

MIKROTIK HOTSPOT EXTERNAL SERVER

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AGNEDA

- Overview Advertising Market in Vietnam. What is Wifi Marketing ?
- How To Operation And Setup Wifi Marketing (Hotspot With Mikrotik)
- Case Study Hotspot External Server

Overview Advertising Market in Vietnam

What is Wifi Marketing ?

Adverting Market in Vietnam



What is WiFi Marketing (hotspot Mikrotik)

**WIFI
MARKETING**

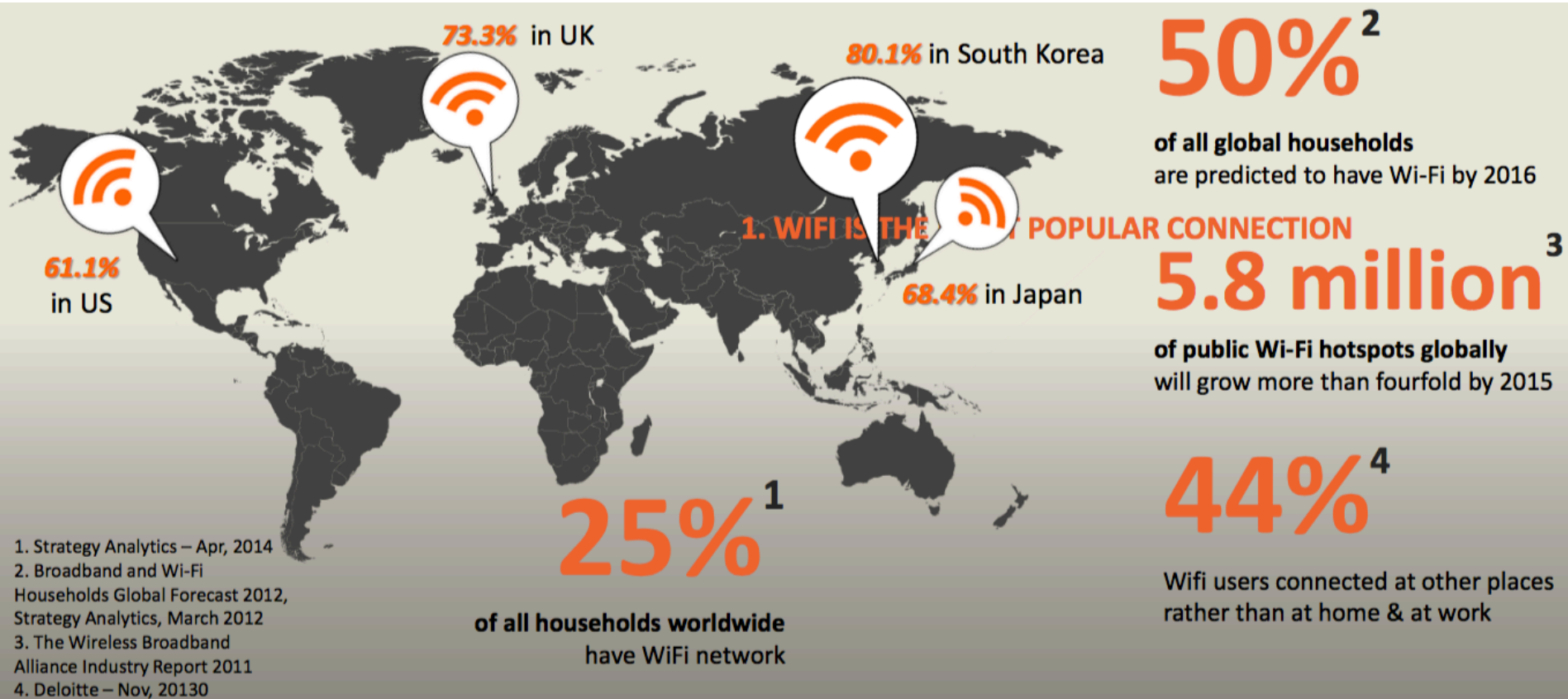


Hotspot Mikrotik



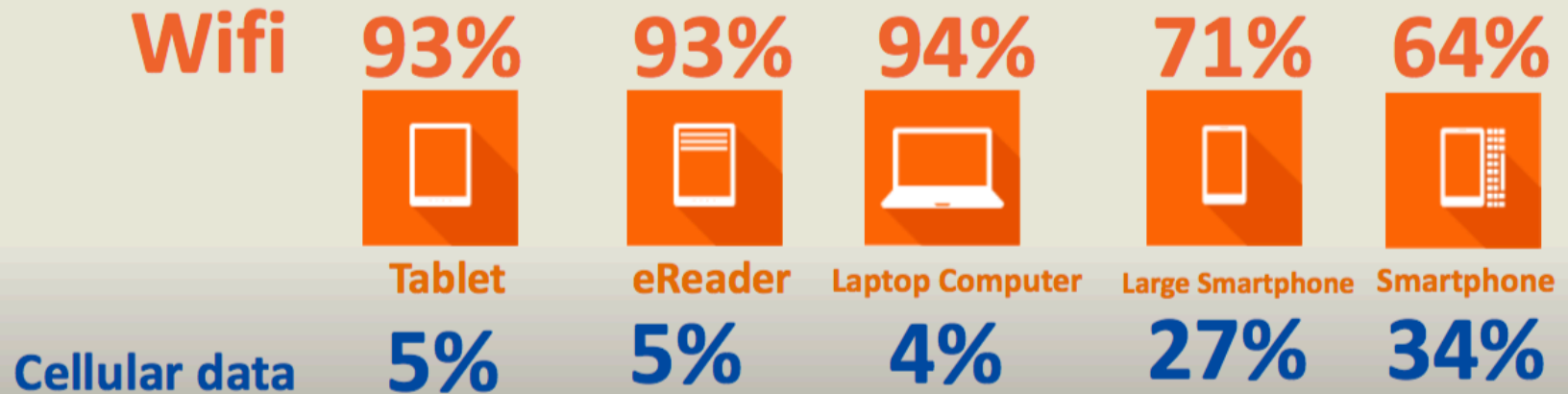
Content Marketing

WiFi Marketing Overview



User Prefer WiFi

- A survey in 2013 by Deloitte shows that the smartphone & tablet owners prefer Wifi to cellular connection.



- 41% of 37,600 responses globally are not happy of 3G/4G connection and would be willing to pay more for substantively faster wireless speeds.

