

Hace 2.5 años en MUM CR 2016

Mostré un caso de éxito con equipo Mikrotik

Ubicua



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<https://www.youtube.com/watch?v=adfkmk6WBco>



weefree = wifi gratis para los pasajeros de medios de transporte.

No solicita usuario ni clave, a cambio muestra una pauta publicitaria dinámica.

Monetización del servicio





Hoy Wee Free evoluciona y nace Wimc



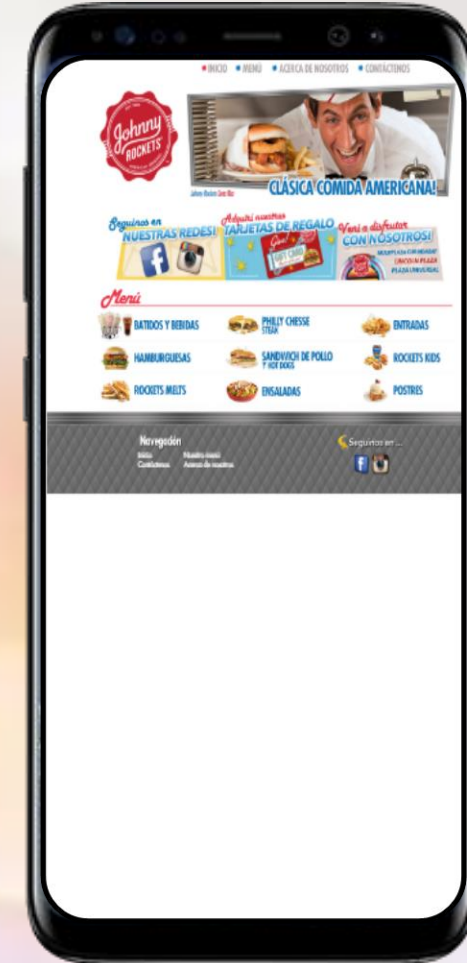


Así funciona Wimc

El usuario se conecta al wifi llamado “wimc – internet gratis”

Se muestra una pauta por unos segundos (video o imagen)

Se direcciona al sitio que el anunciante especifique





Administración de pauta

Formatos



Soporta diferentes formatos de archivo.

- Imagen estática (jpg, png)
- Imagen animada (gif)
- Video con audio (mp4)

Además soporta:

- Programación html
- Direcciones web (URL)
- Encuestas

Segmentación



Permite definir un público objetivo, segmentando la pauta según la zona, el género, la edad, el horario o una fecha o rango de fechas.

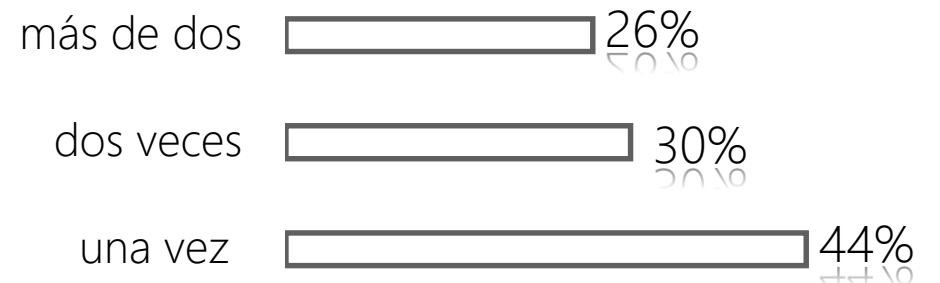
Con estas variables se personaliza el alcance.



