

WhoFi FAQ

HELPING PUBLIC LIBRARIES

Public libraries have always been in the business of providing information to their communities, but the ways patrons prefer to get that information have diversified greatly. The modern library is about far more than books. Libraries today are community hubs, distributing information through a variety of mediums. With this shift, it has become more difficult to understand and communicate the value that libraries provide. This is the problem we're here to fix.

OUR SOLUTION

WhoFi analyzes your patrons' use of your WiFi networks, and uses that information to provide easy-to-understand insights about how your library is being utilized – all while respecting your patrons' privacy. These insights are helping libraries across the country tell the story of their impact to the community. Directors are also using our reports to identify areas of opportunity, allowing them to easily make data-driven decisions that benefit employees, user experiences, organizations, and communities as a whole.

? What type of insights can WhoFi provide?

Our service provides WiFi session count information to public libraries across the country to meet the requirement of the Public Library Survey. In addition, we are helping directors make data driven decisions by showing WiFi usage patterns of new vs. return visitation, visitation frequency, peak hours, WiFi usage duration, and more.

? How is WhoFi different than other monitoring and analytics services?

WhoFi has been developed specifically to address the needs of public libraries. Our simple reporting is designed to give library directors the information they need to evaluate how the library and its programs are performing. While other services can provide hundreds of generic data points, we've identified the metrics that are most useful for making decisions about your library locations. Our reports deliver this information in a visual, easy-to-interpret manner. Furthermore, our solutions are easier to set up, without requiring you to replace existing access points on your network or run intrusive port scans or listeners.

? Does WhoFi collect personal information from patrons?

Patron privacy is a significant concern, and we take it seriously. To protect patron privacy, our Library Edition anonymizes or removes any personally identifiable data at the agent level by default before this information ever goes to our cloud service. This process protects patron privacy, while still providing you with the information you need to tell the story of your library's value and aid in decision making.

? What is your data storage policy?

We store collected data for three years. You will have access to all data from initial start date on a three-year rolling average.

? Will this service cause any inconvenience to customers?

WiFi network users will not experience any interruptions or changes in their session. WhoFi runs seamlessly in the background, and does not interfere with any network equipment.

? Does it count users in our parking lot?

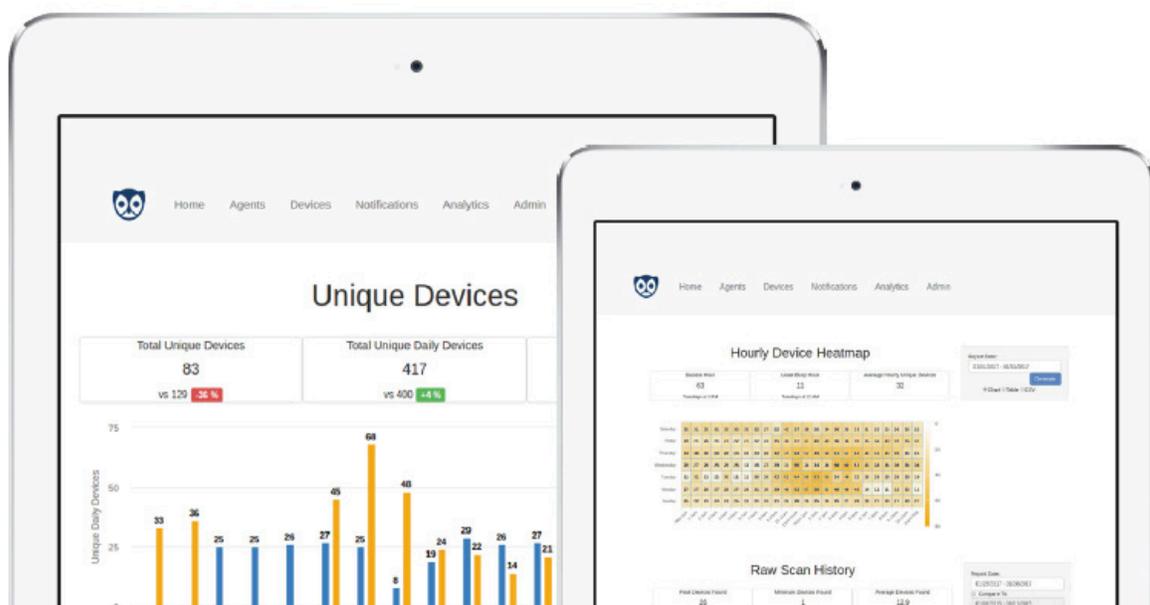
YES. WhoFi will count any users who are accessing your network through a local access point, even if they're connecting in the parking lot!

? Can I see all of my locations' data in one place?

YES. Administrators can view reports for all of their locations within their cloud account. This allows them to seamlessly navigate between locations to make location-specific decisions.

? Do I need to be tech savvy to install and run WhoFi?

For the majority of networks, you can install and run the service with a basic understanding of technology. We believe you'll find the user experience to be simple, clean, and intuitive.



? What should the IT Department know for large library networks?

User Groups can be created to allow the Director and/or other members of your system to access information and reports without the concern or complication of having non-technical staff logging into the networking equipment. This frees up IT time spent gathering reports, and also empowers decision makers by giving them timely, direct access to the information they need.

When using WhoFi, there is no active listener on the network. By just using a simple ARP scan, DHCP query, SNMP query, or Enterprise router plugin to gather device inventory, there is no concern about general traffic listening, needing to configure a SPAN port, or only working on vendor-specific hardware.

It's easy for agents to connect to the online system because all traffic goes over outbound port 443, HTTPS, which is universally open on all firewalls. There is no inbound port requirement and it only takes about 500kb per day of Internet traffic per location, which is less than a single image per day.

WhoFi is the only library centric solution that will work on existing infrastructure. No need to replace your current routers or access points. The technology is not vendor specific.

? Will WhoFi interfere with any of my other network equipment?

The agent runs passively in the background and does not perform any network functions aside from gathering WiFi usage data. The agent can be installed on a PC, Windows Server, or select Android Tablets and the operating device should be left on in order to gather usage information anytime your WiFi network is in use. WhoFi router plugins for enterprise solutions such as Meraki, Aerohive, and more also do not interfere with the operating functions of the networking equipment.

? How does WhoFi handle multiple VLAN segments?

Often, when organizations have several VLANs, the VLANs are segmented between private networks utilized by personnel and a public VLAN utilized by visitors. The Windows and Android scanning agents are set to scan a single subnet or single VLAN by default. If you have multiple VLANs, but only 1 public VLAN, then a single scanning agent on the public VLAN is all that is required.

If you manage several public user VLANs, or multiple locations, you have the option of placing a single agent per VLAN, or you can use either our DHCP Server based detection, SNMP based detection, or router plugins to see results across all networks.

Contact Us

At WhoFi, our goal is to provide you with the best possible user experience. We are here to answer any questions you may have about our services, so feel free to reach out to us and we will be happy to assist you.

Technical Support

For questions about the product, or technical support, please visit the Support Knowledge Base at www.whofi.com/support, e-mail us at support@whofi.com, or call one of our support lines.

Phone Support

Toll Free: 1-800-278-5099
Direct Line: 1-405-415-0434

Hours of Operation

Our Regular Business Hours are Monday–Friday, 9am to 5pm CST.

Mailing Address

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