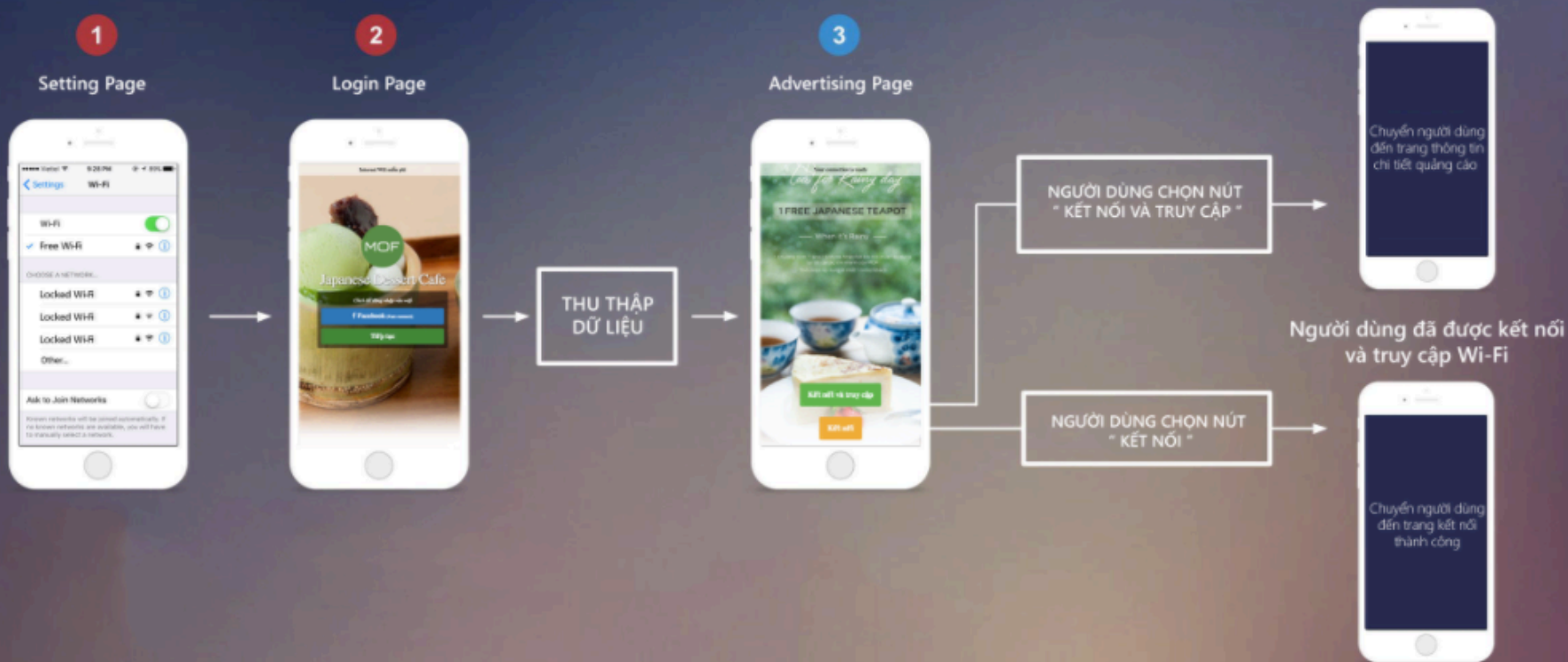
Free WiFi Hotspot Vietnam

- In Vietnam:
 - Hoi An spent **25 billion VND** in 2012.
 - Da Nang invested **13 million USD** in 21/8/2013 to set up free wifi network.
 - Since 9/2013, 6-8 free wifi hotspots has started testing in Hue and a lot more in Ho Chi Minh city and Dalat in 12/2013.
- Early 2014, the following provinces has submitted plan for governmental budget to invest in Public Wifi projects including:
 - Quang Ninh – Ha Long: **200 billions VND**
 - Hoi An: **25 billions VND**
 - Da Nang: **20 billions VND**
 - Hai Phong: **5.4 billions VND**
 - Hue: **3 billions VND**