Resumen de datos



Uso al día





Rutas de Buses

Heredia

- Centro
- Belén
- Centro
- Aurora

Alajuela

- Centro
- Guadalupe
- Canoas
- Coyoil

SJ Norte

- Paracito
- Guadalupe
- Tibás
- Santo Domingo

SJ Oeste

- Lindora
- Santa Ana
- Escazú
- La Sabana

SJ Este

- San Pedro
- Curridabat
- Tirrasas
- Tres Ríos
- Cartago

SJ Sur

- Alajuelita
- San Sebastián
- La Lía
- Desamparados

Centros Comerciales



En proyecto

Reportería

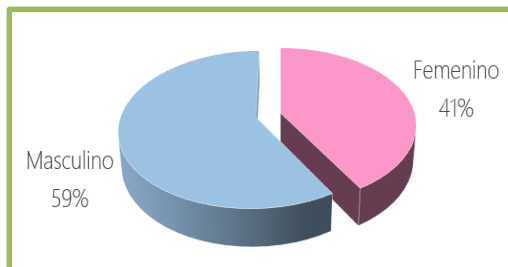
Todos los reportes de Wimc, son en línea y en vivo.

El cliente puede ver lo que sucede con su pauta y tomar decisiones, sin tener que esperar a que termine la campaña.

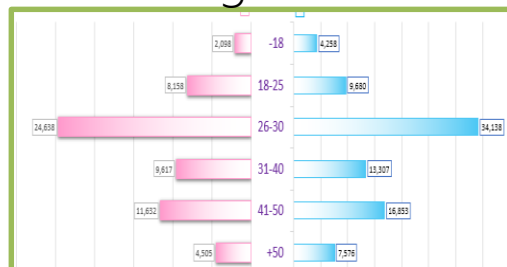
Hay reportes de control y reportes de análisis de final de campaña

Control

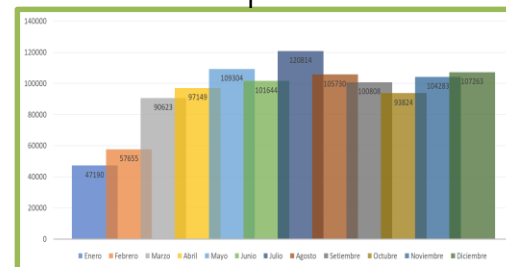
Género



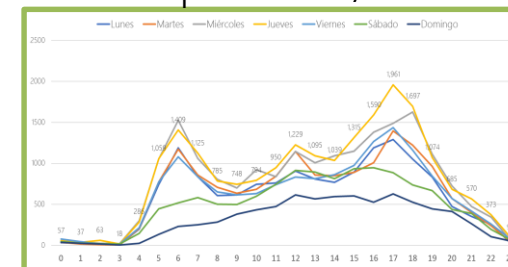
Rango Edades



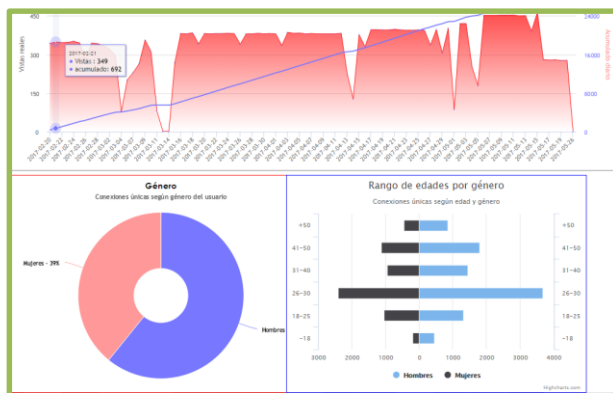
Vistas por mes



Vistas por Día / Hora



Análisis



Campaña: FRESH OF THE SUMMER				
30,002 Total Vistas	11,601 Visitantes (únicos)	2.59 Frecuencia por visitante	377 Veces visto por el mayor Visitante	8,507 Visitantes que lo vieron máximo 2 veces
2 Versiones de anuncio				
2017-05-15 (464) Día que más se vio		2017-03-12 (1) Día que menos se vio		
99 Buses en que fue visto		303 Promedio por Bus		
89 Días al aire		337 Promedio diario		
2017-02-20 Fecha Inicio		2017-05-20 Fecha Fin		

