

FortiPresence

Getting Started Guide

Release 2.0.0

Table of Contents

Overview of FortiPresence Analytics	2
FortiPresence GUI.....	4
Signing-on for FortiPresence.....	5
Registering on <i>Fortinet One</i>.....	7
Accessing FortiPresence.....	7
Dashboards	9
Presence Dashboard.....	9
Dashboards Filtering	9
Average Statistics	10
Visitor Analytics.....	10
Device Analytics	12
Site Analytics	13
Current View Dashboard.....	14
Location Analytics	16
Floor Analytics.....	16
Heat maps	17
Footfall	17
Playback	17
Area Analytics.....	19
Reports	21
Visitor Reports.....	21
Network Reports.....	23
Site Report.....	24
Multi Site Report.....	25
Device Report.....	26

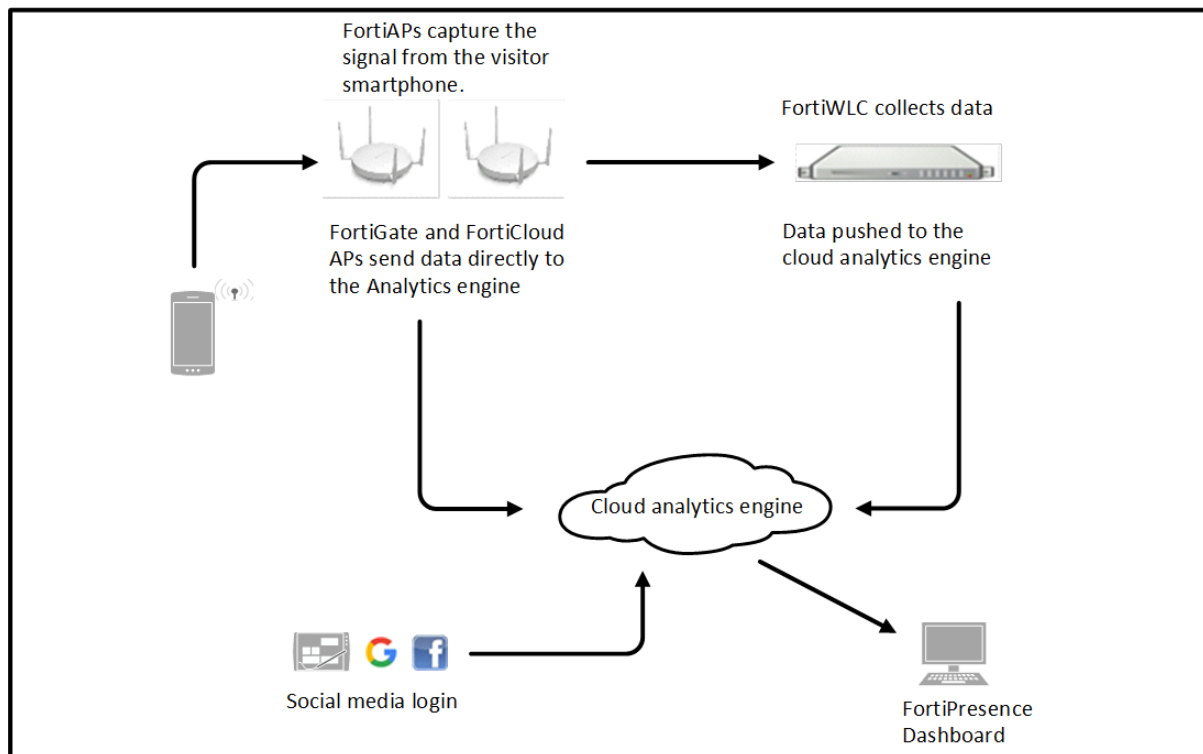
Overview of FortiPresence Analytics

FortiPresence is a secure cloud-based comprehensive data analytics solution designed for analyzing user traffic and derives usage patterns. By capturing analytics of consumer traffic patterns, businesses can learn more about their customers. FortiPresence combines WiFi and analytics to deliver end-to-end solution by providing data needed to understand customer behaviour. It includes comprehensive dashboards for data analysis and reports.

