Master Planning of STEC Smart City Solutions Client development planning of STEC Smart City

Distinctive and targeted solutions are demanded since different commercial complexes have their own access scales. Scenarios may influence product configuration including function characteristics and performance and solution delivery. Here we divide the network in commercial complex into 4 types: micro net branch, non-chain small and medium net branch, chain-like small and medium branch and large net branch, deeply exploring what the four commercial bodies demand and composing the four markets to form a region overlapping, which may bring a great value to consumer information collecting and data analyzing.

Micro net branch

The operating area takes a land of 20-100 square meters, which has around or fewer than 30-60 web devices demanded; no sharing requirement with others; no ability of information issuing; no way for maintenance but price sensitivity.

Non-chain small and medium net branch

The operating area takes a land of 120-500 square meters or with crossing floors and partitions, which has around or fewer than 50-220 web devices demanded; no sharing requirement with others; no ability of information issuing; the demand for grasping consumer information; no way for maintenance but the particular fees.

Chain-like small and medium branch

The operating area takes a land of 120-500 square meters or with crossing floors and partitions, which has around or fewer than 50-220 web devices demanded; interconnection with the head office autonomously knowing the

information issue and consumer information collection; way for maintenance together with the particular fees.

Large net branch

It takes a land of above 500 square meters, mostly large shopping mall or housing estate, which has a large quantity (maximum \geq 5000) of web devices demanded and clear tidal efficiency. The great consumer amount make the behavior data worth a lot in commerce. Upon being delivered, the instant effect of ads are clearly displayed, users having got a stronger sense of control over the ads and info. The branch has the way for maintenance and the particular fees.

STEC smart city wireless construction planning

Speaking of smart city commercial wireless construction, for WiFi+ big data, WiFi+LBS ads or WiFi+O2O, the ultimate value focuses on localization, that is to say, providing the required service nearby for the consumers accessing to the wireless. Such feature contributes to the planning and investment with prefectural and municipal unit when the commercial wireless is under construction, especially the value-added information is delivered, all of which is devoted to building O2O local living service. If data interaction of prefecture-and-municipal crossing exists, data can be interconnected through provincial data cooperation.

Network topology (in medium and small branch)



Center-room side

The center room is the core of the whole network, taking control of the interconnection of region networks, high-speed forwarding of data, centralized management of terminal devices and net access of the app server group. The center room consists of control modules, data and information modules and connecting channels, realizing the integrated management, control and maintenance. The control module is divided into wireless control, authentication module and behavior module; Data information module is into customized content pushing module, big data deep analysis module and database module; Connecting channel is into social media channel and SP channel.

Net-branch side

Based on the quantity and area of the accessing terminals, deploy one or several WiFi access devices. People can type phone number, we hat or just pass the authentication to enjoy Internet on PC or mobile phones.

STEC smart city commercial cloud planning

Commercial wireless marketing network construction, based on user and marketing development, focused on achieving predictable profit for the operating business. In the beginning, the ad revenue will occupy the most of the overall revenue. Seeing from mid and long term, data collection and discovery may bring Long Tail Effect. How to achieve ad revenue means a lot to the p roject starting and sustainable development.

When cloud planning STEC marketing solution, STEC cloud platform, as general marketing platform, possesses complete ad marketing ability and is responsible for the identification, customized information pushing and online information collection on terminal layers. The cloud platform is able to deliver the 100% ad information to the consumers and collect the follow-up clicking links into a file, uniting consumer attributes and offering a complete analysis report on consumer behaviors. As a result, advertisers related have more preparations for the next marketing. With the help of accurate and detailed data and straightforward graphic statistics, the advertiser can check the real-time data of the present or history, knowing how many people have watched the ads (successfully sent rate, clicking times) and the audience result of the related products in every period.



With the information from smart terminals, STEC cloud platform gathers consumer trails, consuming condition, and surroundings so as to get further other attributes through algorithm analyzing. As long as the data gets enough, the subsequent action will be outlined and defined, gifting the related information with great commercial value.

As a comprehensive marketing platform, BDyun realizes the interaction, user identification, integrated marketing and information collection on terminal layers. What's more, it supports seamless connection to the third marketing system — BDYUN relays the 3rd-based marketing content to the client terminals, reaching the expert division and integration of edition and transmission. Besides, Bdyun offers analytical data origin for the 3rd marketing system and service system so that the 3rd party can improve the general effect of the advertising on the basis of big data analysis and bench marketing.



Through data and channels, resource sales management, client relationship management, APP operation and maintenance, social account operation and maintenance, data digging and payment system, the operator will be granted with one-stop mobile Internet access, totally creating operator-side mobile marketing chain.