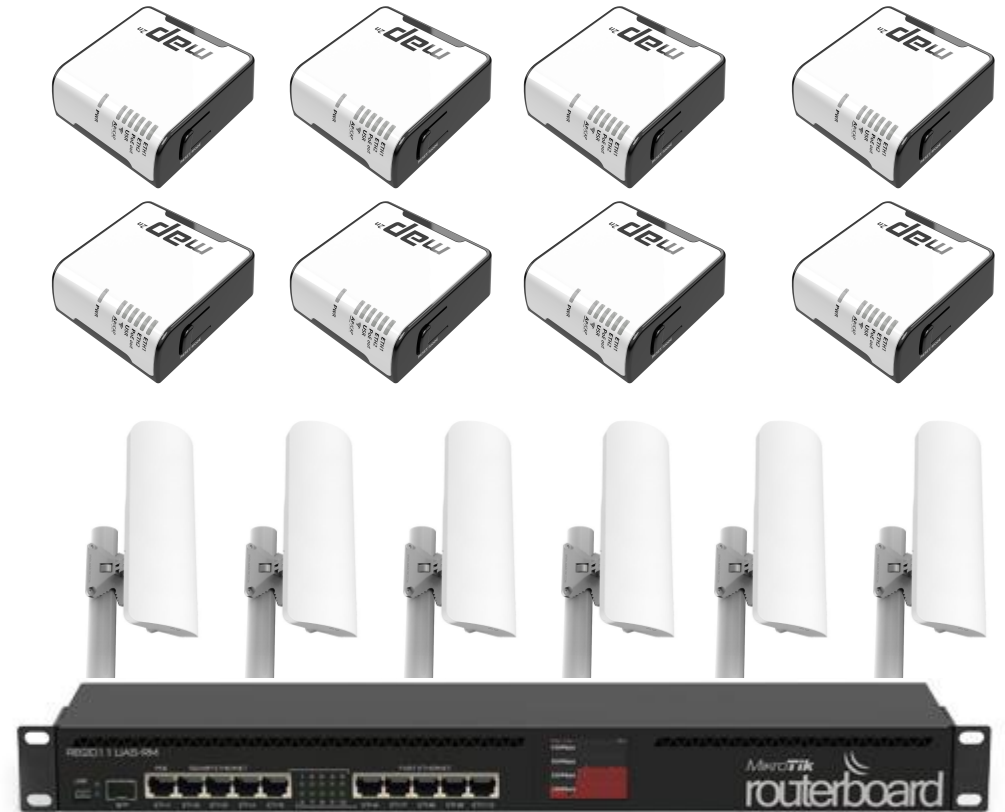


Resumen

Pasamos de esto



A esto





Resumen

Pasamos de un anuncio estático

A un AdServer en la nube

SL Sistema Educativo **San Isidro** Labrador **21 años**

- Plataforma virtual
- Aulas digitales
- Laboratorio de Idiomas

Preescolar
Primaria

1 Primer centro educativo privado de San Isidro

2268-2885 2268-6964
www.sistemaeducativosanisidrolabrador.com

Primer anuncio mostrado



¿Por qué?



¿En qué se basa la diferencia?

La magia radica en su RouterOS

La versatilidad
La configurabilidad
La apertura

routers



routerboard



Login Page

Otros

RouterOS

The screenshot shows the 'Customize' tab of a Captive Portal configuration page. It includes a 'Profile' dropdown set to 'default', a 'Customize the look of your Captive Portal' section with three design thumbnails (one highlighted with a green border), and a 'Page text' field. Below, there are sections for 'Additional options' (logo upload) and 'Edit your Acceptable Use Policy' (policy text). Buttons for 'Submit', 'Reset', and 'View Captive Portal' are at the bottom.

