

G-Cloud 15

Service Definition

**Public Wi-Fi registration portal and analytics
software**

Performance Networks Limited

Lot 2a: Infrastructure Software as a Service (iSaaS)

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1. Introduction

Company Overview

Performance Networks specialise in delivering wireless networking solutions for public sector organisations and businesses. We are dedicated WiFi and networking specialists and consult, design and deliver business critical WiFi and networking projects every day, in the UK and across the globe. We have over 25 years of experience completing projects for hundreds of unique organisations.

Our public sector experience includes Central and Local Government, Education, Healthcare, Emergency services, Defence and Ministry of Justice.

We work across multiple sectors and have a vast experience designing, deploying and managing both corporate and public WiFi networks for many different organisations.

Our service provides a GDPR compliant guest onboarding and management service which works across many different WiFi vendors.

Vendors supported include:

- Cisco
- Cisco Meraki
- HPE Aruba
- Extreme Networks
- Ruckus Networks
- Fortinet
- Cambium
- Omada
- Ubiquiti Networks
- Mikrotik

Value Proposition

Our public WiFi registration portal transforms your guest WiFi experience, making it more convenient, secure, and useful:

The Public WiFi registration service Delivers

- **Easy, Fast WiFi Access**
 - Connect to WiFi quickly through a simple, branded login page—no complicated passwords or confusing steps.
 - Use your email or social media accounts for instant access.

- **Personalised Experience**
 - The login portal can be tailored to your needs, showing relevant information, offers, or updates from the venue you're visiting.
 - Enjoy a seamless experience across multiple locations that use the portal.
- **Keep users Informed and Engaged**
 - Deliver useful information, promotions, or event updates directly through the WiFi portal.
 - Opted in users can stay connected with your news and updates.
- **Reliable Connectivity**
 - The service is designed to work smoothly in busy environments—universities, large public buildings, stadiums, and more—so you can count on a stable connection.
- **Privacy and Control**
 - Your data is handled in line with GDPR with advanced privacy features like custom timed auto deletion of data

What the Service Provides

We offer an advanced captive portal and guest WiFi management solution designed to help organisations transform their wireless networks into powerful marketing, analytics, and customer engagement tools. Here's what the service offers:

Key Features

- **Captive Portal & Guest WiFi:** the service provides a branded, secure login experience for guests connecting to WiFi. The captive portal can be customised to match your organisation's branding and messaging, ensuring a seamless user journey from the moment guests connect.
- **Advanced Guest Management:** Control access with gated and restricted WiFi, paid WiFi options, Entra ID and support for 802.1x authentication and Ruckus DPSK management. This ensures only authorised users gain access, with flexible options for different environments.
- **WiFi Marketing & Data Capture:** Collect valuable customer data (such as email addresses or social logins) during the login process. This data can be used for targeted marketing campaigns, customer engagement, and building detailed visitor profiles.
- **Analytics & Reporting:** the service includes a central analytics dashboard, providing real-time insights into user behaviour, network usage, and engagement. Analytics can be separated by location and integrated with existing marketing platforms (e.g., MailChimp) via open APIs.

- **Scalability & Flexibility:** The platform is hardware-agnostic, supporting integration with major vendors like Ruckus, Cisco, Cisco Meraki, Cambium, and Omada. It can be deployed across multiple sites and scaled from small venues to large campuses.
- **Simple Administration:** Manage all venues and access points from a single, central dashboard. The system supports remote changes, diagnostics, and easy addition of new sites or equipment.
- **Security & Compliance:** the service supports secure VLANs, multiple SSIDs, and GDPR-compliant data capture.

Social Value

Performance Networks are committed to creating a positive impact on our people, community and the environment.

Kick Start Economic Growth

Performance Networks is playing a pivotal role in driving sustainable economic growth by making strategic investments in the future—actively recruiting and training apprentices to cultivate a highly skilled workforce, accelerating technological advancement through robust research and development initiatives, and extending its reach beyond domestic borders by exporting world-class consulting services to international markets.

Through these efforts, the company is not only fostering innovation and competitiveness within the region but also contributing to global progress, creating opportunities that strengthen local communities while positioning itself as a leader on the international stage.

Make Britain a clean energy superpower

Performance Networks is deeply committed to advancing the green economy by rigorously implementing its comprehensive Carbon Reduction Plan—a strategic roadmap that details measurable, science-based actions to significantly reduce emissions across all facets of its operations. This commitment includes championing energy-efficient technologies, optimizing digital infrastructure for sustainability, and embedding eco-conscious practices into every stage of service delivery.

