

Connectivity · Managed Guest Wi-Fi, powered by Purple

Managed Guest Wi-Fi. Powered by Purple.

Secure, branded guest access that FirstNet manages end to end across all your sites. Guest traffic stays separate from your business systems, with a clear path to insight and engagement.

80,000+

venues worldwide run on the Purple platform

25+

languages on your branded login page

1 dashboard

to manage every site and brand

1 provider

FirstNet handles set-up, changes and support

Sound familiar?

- Guests join an open network or an unbranded login page
- You cannot see how many people use your guest Wi-Fi, or which sites are busiest
- Guest traffic sits too close to your business systems
- Every site is set up differently and changes take too long
- Guest consent is hard to evidence

Works with your existing Wi-Fi. The platform overlays supported access points, so no access-point replacement is required.

Connect, capture, engage

Connect FOUNDATION

A secure, branded guest login that FirstNet manages for you. Included with your FirstNet internet link.

Branded captive portal · Email, mobile, social or OTP · Multi-site · Consent-based capture

Capture OPTIONAL ADD-ON

See how guests use your sites and build a consented, first-party database.

Recency, frequency and dwell · Repeat visits · Multi-site dashboards · Reports

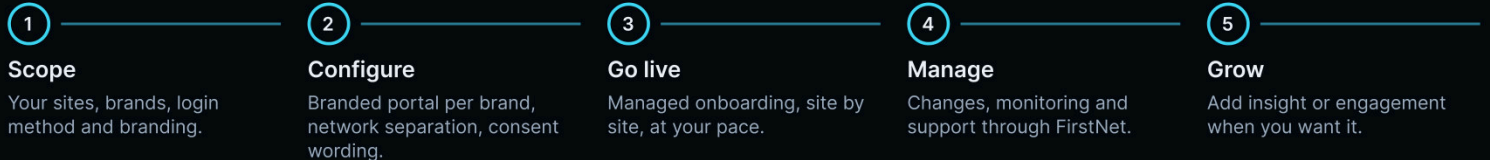
Engage OPTIONAL ADD-ON

Everything in Capture, plus personalised communication to opted-in guests.

Opt-in journeys · Segmentation · Automated campaigns · CRM or loyalty integrations

Mix tiers by venue. **Add-ons:** Purple Shield (guest content filtering) and Purple Surveys.

What FirstNet does for you



Separate, consented, certified

- ✓ **Separate.** Guest access on a dedicated SSID or VLAN, apart from your business systems.
- ✓ **Consented.** Login and data capture are consent-based and aligned to POPIA.
- ✓ **Your data.** You remain the controller for your guest data and approve the terms and privacy wording.
- ✓ **Certified.** Purple states ISO 9001 and ISO 27001 certification; FirstNet is ISO 27001:2022 certified.

Getting started

- 1 Discovery.** A 30-minute workshop on your sites, login method, branding and network separation.
- 2 Pilot** at one to four sites to prove the experience.
- 3 Roll out** by brand or region, adding insight and engagement when you want them.

You provide: Wi-Fi controller access, a guest SSID or VLAN, branding and approved terms and privacy wording.

Let's elevate your guest experience.

Book a Managed Guest Wi-Fi workshop with your FirstNet account team.

firstnet.co.za →

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Features, availability and compatibility depend on supported access-point hardware, site feasibility, solution design, scope and the signed customer agreement. Customers remain responsible for their own POPIA obligations, consent wording and privacy notices. Purple is a trademark of its owner. All other names belong to their respective owners.