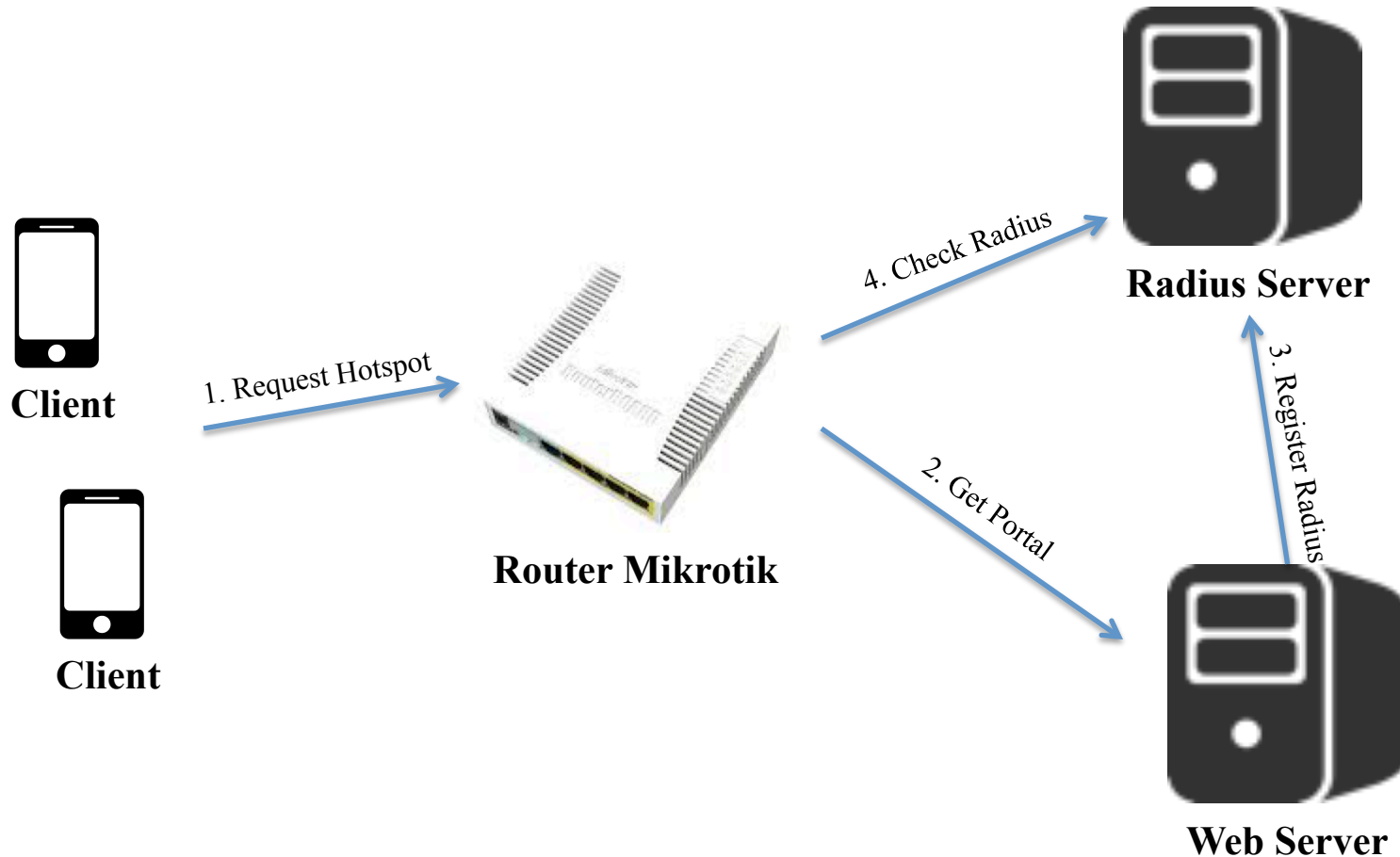


How To Operation And Setup WiFi Marketing (Hotspot With Mikrotik)

Flow Hotspot (WiFi marketing)



Flow Hotspot (WiFi marketing)