The screenshot shows a dark-themed login page titled 'REGISTERED USER'. It features input fields for 'USERNAME' and 'PASSWORD', a 'Log In' button, and a message: 'Logging in as a registered user indicates you have read and accepted the Acceptable Use Policy.'

The screenshot shows the RouterOS File List interface. The 'File Name' column lists files and folders in the flash memory. The 'flash/hotspot/img' folder contains several image files, with 'ondas.gif' and 'spinner.gif' highlighted in yellow. Other files include 'jquery-1.11.3.min.js', 'login.html', and 'logout.html'. The interface includes a toolbar with icons for file operations and buttons for 'Backup', 'Restore', and 'Upload'.

File Name
flash
flash/hotspot
flash/hotspot/alogin.html
flash/hotspot/error.html
flash/hotspot/errors.txt
flash/hotspot/favicon.ico
flash/hotspot/img
flash/hotspot/img/1.jpg
flash/hotspot/img/2.jpg
flash/hotspot/img/comiendo.gif
flash/hotspot/img/imc.jpg
flash/hotspot/img/imc.png
flash/hotspot/img/listo.png
flash/hotspot/img/logobottom.png
flash/hotspot/img/ondas.gif
flash/hotspot/img/spinner.gif
flash/hotspot/jquery-1.11.3.min.js
flash/hotspot/login.html
flash/hotspot/logout.html

Login Page

login.html

```
$('#loader').attr('src', '//wimc.com/acceso.php?id=48&mac=$(mac)');
```

