertisements add-ons which turn a Guest WiFi into a real marketing tool. With Survey add-on, know your customers' needs, get real feedback and provide pinpoint benefits. Prepare surveys in any way you like and present it to your customers before or after authentication. Advertisement mean marketing, with ADs add-on gain revenue from your WiFi network in place, publish text/image/video ADs and manage them by locations.
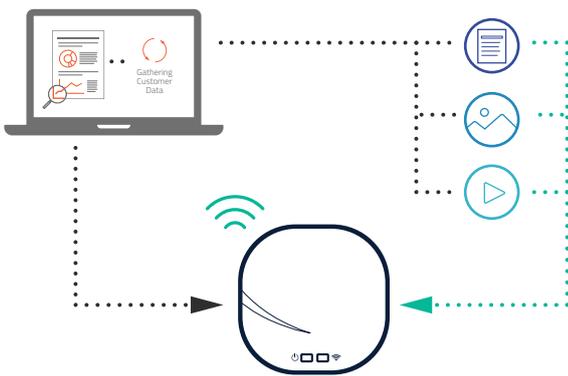
Gathering Customer Data

Figure 4: Location-based Ads