How to setup hotspot ?

Step 1: Definition hotspot

Step 2: Change hotspot settings

Step 3: Add Walled Garden

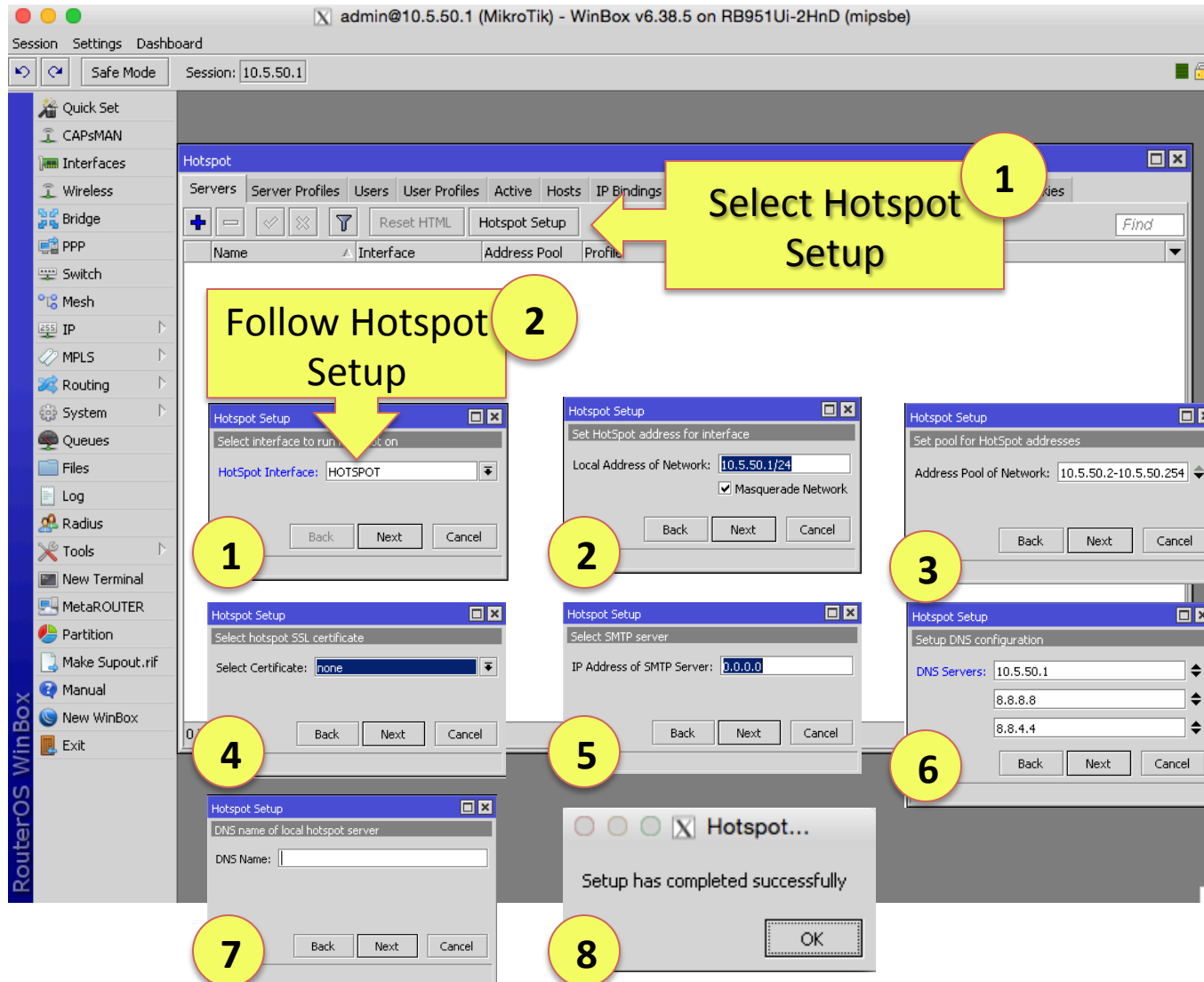
Step 4: Setup hotspot redirect to external

