



Kiana Analytics CEO to Speak at Interop 2016 About Practical Uses of WiFi for Presence Analytics

SUNNYVALE, Calif. – April 26, 2016 – [Kiana Analytics](#), the location-based marketing company that converts visitors to buyers, announced today that CEO Nader Fathi will present at [Interop 2016](#) in the [Wireless & Mobility Track](#).

WHO: Nader Fathi is a serial entrepreneur and veteran of the Big Data industry. He is CEO and co-founder of Kiana Analytics, which provides [WiFi-based analytics](#) for proximity marketing and operations, and founded SigmaQuest, a Big Data for supply chain solution (acquired by Siemens/Camstar). Nader is also a board member at AAMA and Executive-in-Residence at Plug and Play Tech Center, as well as University of Southern California.

WHAT: [ABI Research](#) forecasts that public WiFi hotspot deployments will grow at 11.2 percent per year, reaching 13.3 million in 2020. With the majority of consumers toting a mobile device and many locations offering free social WiFi, there is ample opportunity for businesses to learn about what happens on their premises and directly engage with customers. The benefits of analytics technologies that give physical stores e-commerce-like insights have been well publicized, but consumers also eat at restaurants, browse in shopping centers, visit attractions and check out cars.

In his one-hour session, "[Practical Uses of WiFi Presence Analytics](#)," Mr. Fathi will explain how organizations across industries can benefit from cloud-based device detection and [customer analytics](#) software for operations and proximity marketing. He will also explore the pros and cons of using cameras and beacons for visitor analytics.

Attendees will:

- Hear how a retailer, shopping center, amusement park and restaurant chain collect and use data about first-time vs. repeat visitors, where each goes within the premises, and how foot traffic pans out over time and compared to other locations.
- Understand the myriad insights available from "unconnected visitors," which can be used for demographics, real-time alerts for crowd control, security, queue management and more.
- See how to gain deeper insights from those who login/connect to social WiFi, from understanding purchase history and showrooming behavior to triggered marketing that increases sales and boosts customer loyalty.

WHERE: Interop 2016 is held at the Mandalay Bay Convention Center in Las Vegas May 2-6, 2016, where thousands of technology professionals will discover the most current and cutting-edge technology innovations and strategies to drive organizational success.

WHEN: Wednesday, May 4th, from 11:45 am – 12:45 pm

About Kiana Analytics

[Kiana Analytics](#) provides cloud-based device detection and customer analytics software for operations and proximity marketing. Retailers, shopping centers, restaurant chains, event venues and other businesses worldwide use Kiana data to identify and understand WiFi-enabled foot traffic and showrooming behavior, measure and improve operations, strengthen on-site security and execute real-time targeted campaigns and offers that increase customer loyalty and sales. Founded in July 2013, Kiana Analytics is a fast-growing VC-financed company with offices in Silicon Valley and Germany. To learn more, visit www.kianaanalytics.com or follow Kiana on Twitter @KianaAnalytics.

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