



Purple Service Definition

WiFi Cloud Design, Migration & Support



Service Description: WiFi Cloud Design, Migration & Support

We provide end-to-end professional services for Guest, Public, and Staff WiFi environments. Our experts deliver strategic cloud-readiness assessments, seamless migrations, and tailored network architecture design. We are able to offer 24/7 technical support, performance optimisation, and security alignment to ensure your cloud-managed connectivity remains resilient, compliant, and cost-effective.

Service Definition: Professional Services for WiFi Environments

This document outlines the professional and managed services available for Cloud Support under Lot 3, integrating our implementation methodology with our managed service framework.

1. Scope of Services

We provide comprehensive professional services for Guest, Public, and Staff WiFi environments, covering the entire lifecycle of cloud managed connectivity:

- **Strategy & Design:** Detailed network requirements gathering, hardware specifications, and venue analysis. We build out venues and hierarchical structures as per the specific implementation plan
- **Captive Portal Development:** Design and delivery of branded captive portals allowing access via login forms or social media. This includes the creation of custom splash pages and access journeys based on provided assets
- **Platform Setup:** Full configuration of the Purple platform, including integration via APIs/Webhooks, content filtering, and location floorplan setup
- **Security & Compliance:** Implementation of content filtering and security alignment to ensure resilient and compliant connectivity.
- **Managed Services:** 24/7 support, performance optimisation, and ongoing maintenance to ensure your platform delivers clear outcomes and ROI.

2. Service Delivery & Governance

We follow a structured, milestone driven methodology to ensure project success and measurable ROI, transitioning seamlessly from implementation to managed operations.

Implementation Milestones & Timelines

Our Solutions Delivery team utilises a phased approach from gathering network preferences to final User Acceptance Testing (UAT) and Go-Live.

Milestone	Timeline	Dependencies
Platform build	2-3 Days	- Customer Name - Venue/Site Name(s) - Addresses and contact phone number - Email addresses for Purple portal admin access OR - Completed venue.template xls Venue build
Venue build	1-2 Weeks	- Venue/Site Name(s) - Addresses and contact phone number OR - Completed venue.template xls
Splash Page Build	1-2 Weeks	- Customer to provide splash page assets - Customer to provide designs (if applicable) - Purple will present a preview which can then be changed as per customer requirements
AP upload	1-2 Days	- AP MAC addresses (split per venue/site if multiple) OR - Completed venue.template xls
Access Journey application	2-3 Days	Signed-off access journeys

Quality Assurance & Testing

Following Go Live, we provide continuous governance to ensure the platform remains resilient and cost effective:

- **Functional Testing:** Confirmation that the SSID is accessible and login methods work correctly.
- **Visual Validation:** Ensuring splash pages display correctly across all mobile and desktop devices.
- **Data Integrity:** Verifying that CRM data from guest logins successfully populates the platform.

Operational Management & Optimisation

Following Go Live, we provide continuous governance to ensure the platform remains resilient and cost effective:

- **Expert Governance:** Each project is supported by a Project Delivery Manager for coordination and a Solutions Engineer for technical oversight.
- **Hygiene Checks:** Regular reviews of network coverage, stability, and hardware compatibility to maintain peak performance.
- **Actionable Insights:** Tailored reporting based on your KPIs to uncover "untapped potential" for guest engagement.
- **Formal Handover:** Transition to the Support team or Account Executive for ongoing lifecycle management.

3. Onboarding & Offboarding Process

Our onboarding and offboarding procedures are designed to align stakeholders, ensure technical readiness, and provide a secure, transparent transition at the end of the service lifecycle.

Onboarding & Discovery

To initiate a successful deployment, we conduct a formal discovery phase to collect technical specifications and branding assets.

- **Requirements Gathering:** We collect hardware vendor details, model numbers, and firmware versions.
- **Technical Specifications:** Customers must provide content filtering IPs and RADIUS configurations (UDP ports 1812 and 1813).
- **Creative & Site Assets:** Provision of venue logos (PNG/SVG), background images, and site floorplans with dimensions is required.
- **Hardware Validation:** We verify that all existing hardware meets the "Purple Supported Hardware" specifications.
- **Kick-Off Call:** A formal session with Solutions Engineers and Sales Representatives is held to finalise project timelines and high level objectives.

