TEC Communications Equips CMOs with the Power to Personalize Visitors' Experiences through SmartWifi.

ROCKY RIVER, OH: January 11, 2017: TEC Communications presents SmartWifi, a technology that empowers marketing professionals to connect their visitor's preferences and buying history to the visitor's real-time experience.

By combining free guest wireless with the power of real-time data analytics, SmartWifi gives marketing experts control to convert visitors to paying customers. Get the right message in front of the right person – literally as that individual interacts with your brand. Connect with your customer on an entirely new level; transform a visitor into your guest.

Guest Wifi with Real-Time Analytics

SmartWifi combines the power of Cisco wifi and data analytics from Purple to personalize visitors experience at a given location. As the visitor connects to guest wifi, customized messages, campaigns and promotions are presented based on their social preferences, demographics, prior visited locations, and past interactions in the venue. These analytics can be turned into immediate suggestions and options never before available to a visitor in real-time.

Unlike other cloud data analytic tools and services, SmartWifi includes consultation that guides marketers to effectively analyze collected data and develop sophisticated campaigns that coincide with SmartWifi.

"Today we're seeing the use of technology in various lines of business to create more relevant experiences with guests," said TEC President Melanie Schilling. "SmartWifi is a revolutionary way to engage with visitors using technology that's typically already in place. We are equipping marketers to use technology to interact in smarter, more innovative ways."

SmartWifi is now available through TEC Communications. To learn more about SmartWifi, enhanced marketing consultation and implementing SmartWifi into your business, visit us at www.tec4it.com/smartwifi

About TEC Communications

TEC Communications has been a leader in the IT solution industry since 1979. Based in Rocky River, OH, TEC offers leading edge solutions in Collaboration, Wireless, Cloud, Data Center, Security and Network Infrastructure. TEC does not just sell technology, it delivers business relevant results from the enhanced use of technology. TEC is full service provider, offering design, procurement, implementation, and managed service solutions. Visit us at www.tec4it.com

About Purple

Purple is an intelligent spaces company that helps brands learn more about their customer base and help take action. It evolved from Purple WiFi, the cloud-based marketing and analytics WiFi software company, to take the lead in real-time analytics and marketing for venues and businesses that want to engage visitors and understand the use of physical spaces.

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