Login Page

Presenta pauta dinámica, mientras aún está sin validarse el usuario

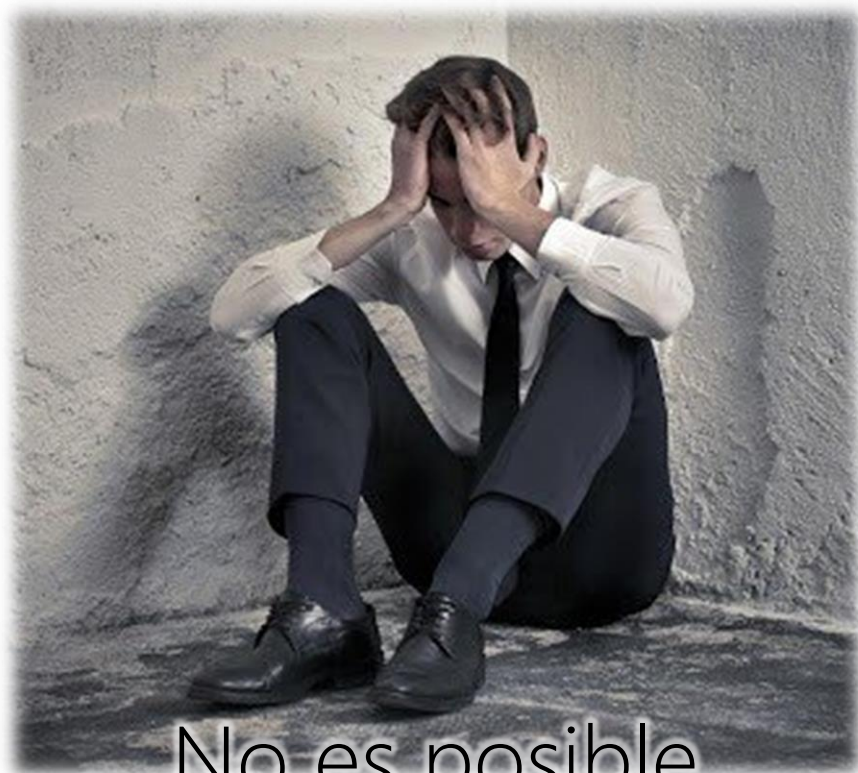


- Mac
- Fecha
- Hora
- Bus
- anuncio

Usuarios

Otros

RouterOS



No es posible

Hotspot User Profile <default>

General

Queue

Advertise

Scripts

Name: default

Address Pool: none

Session Timeout: 00:20:00

Idle Timeout: none

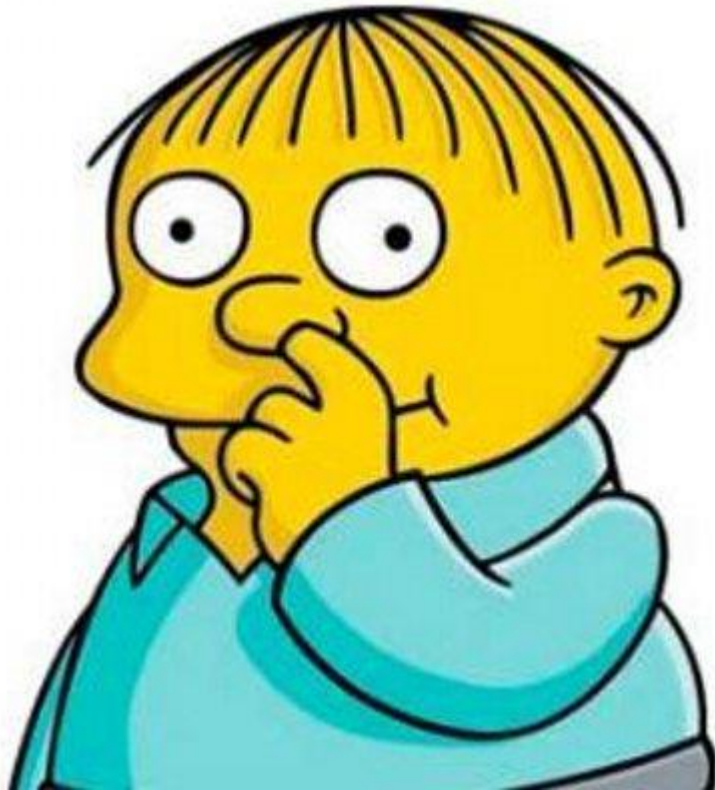
Keepalive Timeout: 00:01:00

Status Autorefresh: 00:01:00

Shared Users: 1000

Interdominios

Otros



RouterOS

Hotspot

Servers Server Profiles Users User Profiles Active Hosts

+ - ✓ ✗ Filter Reset HTML Hotspot Setup

Name	Interface	Address Pool	P
🔑 hotspot 1	bridge	dhcp	h

Hotspot Setup

DNS name of local hotspot server

DNS Name:

Back Next Cancel

W... M... (... pr... Requi...

Google <http://wimc.com/status.html>

Walled garden

Otros

RouterOS

Captive portal strength ⓘ

Block all access until sign-on is complete

Walled garden ⓘ

Walled garden is enabled

Walled garden ranges

www.google.com
accounts.google.com
*.googleapis.com
*.gstatic.com
*.googleusercontent.com
apis.google.com

[What do I enter here?](#)

The screenshot shows the RouterOS configuration interface for the Walled Garden feature. At the top, there are tabs for profiles, Active, Hosts, IP Bindings, Service Ports, Walled Garden, and Walled Garden IP List. Below the tabs is a search bar and a table of IP entries. The table has columns for Src. Address, Dst. Address, Pr..., Dst..., and Dst. Host. One entry is highlighted in blue, showing a Dst. Host of https://connect.facebook.net and a Dst. Address of //sd-1217971-h00001.ferozo.net. Below the table is a modal dialog titled "Walled Garden IP Entry <https://connect.facebook.net>". The dialog has a title bar with a close button. It contains several fields: Action (radio buttons for accept, drop, reject), Server (dropdown), Src. Address (dropdown), Dst. Address (dropdown), Protocol (dropdown), Dst. Port (dropdown), and Dst. Host (text input). There are also buttons for OK, Cancel, Apply, Disable, Comment, Copy, and Remove. At the bottom of the dialog, the word "enabled" is visible.