Beyond internal transformation, Performance Networks actively collaborates with partners and clients to accelerate their own sustainability journeys, providing innovative solutions that align with global climate goals. By prioritizing environmental stewardship alongside technological progress, the company is not only reducing its carbon footprint but also shaping a future where digital growth and ecological responsibility go hand in hand—driving systemic change that benefits businesses, communities, and the planet.

Break down barriers to opportunity

Performance Networks is committed to breaking down barriers to opportunity by fostering an inclusive and accessible workplace culture, creating meaningful career pathways through apprenticeships and training programmes, and actively supporting underrepresented groups in the tech sector. By investing in skills development, promoting diversity in recruitment, and partnering with educational institutions, we're helping to ensure that talent from all backgrounds has the chance to thrive, innovate, and contribute to the digital economy

Build an NHS fit for the future

Performance Networks is proud to support Nottingham University Hospitals Charity as its Charity of the Year, a partnership that will directly contribute to the NHS by funding essential medical equipment, supporting frontline staff, and enhancing patient care across Nottinghamshire. Through fundraising efforts and awareness campaigns, this collaboration will help improve hospital facilities, accelerate research initiatives, and ensure that patients and their families receive the best possible support during challenging times. Together, we're making a meaningful difference in the lives of those who rely on our local NHS services every day.

In addition to this year's efforts, last year Performance Networks proudly supported Forever Stars, a charity dedicated to helping families through the heartbreak of baby loss. Forever Stars works closely with the NHS to provide Serenity Suites for bereaved parents and improve care on early pregnancy wards, ensuring compassionate support and dignity during moments of profound loss. This partnership reflects our ongoing commitment to social responsibility and supporting causes that truly make a difference in our community.

Overview of the G-Cloud Service

Public WiFi Onboarding and Management Software

- Branded guest registration and data capture
- Bandwidth management
- Usage Analytics and reporting
- Email & Social Media Authentication
- Entra ID Authentication
- Voucher access
- Advertising opportunities
- Chargeable access options, via PayPal, Stripe (supports Apple Pay)
- Content Filtering - Optional

Guest registration and management Portal

The guest registration and management system has been operational since 2013 and has served millions of users both in the UK and internationally.

Hosted in UK datacentres, it has been designed around resilience, scalability, and security.

The service can be integrated into almost all WiFi vendors, both in existing and new networks.

Registration

Choose what data you will capture and how your guests will login, email, social media, voucher, username and password or even charge for WiFi with PayPal and Stripe options.

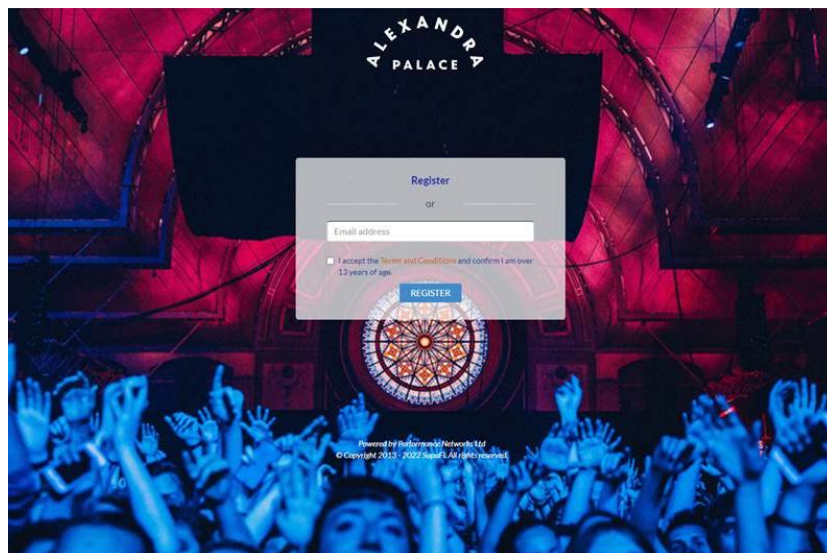
Full log in options:

- Email
- Facebook
- Voucher access
- Entra ID
- Email authenticated codes
- Username and Password
- Chargeable access options, via PayPal or Stripe

You can also add custom fields for bespoke data capture.

A branded splash page will welcome your guests and ask them to register, the splash page can be very easily branded using background images and a WYSIWYG editor, we can also provide a full custom splash page build service working from your design as detailed on the pricing document.