Step 5: Configuration radius server

Step 1: Definition Hotspot

1. Hotspot Interface: <your bridge>
2. Local Address Network : <your DHCP – 10.5.50.1>
3. Address Pool of Network: <10.5.50.1 – 10.5.50.200>
4. Select Certificate: none
5. IP Address of SMTP Server: 0.0.0.0
6. DNS Server: 10.5.50.1 / 8.8.8.8 / 8.8.4.4
7. DNS Name: optional
8. Hotspot Setup: user

Step 1: Definition Hotspot



Step 2: Change hotspot settings

The screenshot shows the Mikrotik WinBox interface. The left sidebar contains a menu with options like Quick Set, CAPsMAN, Interfaces, Wireless, Bridge, PPP, Switch, Mesh, IP, MPLS, Routing, System, Queues, Files, Log, Radius, Tools, New Terminal, MetaROUTER, Partition, Make Supout.rif, Manual, New WinBox, and Exit. The main window displays the 'Hotspot User Profile <default>' configuration. A yellow callout with a red border and the number '1' points to the 'default' profile in the 'User Profiles' list. Another yellow callout with a red border and the number '2' points to the 'Shared Users' field, which is empty. The 'General' tab is selected, showing fields for Name, Address Pool, Session Timeout, Idle Timeout, Keepalive Timeout, Status Autorefresh, Shared Users, Rate Limit (rx/tx), Add MAC Cookie, MAC Cookie Timeout, Address List, Incoming Filter, Outgoing Filter, Incoming Packet Mark, Outgoing Packet Mark, Open Status Page, and Transparent Proxy.

1 Select Default

2 Shared User Field Has To Be Clear

IP > Hotspot > User Profiles > Default, General Tab

Remove shared Users: Clear (Allowed number of simultaneously logged in users with the same HotSpot user)

Step 2: Change hotspot settings

The screenshot shows the MikroTik WinBox interface. The left sidebar contains a menu with items like Quick Set, CAPsMAN, Interfaces, Wireless, Bridge, PPP, Switch, Mesh, IP, MPLS, Routing, System, Queues, Files, Log, Radius, Tools, New Terminal, MetaROUTER, Partition, Make Supout.rif, Manual, New WinBox, and Exit. The main window displays the 'Hotspot' configuration page, specifically the 'Server Profiles' tab. A table lists two profiles: 'default' and 'hspof3'. Annotations with yellow boxes and arrows point to specific actions: 1. 'Select Default' points to the 'default' profile. 2. 'Select hspof3' points to the 'hspof3' profile. 3. 'Login' points to the 'Login' tab in the 'Hotspot Server Profile <hspof3>' dialog. 4. A callout box states 'HTTP PAP has to be checked. Nothing else.' with an arrow pointing to the 'HTTP PAP' checkbox, which is checked. Other settings in the dialog include 'Login By' (MAC, Cookie, HTTP CHAP, HTTPS, HTTP PAP, Trial, MAC Cookie, MAC Auth. Mode: MAC as username, MAC Auth. Password, HTTP Cookie Lifetime: 3d 00:00:00, SSL Certificate: none, Split User Domain, Trial Uptime Limit: 00:30:00, Trial Uptime Reset: 1d 00:00:00, Trial User Profile: default).