The existing Fortinet access points deployed at business establishments are leveraged to detect wifi signals from customer. In a typical business setup, visitor smartphones/devices probe for wireless access points, FortiPresence uses the signals emitted from these smartphones/devices to detect customer presence and record their location and movements. This information along with the social network authentication logins with Facebook, Google, or FortiPresence using your WiFi infrastructure is then processed in a cloud based analytics engine and presented on the customizable dashboards on the FortiPresence GUI.

FortiPresence provides an end-to-end presence analytics solution with the following key features:

- **Cloud-based Service** — No hardware to procure or maintain implies reduction of costs and quick and easy deployment.
- **Presence and Positioning Analytics** — The customizable dashboards and reports provide real-time location trends and presence analytics with animated maps and video play options to view and compare visitor data across sites.
- **Site and Portal Management** — The sites can be located using Google maps/created and floors planned for effective visitor data analysis. The visitor can login into your WiFi infrastructure using Facebook, Google social authentication, or a customized visitor portal.
- **Access Point Support** — The FortiPresence solution supports all Fortinet wireless access points. FortiGate, FortiCloud wireless access points (send visitor data in the form of station reports directly to FortiPresence), and FortiWLC wireless access points (send visitor data in the form of station reports to the FortiWLC controller which redirects data to FortiPresence).



This is an example of FortiPresence in a retail setup.

1. Smartphone emits a WiFi probe signal and the FortiAPs capture the MAC address information.
2. FortiAPs or FortiWLC summarizes and forwards the data records.
3. FortiPresence analytics engine receives data via a secure SSL connection and processes it.

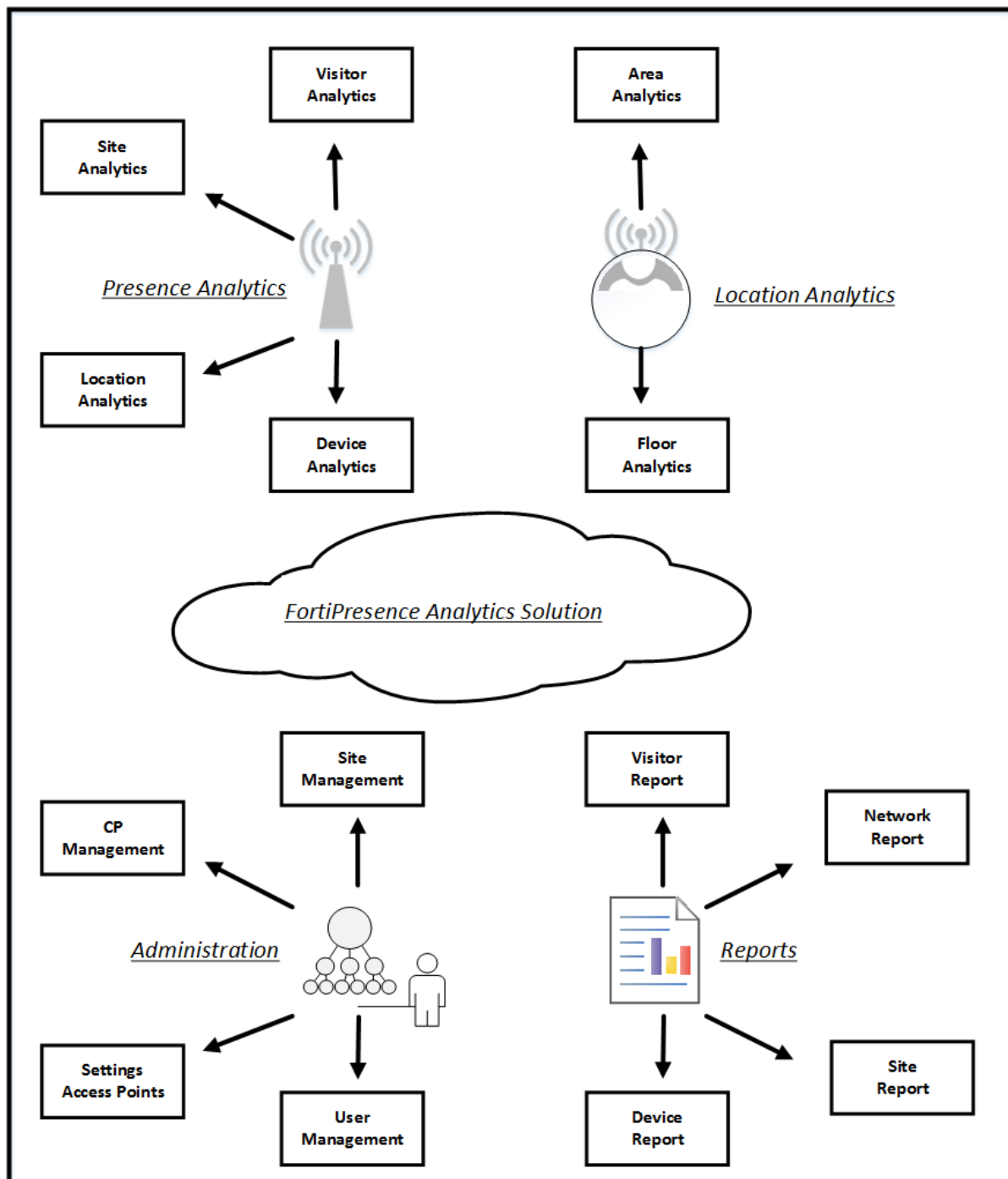
FortiPresence is **General Data Protection Regulation (GDPR)** compliant.