Once registered guests can be asked to opt in to receive marketing and promotions.



Post log in redirection

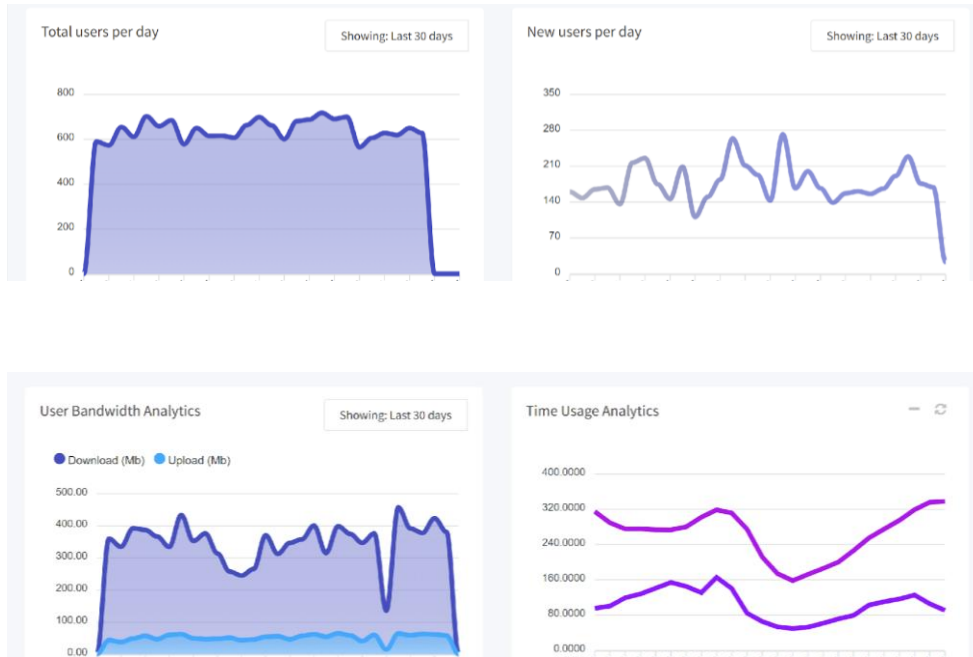
Once a user has registered, they can be redirected to a web page of your choice, this offers venues a great opportunity to advertise upcoming events and offers.



You can also display Ads which every user will see.

Analytics and reporting

The system provides powerful reporting, providing a full overview of system usage, marketing opt in's, guest loyalty along with other useful metrics.



Integrations and Marketing

The system has prebuilt integrations with Mailchimp, Dotdigital, Freshworks, Acteol, and SendGrid along with a fully functional API allowing integration with other marketing systems and CRMs.

Associated Services

End User WiFi Support and Network Management, Monitoring and Support.

Our dedicated 24x7 Network Operations Centre (NOC) manages and monitors thousands of access points, switches, and connections. We support a number of vendors and have three support levels to suit different business and support cases.

Our team are highly experienced managing both corporate and public WiFi networks and we have been offering great support since 2012.

Our helpdesk and advanced monitoring system has been built from the ground up to provide the best possible service to our clients. It is constantly updated and is able to receive, manage, and prioritise alerts from various network equipment and has APIs into the most common WiFi and network controllers.

Vendors supported include:

- Cisco
- Cisco Meraki
- Aruba
- Extreme Networks
- Commscope Ruckus
- Fortinet
- Cambium
- Ubiquiti Networks
- Mikrotik

Our Remote Management and support service includes:

- End user telephone and email support desk
- Proactive monitoring of network equipment
- Fault investigation, management, and resolution
- SLA management and reporting

End User Support, Network Support and Network Monitoring Options: - Please refer to pricing document

Business Hours

This package has been created for organisations that operate within standard working hours and need help during that time should a problem occur.

Support Helpdesk & Equipment Monitoring Monday to Friday (excluding bank holidays) 9am – 17:30 pm

Extended Hours

For organisations that operate outside of standard hours.

Support Helpdesk & Equipment Monitoring 7 days per week 7am – 11 pm

24/7

If you need support 24/7, then opt for package 3 which will give you the reassurance of our support whenever you need it.

Support Helpdesk & Equipment Monitoring 24/7

Optional Content Filtering

We provide an advanced DNS based content filter to keep your users and guests safe online at your venues, we block certain categories like pornography and violence as standard, however, you can customise this further with over 50 categories and custom block/allow lists. The service also has built in protection from known malicious sites.