1 Select Default

2 Select hspof3

3 Login

4 HTTP PAP has to be checked. Nothing else.

Change the method of the Authentication:
IP > Hotspot > Server Profiles select hspof3

Hotspot Server Profile <hspof3> Login Tab
HTTP PAP: checked ; Use Radius: Checked

Step 3: Add Walled Garden

Enter name "WalledGarden"

System/Scripts

Add a new scripts

Click Apply And Run Script

Insert the scripts

Script List

Name	Owner	Last Time
WalledGarden	admin	

1 item

Script <WalledGarden>

Name: WalledGarden

Owner: admin

Policy:

- ☒ ftp
- ☒ read
- ☒ policy
- ☒ password
- ☒ sensitive
- ☐ dude
- ☒ reboot
- ☒ write
- ☒ test
- ☒ sniff
- ☐ romon

Last Time Started:

Run Count: 0

Source:

```
/ip hotspot walled-garden
add dst-host=*.wisky.vn
add dst-host=*facebook*
add dst-host=*akamai*
add dst-host=*fbcdn*
add dst-host=*google.com
add dst-host=*googleapis*
add dst-host=*gstatic*
add dst-host=*itools*
add dst-host=*book*
add dst-host=*thinkdifferent*
add dst-host=*airport*
add dst-host=*microsoft*
add dst-host=*windowsphone*
add dst-host=*zaloapp*
add dst-host=*skype*
add dst-host=*mail*
add dst-host=*blob*
```

Now define a list of allowed servers, IP > Hotspot Walled Garden

If you are customer with White Label solution, please add your custom domain (for example mycustomdomain.com)

Step 4: Setup hotspot redirect to external

admin@113.172.169.245 (MikroTik) - WinBox v6.38.5 on RB951Ui-2HnD (mipsbe)

Session Settings Dashboard

Safe Mode Session: 113.172.169.245

RouterOS WinBox

Quick Set
CAPsMAN
Interfaces
Wireless
Bridge
PPP
Switch
Mesh
IP
MPLS
Routing
System
Queues
Files
Log
Radius
Tools
New Terminal
MetaROUTER
Partition
Make Supout.rif
Manual
New WinBox
Exit

File List

Backup Restore Upload...

File Name	Type	Size	Creation Time
hotspot	directory		Apr/12/2017 09:22:48
hotspot/allogin.html	.html file	1293 B	Apr/12/2017 09:22:48
hotspot/error.html	.html file		
hotspot/errors.txt	.txt file		
hotspot/img	directory		
hotspot/img/login.html	.html file		
hotspot/img/logobottom.png	.png file		
hotspot/login.html	.html file		
hotspot/logout.html	.html file		
hotspot/lv	directory		
hotspot/lv/allogin.html	.html file	1303 B	Apr/12/2017 09:22:48
hotspot/lv/errors.txt	.txt file	3810 B	Apr/12/2017 09:22:48
hotspot/lv/login.html	.html file	3408 B	Apr/12/2017 09:22:48
hotspot/lv/logout.html	.html file	1843 B	Apr/12/2017 09:22:48
hotspot/lv/radvert.html	.html file	1475 B	Apr/12/2017 09:22:48
hotspot/lv/status.html	.html file	2760 B	Apr/12/2017 09:22:48
hotspot/md5.js	.js file	7.0 KIB	Apr/12/2017 09:22:48
hotspot/radvert.html	.html file	1481 B	Apr/12/2017 09:22:48
hotspot/redirect.html	.html file	318 B	Apr/12/2017 09:22:48
hotspot/rlogin.html	.html file	850 B	Apr/12/2017 09:22:48
hotspot/status.html	.html file	3009 B	Apr/12/2017 09:22:48
hotspot/xml	directory		Apr/12/2017 09:22:48
hotspot/xml/WISPAccessGa...	.xsd file	4251 B	Apr/12/2017 09:22:48
hotspot/xml/allogin.html	.html file	821 B	Apr/12/2017 09:22:48