- MAC addresses are not stored in FortiPresence; each visitor is referred by a unique *User Key*.
- Personal details are not stored without the visitor's consent - While logging on to FortiPresence, the visitor is presented with clear information about personal details being collected from the social network logins. Personal details, such as, name, gender, age, email etc. are stored only if the visitor gives an *explicit consent*, else such information is not stored.

FortiPresence GUI

The FortiPresence analytics solution comes with an interactive and easy to use GUI which enables easy site administration and device management. The detailed dashboards and customized reports make presence analytics for your business comprehensive.

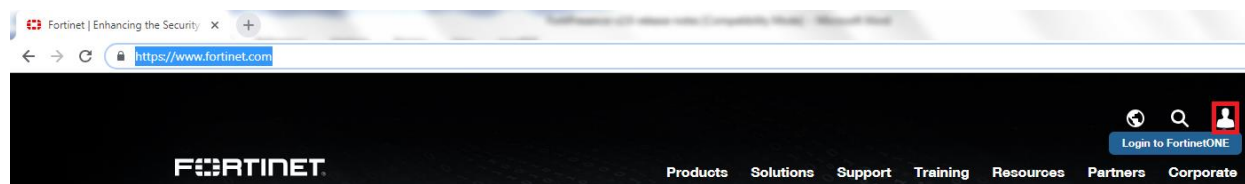
The components of the GUI are explained in the subsequent chapters of this document.



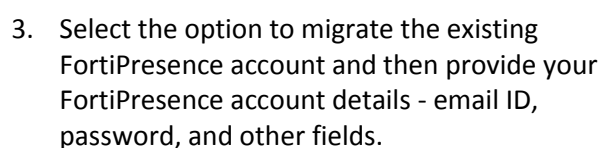
Signing-on for FortiPresence

This release provides single sign-on support for FortiPresence along with *Fortinet One* suite of products. FortiPresence is accessible via the *Fortinet One* GUI - <https://support.fortinet.com> and <https://presence.fortinet.com>. However, if you access <https://presence.fortinet.com>, you are redirected to the *Fortinet One* login page.