Please refer to the rate card for pricing of the support and content filtering services.

2. Data Protection

Information Assurance

Performance Networks are:

- ISO27001 Certified
- Cyber Essentials accredited
- Registered with Information Commissioners Office.

We treat information security with the utmost importance, all data is classified and controlled within our organisation.

We only process collected data on behalf of our customers, we will never sell or share data, unless legally required to do so.

Data Back-Up and Restoration

Performance Networks have set policies around data backup and retention along with a BCP (Business Continuity Plan) which is regularly tested in line with ISO27001.

All data is backed up at least once daily and data integrity and restoration are tested regularly.

Business continuity statement/plan

Performance Networks has a BCP (Business Continuity Plan) which is ISO27001 compliant.

- The BCP covers all essential and critical infrastructure elements, systems and networks, in accordance with key business activities.
- The BCP is periodically reviewed to ensure that it can be implemented in emergency situations and that the management and staff understand how it is to be executed.
- All staff are made aware of the BCP and their own respective roles.
- The BCP is to be kept up to date to take into account changing circumstances.

All of our services are fully monitored, and alerting set up, we have fully tested mirrored working and system backups.

A more detailed copy of our BCP is available on request.

Privacy by Design

As a ISO27001 certified organisation, data security and privacy are at the forefront of everything we do, we are also registered with the ICO.

3. Using the service

Ordering and Invoicing

Performance Networks can be contacted by email at gcloud@performancenetworks.co.uk or by telephone on 0115 822 1212.

An initial network assessment is required to ensure the network is suitable for the service and if required to be supported and managed by this service, based on the results of the network assessment we will provide a quotation for onboarding and project management.

A call-off contract will then be required from you, we can assist with this if required. Once signed by both parties we will require a PO, once received we will pass your order to our provisioning team and assign a Wireless Engineer/s.

Availability of Trial Service

A limited free 30 day trial of the guest registration service is available on request.

On-Boarding, Off-Boarding, Service Migration, Scope etc.

Once engaged our provisioning team will send you an information questionnaire to ensure we have suitable contact and access details for the works required.

Following the initial network assessment, a service description will be created covering the agreed scope any limitations. Following customer sign off we will assign a project manager, who will guide you through the stages of deployment.

Your project manager will manage your engagement with our team, they will be available in UK office hours 9am-5:30pm Monday to Friday, excluding Bank Holidays

There will be a significant information gathering element to the onboarding process while we map and document the infrastructure, establish secure access and add monitoring. The standard lead time to implement the service is 4-6 weeks.

Following onboarding, full documentation will be provided.

At the end of the contract, we will arrange to cease the services and remove our access, monitoring and services from your systems. Any hardware you have purchased you will own along with any user data collected via the portal.

Training

We will provide end user facing documentation for public WiFi installations along with Guest registration portal training. Onsite training can also be offered , Please refer to our rate card for detailed pricing.

Implementation Plan

Once engaged our provisioning team will send you an information questionnaire to ensure we have suitable contact and access details for the works required.

Following the initial network assessment, a service description will be created covering the agreed scope any limitations. Following customer sign off we will assign a project manager, who will guide you through the stages of deployment.

- Project kick off
- Information gathering
- Access and configuration
- Testing
- Implementation
- Review

Service Management

Throughout the course of our engagement our project team will keep you updated of the progress of the works.

You will have a dedicated contact at all points of the project who you can raise any issues with.

Service Constraints

An initial network assessment is required to ensure the network is suitable to be supported and managed by this service.

As this service is available on multiple vendors and is designed to be implemented on existing and new network infrastructure, some services may be limited based on the vendor and network configuration, any limitations will be confirmed during the network verification stage.

All maintenance and updates are normally performed remotely. Any service affecting updates will be communicated in advance.

Service Levels

Our software services run to a 99.99% target availability; we monitor our services continuously against this uptime.

Outage and Maintenance Management

Our services are designed to be highly available, resilient, and scalable. All services have been risk assessed and appropriate redundancy measures implemented to achieve our target uptimes, including instance and data centre redundancy, load balancing, hardware and software failover across disparate components, data replication, and automated scaling.

All of our services are monitored 24/7 by our Network Operations Centre, should our monitoring alert us of any service degradation or downtime our engineers will open a ticket immediately and begin investigation, based on the severity and nature of the issue we will provide updates to our customers via email detailing the nature of the issue, the current status of the issue, next steps and target resolution time.

