



Palo Alto Networks and Cloudi-Fi

Securing Guest Wi-Fi with Prisma Access

Benefits

- Provide controlled, authenticated, and secured universal access for guest Wi-Fi users
- Maintain compliance and data privacy challenges on guest Wi-Fi
- Provide added-value digital services to hotspots and corporate environments
- Offer optimized user experience with a personalized digital user journey

The Challenge

With Wi-Fi usage increasing as organizations embark on their digital transformation journeys, Cloudi-Fi addresses key challenges that are unique to Wi-Fi networks. Foremost is compliance with data privacy and all existing local regulations (GDPR, CCPA, LGPD, and many others).

Wi-Fi abuses can expose users and organizations to risks. Guest users may accidentally install malware or ransomware or visit phishing websites on guest Wi-Fi, negatively impacting an organization's reputation.

Cloudi-Fi Essential and Enterprise

Cloudi-Fi transforms guest Wi-Fi into a new communication channel that provides a compliant, secured, and personalized digital journey for visitors. Cloudi-Fi is 100% cloud-based and fits any existing infrastructure without requiring additional hardware. It is easy to use, cost-effective, and can be deployed anywhere in the world. The solution provides value-added features such as marketing campaigns, analytics by connecting to existing CRM databases, and a personalized captive portal where hosts can interact with users.

Cloudi-Fi delivers a captive portal feature with marketing tools and exclusive third-party services to extend the customer's digital strategy from the web to the Wi-Fi. It provides an enhanced user experience by offering a personalized path for users with automatic returning user recognition and per-user profile Wi-Fi offer. Cloudi-Fi integrates with Palo Alto Networks to provide comprehensive, intelli-

gent security that preserves reputation and guarantees the service with customizable options such as URL and advanced content filtering.

Palo Alto Networks

Cloud adoption and work-from-anywhere mandates have rendered traditional security architectures obsolete. Palo Alto Networks Prisma[®] Access transforms security with the industry's most complete cloud-delivered platform, allowing organizations to address the security needs of their digital transformations while also enabling secure remote workforces. Legacy network security products require significant manual effort to deploy, manage, and maintain, do not scale, and leave gaps in coverage that impact productivity and increase risks. Prisma Access provides more security coverage than any other solution, protecting all application traffic to reduce the risk of data breaches while providing guaranteed performance with leading SLAs to provide an exceptional end user experience.

Palo Alto Networks and Cloudi-Fi

Together, Cloudi-Fi and Palo Alto Network deliver compliant and enriched captive portal features for guests and customers.

Use Case 1: Corporate

Challenge

Providing seamless internet access for all users is critical to any enterprise. Employees using managed devices are authenticated and secured. Corporate guests, consultants, and temporary employees need Wi-Fi access, but authenticating and identifying users can be challenging, presenting security and compliance risks.

In parallel, with the emergence of cloud services, enterprises are massively shifting their regional internet breakouts to a distributed network of internet breakouts, with services such as user authentication (historically provided by central hardware) shifting to the cloud as well.

Solution

The Cloudi-Fi integration with Prisma Access provides a seamless and secure Wi-Fi experience for all users. All guests, employees, and contractors are connected to the Prisma Access service, which provides flexible authentication based on corporate policies. Employees are provisioned role-based access to applications based on device posture and identity, while guests are directed to Cloudi-Fi. Guest

users are automatically redirected to the Cloudi-Fi guest Wi-Fi, which provides an untrusted, secure enclave for guest internet access. This integration enables visitors to remain compliant with local regulations and laws, and in the same way, Palo Alto Networks fulfills the appropriate security concerns and usage policies through a transparent integration. The customers' data collected by Cloudi-Fi develops the direct-to-consumer strategy by targeting customers in

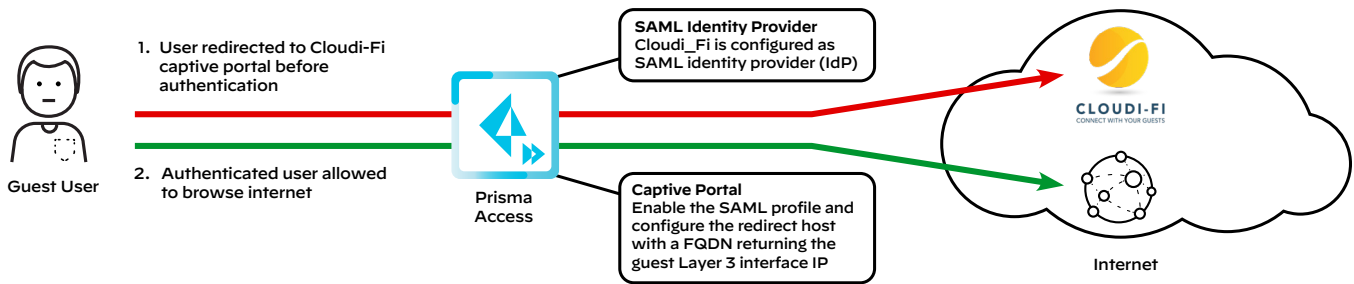


Figure 1: Cloudi-Fi and Prisma Access solution configuration overview

users are provisioned access to the internet in an untrusted zone. This extends corporate acceptable use policies to guest users to ensure compliance with regulations. It also enables a seamless and homogeneous user experience among every site worldwide, even with local internet breakouts and heterogeneous Wi-Fi infrastructure.

Use Case 2: Hotspots and Retail

Challenge

With the emergence of cloud services and cloud adoption by enterprises, Wi-Fi has evolved from a commodity to a utility for employees and customers alike. In hotspots, new challenges emerge to allow a cost-effective, smooth, and personalized consumer experience, and in the same way, answer local regulations and data privacy concerns.

Ultimately, the goal is to develop the direct-to-consumer personalized marketing communication strategy by targeting customers and increasing the number of visitors.

Solution

Cloudi-Fi and Prisma Access provide secure and compliant Wi-Fi access to guests and visitors at hotspots and retail locations. Employees and users connect to the Prisma Access platform, which authenticates and provisions granular, role-based access based on corporate policy. Unauthenticated

hotspots and retail with personalized marketing communication through personal devices to increase the number of visitors. Wi-Fi is transformed into a marketing and monetization channel for special events and promotions through added-value services, such as loyalty programs, couponing, newsletters, and contests.

About Cloudi-Fi

Cloudi-Fi is a Cloud-based SaaS solution whose value proposition is to transform Wi-Fi into the next-generation digital communication channel for Enterprises and Hotspots. The solution offers a compliant, secured, and personalized digital journey to users with added-value features such as a personalized captive portal to interact with an audience, marketing operations and analytics by connecting to the existing CRM databases. For more information, visit [Cloudi-Fi: International Guest Wi-Fi services](#).

About Palo Alto Networks

Palo Alto Networks, the global cybersecurity leader, is shaping the cloud-centric future with technology that is transforming the way people and organizations operate. Our mission is to be the cybersecurity partner of choice, protecting our digital way of life. For more information, visit www.paloaltonetworks.com.



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