Offboarding & Service Migration

Our offboarding process ensures regulatory compliance and prevents vendor lock in through a structured decommissioning phase.

- **Data Portability & Transfer:** Customers may retrieve their data in structured formats (e.g., .csv) via the self-service portal or API.
- **Extraction Timeline:** All data transfers will be completed within two business days of contract conclusion.
- **Access Revocation:** Administrative rights and user access to the specific environment are terminated immediately upon contract end.
- **Secure Data Destruction:** All confidential and end user data is permanently deleted within four business days of the processing end date.

List cont'd overleaf

Offboarding & Service Migration con'd

- **Compliance Verification:** We provide a formal record of all decommissioning activities to ensure a transparent audit trail aligned with ISO 27001 and UK GDPR standards.

4. Training & Knowledge Transfer

We are committed to ensuring your team is self-sufficient and capable of maximizing the value of the WiFi platform. Our training approach is collaborative, acting as an extension of your internal resources.

- **Platform Foundations:** We deliver tailored training sessions to ensure staff understand the full capabilities of the captive portal and administrative tools.
- **Ongoing Skills Transfer:** To account for system evolution, we provide continuous learning through a series of webinars and virtual workshops.
- **Advanced Modules:** Supplemental remote training is available upon request to cover specialist topics, including Marketing Engagement, Advanced Analytics, and Venue Management.
- **Documentation Access:** All users have 24/7 access to our extensive online knowledge base and technical documentation for self-service learning.

5. Customer Success & Outcome Led Consultancy

Beyond technical implementation, we provide a structured Managed Service framework designed to transform WiFi connectivity into a strategic business asset through data driven insights and targeted engagement. Our Consultancy Services team acts as an extension of your internal resources to ensure measurable ROI.

Strategic Success Framework

We move beyond basic connectivity by focusing on Objectives and Key Results through a dedicated lifecycle approach:

- **Success Planning:** We conduct collaborative workshops to define business goals and develop tailored plans for optimising platform utilisation.
- **Performance Governance:** Regular "Success Check-Ins" and quarterly reviews are held to assess performance, adjust plans, and share industry best practices.

Customer Success & Outcome Led Consultancy con'd

- **Proactive Management:** Our experts handle the optimisation of splash pages, user journeys, and campaign management, including NPS and microsurveys, to drive guest engagement.
- **Actionable Intelligence:** We leverage advanced analytics to uncover trends and benchmark your data against industry standards, identifying "untapped potential" for growth.
- **Strategic Growth:** Expert-led consultations are available to refresh CRM strategies, increase marketing opt-ins, and maximise the quality of captured data.

This outcome focused layer ensures your WiFi platform is not just a utility, but a continuous driver of customer intelligence and revenue growth.

6. Service Levels SLA's

Purple provides a comprehensive Service Level Agreement (SLA) to ensure high availability and responsive support for all G-Cloud customers.

Service Availability

- **Uptime Commitment:** 99.9% availability for the Purple Cloud Platform (excluding scheduled maintenance).

Support Hours (Standard)

- Hours: 07:00 – 23:00 (GMT/BST), Monday to Friday.
- Exclusions: UK Public Holidays.
- Note: Enhanced 24/7 support and SLA are available via our Support+ add-ons.

Response Times

We categorise support requests by impact and urgency, with the following target response times during Support Hours:

Priority Level	Description	Target Response Time
P1 - Critical	Total loss of service or major system failure.	2 Hours
P2 - High	Severe degradation of service or key functionality.	4 Hours
P3 - Normal	Minor system issues or general "how-to" queries.	1 Business Day
P4 - Low	General requests, cosmetic issues, or feedback.	2 Business Days

Support Channels

Customers can log and track tickets via our 24/7 online support portal, which also provides access to our extensive knowledge base and technical documentation.