The *Fortinet One* login page can also be accessed via <https://www.fortinet.com/>.



How do I login if...?	Steps
I am a new user of FortiPresence	<ol style="list-style-type: none">1. Registering on Fortinet One2. Accessing FortiPresence
I am an existing user of FortiPresence but not registered on https://support.fortinet.com	
I am an existing user of FortiPresence and registered on https://support.fortinet.com with the same email ID as that of the FortiPresence account.	<ol style="list-style-type: none">1. Accessing FortiPresence
I am an existing user of FortiPresence and registered on https://support.fortinet.com with a different email ID as that of the FortiPresence account.	<ol style="list-style-type: none">1. Login into https://support.fortinet.com to map your <i>Fortinet One</i> email ID to your existing FortiPresence account.2. Once logged in, select FortiPresence from the product banner as described in Accessing FortiPresence, you are provided with options to setup a new FortiPresence account or migrate your existing account.

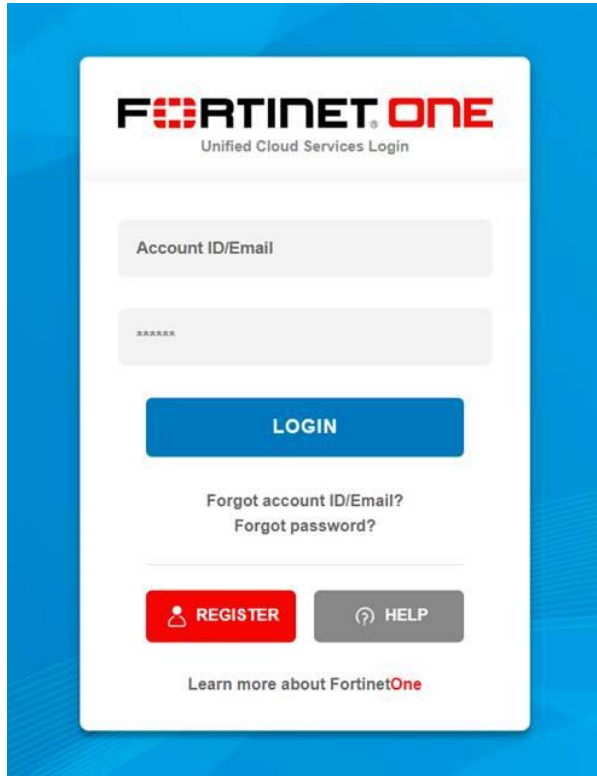


Your FortiPresence account is migrated to the <https://support.fortinet.com> registered email ID.

Registering on *Fortinet One*

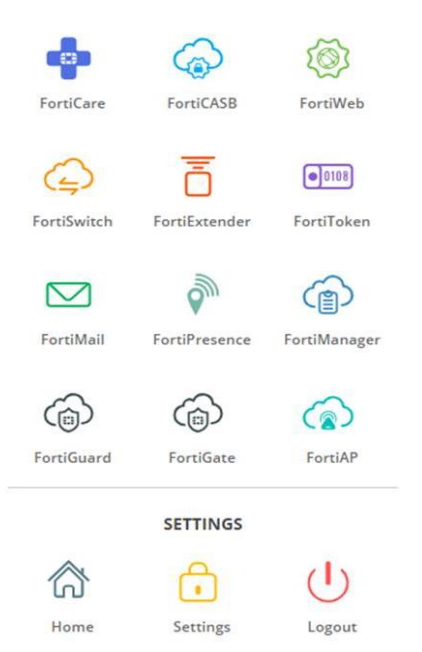
Prior to using FortiPresence, you are required to register on the *Fortinet One* portal.

Use the <https://support.fortinet.com> access link to register on the *Fortinet One* portal. A security code is emailed to the address specified during registration; use the code to complete registration and activate your account.