30 items (1 selected) 16.4 MIB of 128.0 MIB used 87% free

Get file login.html and edit for redirect external server

Step 4: Setup hotspot redirect to external

Custom file login.html on flash memory

```
<html>
<head>
<meta http-equiv="refresh" content="0; url=http://splash.wisky.vn/Portal/Step1?apMac=$
(APMac)&userMac=$(mac)&clientIp=$(ip)&userUrl=$(link-orig)&loginUrl=$(link-login-only)" />
<meta http-equiv="pragma" content="no-cache">
<meta http-equiv="expires" content="-1">
</head>
</html>
```

Step 5: Configuration radius server

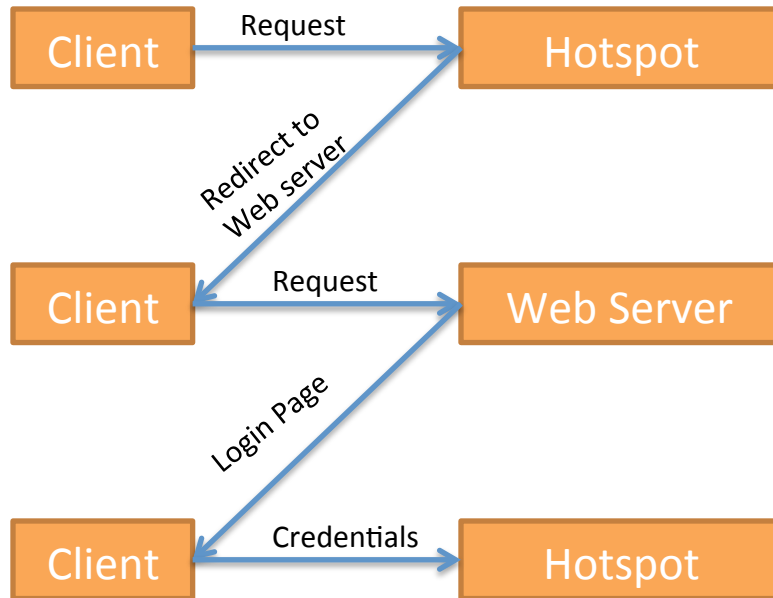
The screenshot displays the Mikrotik WinBox interface for configuring a Radius server. The left sidebar shows the 'Radius' menu item selected. The main window shows the 'Radius Server' configuration dialog with the following settings:

- Service:** ☒ hotspot, ☐ login, ☐ wireless, ☐ dhcp, ☐ ipsec
- Called ID:** [Empty field]
- Domain:** [Empty field]
- Address:** 202.78.227.129
- Secret:** ****
- Authentication Port:** 1812
- Accounting Port:** 1813
- Timeout:** 2000 ms
- Accounting Backup:** ☐
- Realm:** [Empty field]
- Src. Address:** 0.0.0.0

Annotations and steps are indicated by yellow callouts:

- 1** check hotspot (points to the 'hotspot' checkbox)
- 2** IP Radius Server (points to the 'Radius' menu item in the sidebar)
- 3** Authentication Port: 1812 Accounting Port: 1813 (points to the respective port fields)
- 4** Click OK (points to the 'OK' button)