Support+ is an enhanced service tier designed for organisations requiring high availability assistance and proactive system maintenance. This service acts as an extension to the standard Professional and Managed Services, providing a dedicated layer of technical assurance.

Includes:

- **Priority Support:** Accelerated response times for technical queries and incident resolution.
- **Proactive Monitoring:** Continuous oversight of service health to identify and mitigate risks before they impact users.
- **Dedicated Support Lead:** Access to a named contact(s) for continuity and deep understanding of your specific environment.
- **Monthly Service Reviews:** Regular reporting on performance metrics, service usage, and optimization recommendations.

Guest Support provides comprehensive management of WiFi support issues directly to end customers, allowing businesses to enhance their guest experience while alleviating internal support burdens.

Includes:

- **Covers issues related to the operation of the WiFi software:** including bugs, functionality issues, performance concerns, and configuration assistance.
- **Dedicated Support Lead:** Access to a named contact(s) for continuity and deep understanding of your specific environment.
- **Monthly Service Reviews:** Regular reporting on performance metrics, service usage, and optimisation recommendations.

7. Staff Credentials

Our team consists of highly skilled industry experts specialised in cloud managed connectivity:

- **Solutions Engineers:** Experts in portal technical implementation, systems integration, and network quality assurance.
- **Design Team:** Specialists responsible for captive portal UI/UX design and access journey optimisation.
- **Consultancy Services:** Experts in delivering customer training, onboarding, and strategic guidance.

8. Constraints

To ensure the successful delivery of our cloud support and professional services, the following constraints and dependencies apply:

Operational & Support Availability

- **Standard Support Hours:** Our standard technical support is available from 07:00 to 23:00 (GMT/BST), Monday to Friday, excluding UK Public Holidays.
- **Maintenance Windows:** Scheduled maintenance for the cloud platform is typically conducted outside of UK business hours to minimize operational impact.
- **Emergency Fixes:** While we maintain a 99.9% uptime commitment, fix times are categorized by severity (e.g., 4 hours for Critical issues) and may vary based on whether the resolution requires standard support or additional development work.

Technical & Hardware Dependencies

- **Hardware Compatibility:** Professional design and migration services are compatible with any RADIUS-supporting hardware. The exact functionality available may be limited by the specific network vendor, existing firmware versions, or local network configurations.
- **Network Requirements:** Implementation requires customer hardware capable of communicating via RADIUS authentication and accounting protocols (specifically UDP ports 1812 and 1813).
- **Performance Optimisation:** For high performance activity and smooth service delivery, a stable internet connection (ideally 50mbps) is recommended.

Service Scope & Customisation

- **Portal Customisation:** Customisation of splash pages and user journeys is limited to HTML/CSS standards supported by modern web browsers.
- **API Usage:** The RESTful API is designed primarily for secure data export and integration (e.g., to CRMs or analytics platforms). It cannot be used for the initial setup of the WiFi service or for making structural administrative configuration changes.
- **Support Tiers:** Standard support is included; however, enhanced 24/7 support and fully managed Guest Support are provided as optional add-ons with costs based on volume.

Buyer Dependencies

- **Information Provision:** Successful onboarding is dependent on the timely provision of network specifications, venue floorplans, and branding assets (e.g., logos and social media details) during the initial Requirements Gathering phase.
- **Stakeholder Alignment:** Project timelines are subject to successful stakeholder alignment during the mandatory Kick Off Call.

9. Provision of SFIA

We acknowledge that our pricing for these professional and managed services is based on the Skills For the Information Age (SFIA) rate card. All consultancy, design, implementation, and management efforts are tiered according to the standard SFIA levels of responsibility and skills.

<https://docs.google.com/document/d/1qoh2Lvt33pjXHYmXJSptrXipQGofDVjGy8B3EV56tzs/edit?tab=t.0>

10. Ordering & Invoicing

Ordering is via the G-Cloud digital marketplace using the standard call-off contract. Invoices are issued annually in advance, payable within 30 days



Visit: www.purple.ai

Email: info@purple.ai