Financial Recompense Model for not Meeting Service Levels

Our software services run to a 99.99% target availability; we monitor our services continuously against this uptime. Service credits are available for service disruptions and missed target resolutions and can be claimed by raising a support ticket where we will review the claim and raise any applicable service credits.

4. Provision of the service

Customer Responsibilities

We generally require the customer to be responsible for the provision of access and information relating to the network infrastructure, hardware and software maintenance agreements for network infrastructure, onsite remote hands assistance when required for fault finding and testing.

Exact customer responsibilities will be defined following the initial network assessment and added to the service description along with the agreed scope and any limitations.

Technical Requirements and Client-Side Requirements

- Information relating to current network infrastructure
- Secure access to network infrastructure
- Provision of all applicable vendor support and licencing
- Contact details
- Provision of internet service and power
- Site access should it be required
- Privacy policy
- Onsite remote hands assistance when required for fault finding

Exact technical requirements and client-side requirements will be defined following the initial network assessment and added to the service description along with the agreed scope and any limitations.

Outcomes/Deliverables

- Guest WiFi registration portal
- GDPR compliant data capture
- Analytics platform
- Content filtering (if purchased)
- Ongoing service reviews

Exact outcomes and deliverables will be defined once we have understood the client's requirements and following the initial network assessment, outcomes will be added to the service description along with the agreed scope and any limitations.

After-sales Account Management

You will be assigned a dedicated account manager who will be your first point of contact for commercial and ongoing service and product reviews.

We hold regular customer events and showcase our new innovations and provide updates on networking technologies with our vendor partners.

Termination Process

Once notice has been served in line with the terms and conditions, we will arrange to cease the services and remove our access, monitoring and services from your systems. Any hardware you have purchased you will own along with any user data collected via the portal.

5. Our experience

Case Study

THE CLIENT: Redbridge Libraires

The challenge

Redbridge Libraries in London are required to provide internet access to the community, especially to those who cannot easily get online. But their ability to provide digital inclusion was made difficult, as they were suffering issues with the reliability of their WiFi service. Customers were experiencing log-in difficulties and the group help desk often struggled to keep up. Their existing WiFi service offering was providing guest WiFi from another supplier – it simply wasn't working well, and service was poor.

They had too many instances where the WiFi connection was lost at one or all libraries and they were receiving numerous complaints from their service users. When a complaint was raised with the help desk, staff found them only to be reactive, rather than proactive – if indeed they could be reached in the first place.

Ultimately, with the increase in the number of customers bringing their own devices to the libraries, the pressure on the network was simply too much. Redbridge Libraries realised that their service was no longer fit for purpose.

Redbridge Libraries believed that customers coming to their facilities should expect a reliable service. As this wasn't the case for long periods of time, visitors became frustrated and the number of complaints their staff received rocketed.

Our solution

In our initial site visit, we visited all 10 library locations to ascertain the reason for the current issues and design a new fast and robust network. After our survey, we identified the need for better coverage; we increased the amount of Access Points (AP's) and improved positioning to provide full coverage. We also installed higher capacity lines to increase speeds.

The libraries benefited from the Performance Networks guest registration and management service to ensure compliance and validation of users onto the WiFi, along with our content filtering service to ensure only appropriate content could be accessed. The job also contained very tight timescales. The contract ended with previous supplier and they had set cancellation dates on lines. That meant we were required to install and transfer all new lines within a three-week period, as well as to install the new equipment in the libraries at the same time.

The result

When we took over the network at Redbridge Libraries it supported 13,000 users per month. Last year, the system averaged 72,000 users per month. From the first meeting to completion, the project took less than two months. We continue to provide full support and proactive monitoring for the libraries and their customers, seven days a week.

“From day one, Performance Networks was incredibly flexible and offered to work with us to identify the issues and mould their services to our needs. From the very beginning their helpdesk was very responsive – often alerting us to a problem before we even knew there was one and always keeping us up to date with progress reports. Performance Networks also dealt with our customers directly as sometimes a problem can derive from a setting on their device that is preventing them from accessing the WiFi. Regular performance reviews are also undertaken and they suggest ideas to improve our service, e.g. advertising, etc. Our new WiFi service is now virtually fault-free, and customer complaints are almost non-existent. We are now able to run iPad sessions to promote our online resources and offer digital skills training – particularly to the older generation who are now increasingly using IT. Our customers can now register for WiFi in our libraries with no issues and without help from staff. We also have access to reports on usage and the service is fast and reliable. We couldn’t be any happier”

Maria Reguera, Redbridge Libraries

Clients



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