Src. Address	Dst. Address	Pr...	Dst...	Dst. Host
				https://connect.facebook.net
				//sd-1217971-h00001.ferozo.net
	168.181.187.112			

Walled Garden IP Entry <https://connect.facebook.net>

Action: accept drop reject

Server:

Src. Address:

Dst. Address:

Protocol:

Dst. Port:

Dst. Host: https://connect.facebook.r

enabled

Consola Nativa

Otros

RouterOS



```
Terminal

MMM      MMM      KKK                      TTTTTTTTTT      KKK
MMMM     MMMM     KKK                      TTTTTTTTTT      KKK
MMM MMMM MMM III  KKK KKK RRRRRR      OOOOOO      TTT      III  KKK KKK
MMM MM  MMM III  KKKKKK      RRR RRR  OOO OOO      TTT      III  KKKKKK
MMM      MMM III  KKK KKK RRRRRR      OOO OOO      TTT      III  KKK KKK
MMM      MMM III  KKK KKK RRR RRR      OOOOOO      TTT      III  KKK KKK

MikroTik RouterOS 6.35.1 (c) 1999-2016      http://www.mikrotik.com/

[?]          Gives the list of available commands
command [?]  Gives help on the command and list of arguments

# mar/17/2017 18:36:13 by RouterOS 6.34.3
# software id = QUZN-Y5QP
#
/interface lte
set [ find ] mac-address=00:1E:10:1F:00:00 name=lte1
/interface bridge
add admin-mac=E4:8D:8C:09:A4:E4 auto-mac=no comment=defconf name=bridge
/interface wireless
set [ find default-name=wlan1 ] band=2ghz-b/g/n channel-width=20/40mhz-Ce \
  disabled=no distance=indoors frequency=auto mode=ap-bridge ssid=\
  "wimc - internet gratis (111)" wireless-protocol=802.11
/ip neighbor discovery
set ether1 discover=no
set bridge comment=defconf
/interface wireless security-profiles
set [ find default=yes ] supplicant-identity=MikroTik
/ip hotspot profile
add dns-name=google.com hotspot-address=10.0.0.1 html-directory=flash/hotspot \
  login-by=http-chap name=hsprofl
/ip hotspot user profile
set [ find default=yes ] add-mac-cookie=no keepalive-timeout=1m \
```

Monitorio



Tik-App

MikroTik

RB962UiGS-5HacT2HnT (mipsbe)
admin@10.10.10.100 (RO-Training1)

Safe Mode

- Disconnect
- CAPsMAN
- Interfaces
- Wireless
- Switch
- Bridge
- PPP
- Mesh
- MPLS

Interfaces/Interface

- ether1-gateway Type: Ethernet
- ether2 Type: Ethernet
- ether3 Type: Ethernet
- ether4 Type: Ethernet
- ether5 Type: Ethernet
- ether5-master-local Type: Ethernet
- ether7-slave-local Type: Ethernet

RB962UiGS-5HacT2HnT (mipsbe)
admin@10.10.10.100 (RO-Training1)

Safe Mode

- Disconnect
- CAPsMAN
- Interfaces
- Wireless
- Switch
- Bridge
- PPP

Mikro Winbox Pro

admin@192.168.9.1
Uptime 01:33:15

RB SXT 5nD r2 v6.9

Free Memory: 45.0 MB
Voltage: -
Free HDD: 109.8 MB
Temperature: -

CPU: 6%

wlan1-gateway

Status: **connected-to-ess** SSID: **GSV-WIFI-R1**
Band: **5ghz-n** Frequency: **5795MHz**
Noise floor: **-118dBm** Signal to noise: **47dB**

	Signal Strength	CCQ
Tx -65		90.0Mbps 67%
Rx -71		108.0Mbps 96%

wlan1-gateway

Tx: **8.6 kbps** Tx Packet: **16 p/s**
Rx: **61.6 kbps** Rx Packet: **10 p/s**



Gracias



Fuiste la solución.