Web Content Server



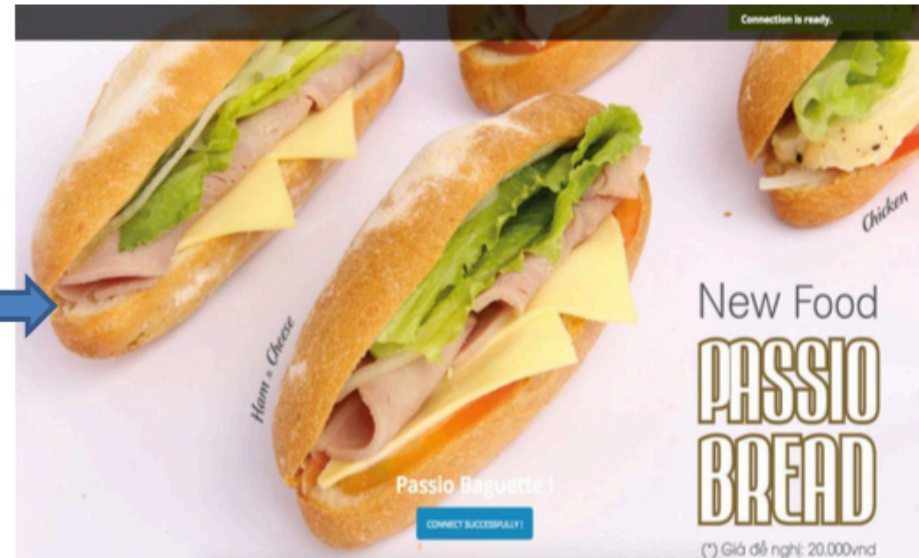
- Login page can be comprised of many large elements
- Login page can change content

Case Study Hotspot External Server

Random Password



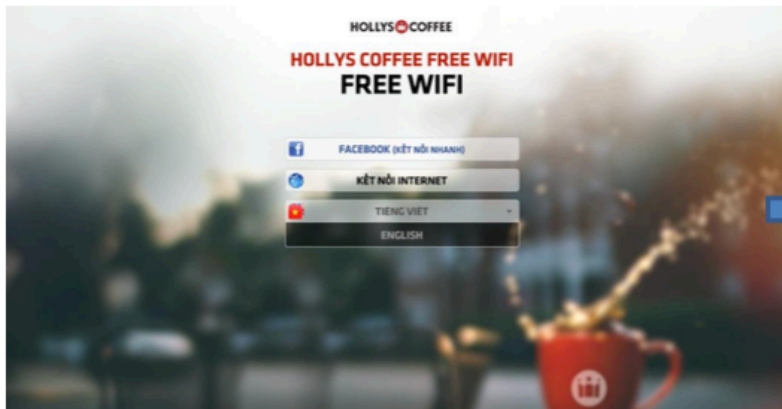
Login page



Ads page

Random password for each device when connect to network

Survey

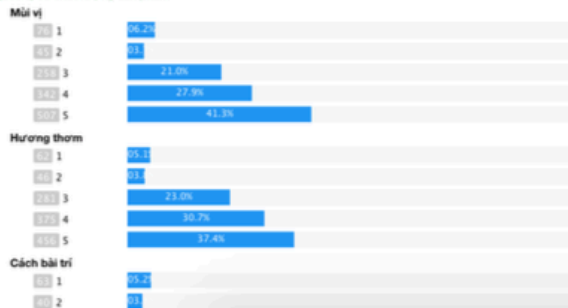


Login page



Ads page

[Score] Về chất lượng sản phẩm



- Không hài lòng về việc giới hạn thời gian sử dụng wifi. Điều này đi ngược lại xu hướng chung của các tiệm cafe hiện nay và gây phiền phức cho khách hàng vì tôi chỉ được biết về việc wifi bị giới hạn thời gian sử dụng sau khi đã order món uống.
- Nhân viên phục vụ không tốt
- Expensive drinks and food
- 테라스 너무 시끄러움
- I bought a doppio which does NOT meet the international standard for doppio. It was disappointing in size and the coffee tasted quite sour. I doubt this is a place I will return.

Ý kiến Feedback

When customers connect to the network they will do the survey

Interactive Game



Chúc mừng bạn đã trúng



1 VOUCHER GIẢM 20% TẠI CỬA HÀNG THE COFFEE HOUSE BẤT KỲ

YOU ARE THE COFFEE HOUSE'S QUEEN/KING!

BẠN VUI LÒNG ĐIỀN THÔNG TIN DƯỚI ĐÂY ĐỂ NHẬN GIẢI

(The Coffee House cam kết sẽ bảo mật các thông tin và không sử dụng vào mục đích khác)

SỐ BÀN (*)	Table Number
HỌ TÊN (*)	Name
GIỚI TÍNH (*)	Nam
SỐ ĐIỆN THOẠI	Phone number
EMAIL (*)	Email

Interactive Game



THANKS FOR LISTENING

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