

**Who:** Chartered Institute of Marketing

**Where:** Cookham, Berkshire

**Why:** Cisco: High Speed Wired & Wireless Local Area Network  
Purple Wi-Fi: Social Media Marketing Software  
Mobotix: High Resolution Video  
Surveillance & Access Control

**REACT**  
Innovative Solutions

**Tel: 020 7873 2387**  
email: sales@react-is.com

## Case Study

Enterprise

CIM



CIM has been supporting, representing and developing marketers, teams, leaders and the marketing profession as a whole for over 100 years, building and supporting communities of marketers around the world. Training teams from all industries, in companies of all sizes, across three continents. CIM qualify and accredit thousands of marketers every year, pushing new thinking and research good practice across all disciplines of marketing.

Based in a learning campus just outside of London, close to Heathrow and major travel routes including the M25, M4 and M40.

The world around us – and the role of marketing within it – keeps changing. Whether driven by new technologies, new tools or new channels, it's never been more exciting to work in our field and just as our profession is evolving, so are we. We're on a journey of reinvention and as part of this; we're investing in a range of exciting new roles.

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*As the Chartered Institute of Marketing is considered to be a forward looking enterprise, we endeavour to provide the best learning experience for our clients by using the latest high speed Wi-Fi and security systems available. We partnered with REACT's consultants and engineering teams to deliver the complete solution*

**Stewart Pedler** ”  
Director of Digital Technology & CRM  
The Chartered Institute of Marketing



**REACT... Providing Innovative Solutions to Problems**

**REACT-is.com**

## The Requirements...

Wired & Wireless Network Infrastructure

- Gigabit Edge & Distribution LAN
- 802.11ac (1.3Gbps) WLAN
- Simple high speed guest connectivity

Guest Wi-Fi software & analytics

- Provide Wi-Fi services to delegates and employees at CIM
- Marketing information about clients based on demographics and analyst information gathered from social media information

Digital, high-resolution video surveillance and analytics & Access Control with ANPR capabilities

- Number plate recognition – security in the car parks against accidental damage or theft
- Perimeter security for delegates and staff on campus
- Integrated Door Entry Control system using IP Handsets
- Intercom system
- Location tracking and footfall of delegates and campus staff



## REACT's Solution...

*The Cisco wired LAN and wireless 802.11ac solution offers high-speed Internet access across the campus for both tutors and delegates.*

*The Purple Wi-Fi software solution offers delegates the opportunity to access the Internet through their own mobile devices, via a simple login process – using a registration form or social media profile.*

*The Mobotix high-resolution video surveillance and analytics system provides perimeter & access security for delegates and staff on campus.*

## Why REACT...

We provide our customers with a range of solutions that fit their unique requirements. Delivering service and expertise within these solutions, designed to instill customer confidence and vision of their technology capabilities. We work to increase our customers' profitability whilst enhancing their value proposition, skills and talents.

## The Benefits...

A simple to use, high-speed guest connectivity LAN & WLAN infrastructure that is easy to manage. The guest Wi-Fi software & analytics software provides CIM with detailed demographics of their clients for marketing their products and services including future courses.

The high-resolution video surveillance and analytics system with automated door entry enables CIM to provide peace of mind for their students and staff, with easy access door entry system to their campus – ensuring security for the buildings and residents.

## The Technology...

Redundant Cisco CT5508 Controllers & C2960 Switches with Cisco 2702 Access Points

Purple Wi-Fi Social Media & Marketing Software with Client Access, Content Filtering, Presence and Location Services.

Mobotix - New Digital, high-resolution video surveillance and analytics & Automated Door Entry System

## Why...

CIM had an aging Aruba wireless network, a low speed Cisco wired network and a legacy analogue CCTV system. These were relatively slow, difficult to manage and costly to operate.

In order to meet their student's requirements CIM continually invest in leading edge technology for students who require simple to use, secure, high speed, wireless access across campus – be it classrooms, accommodation or common areas.

As Digital Social Media is a fast growing marketing channel, CIM also specified a system, which embraces big data and provides real time benefits for both the venue owner and guests - one that can be used both internally and for training purposes.