Accessing FortiPresence

Any user registered on <https://support.fortinet.com> can access FortiPresence. Once you login into *Fortinet One*, click on your email ID, a banner with Fortinet products is displayed. Select **FortiPresence**. You are redirected to the FortiPresence GUI - <https://presence.fortinet.com>.



Notes:

1. This product banner is available on the FortiPresence GUI as well for you to toggle to any other registered products.
2. RBAC users created under **User Management** are required to have the respective user email accounts registered in *Fortinet One* in order to use FortiPresence. Consider the following example, with these registered login credentials for different accounts:
 - FortiPresence Account owner – **alpha@gmail.com**
 - *Fortinet One* Account owner – **alpha@gmail.com**
 - FortiPresence RBAC user – **beta@gmail.com**

The RBAC user can register on the *Fortinet One* portal for an individual account (**beta@gmail.com**) which is the master account and he is the owner.

OR

The RBAC user can also be added as a sub-account under the master account of the *Fortinet One* (**alpha@gmail.com**).

In both these scenarios, the RBAC user is able to login into FortiPresence and view the account of **alpha@gmail.com**.

Dashboards

The FortiPresence GUI provides presence analytics in the **Presence** and **Current View** dashboards.

Presence Dashboard

The Presence dashboard provides a summary view of FortiPresence analytics. The dashboard provides a customizable graphical representation of visitor, device, and site analytics for specific locations and date range. This provides a comprehensive data analytics of the consumer traffic patterns in your establishment.

The aggregate trends depicted in the dashboard panels are recorded over a period of time as configured, by default data is displayed for the current week.

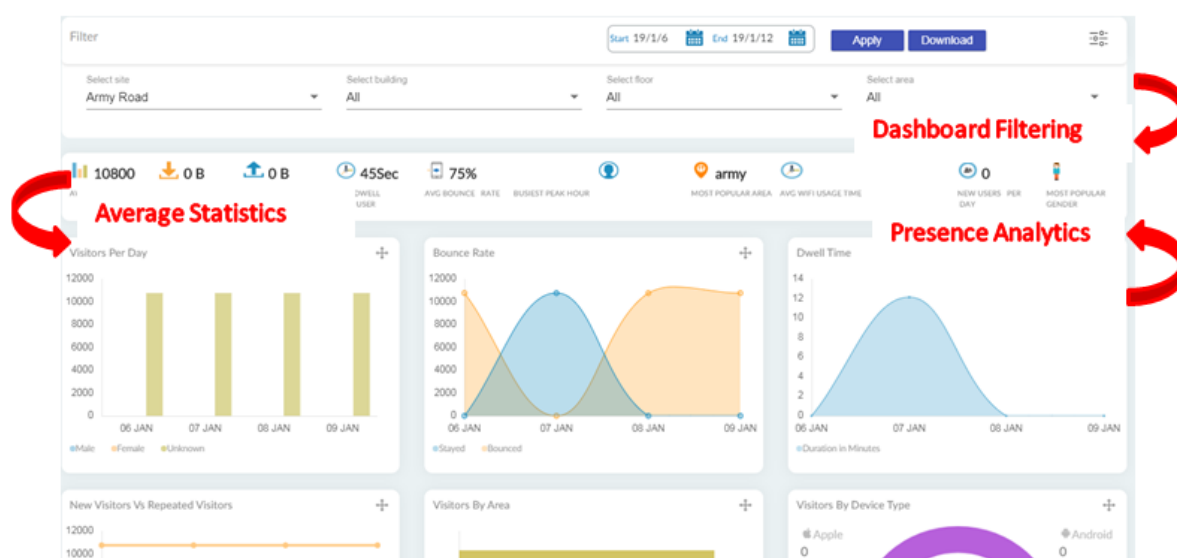
The access points (FortiGate and FortiCloud) and the FortiWLC controllers send the aggregated client data (station reports) to the cloud analytics engine as per configured time intervals. The analytics engine processes this raw data which is then compiled into summary charts and statistics. This data is fetched and displayed on the Presence dashboard when you access it.

The dashboard provides a configurable summary view time and location, you can select the date/time range and also the location to filter and click **Apply** to view corresponding data on the dashboard. To download the dashboard data in *.pdf* format, click **Download**.

The panels displayed on the dashboard can be rearranged.

Note: For paid tier users, the dashboard retains data for the last 1 year. You can select a time range within this period to view data on the dashboard.

The Presence dashboard is organized into different panels.



Dashboards Filtering

The filtering parameters of the dashboard analyze the related visitor statistics based on the selected time range and the site details. The dashboard generates data at a configured time interval. You can select the time interval from the Date and Time drop-down list. The default is **This Week**.

Average Statistics

The dashboard calculates the average statistics during the selected time range and displays it on the dashboard. The following average values are displayed:

- Average Visitors
- Average Data Usage (uploads and downloads)
- Average Dwell Time
- Average Bounce Rate
- Busiest Peak Hour (with the highest number of visitors)
- Most Popular Area (based on the maximum number of visitors)
- Average Wifi Usage Time
- New Users Per Day
- Most Popular Gender (gender with the highest visits)

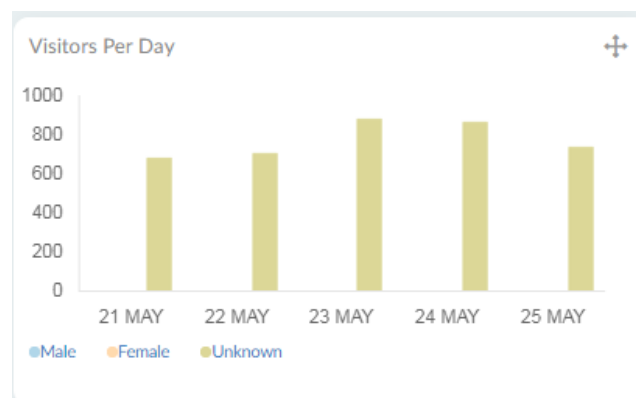
The dashboard provides real time data and analytics based on the following parameters:

- [Visitor Analytics](#)
- [Device Analytics](#)
- [Site Analytics](#)

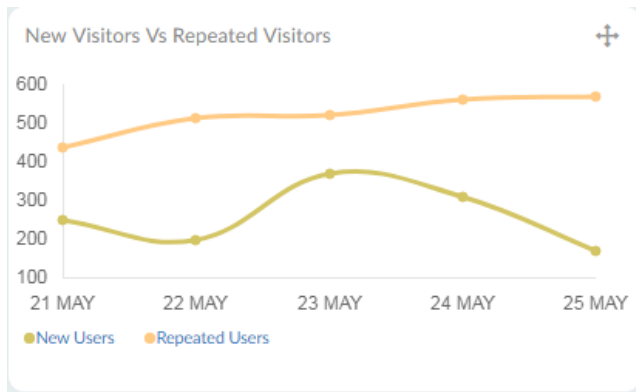
Visitor Analytics

This section provides analytics based on visitor behaviour.

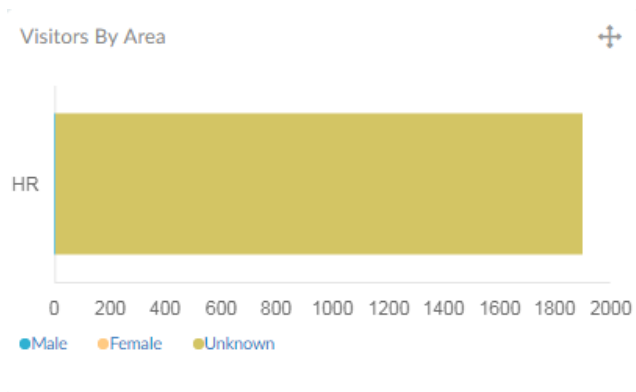
Visitors per day – Provides the total number of visitors per day within the time range selected. The chart displays the visitors categorized and Male, Female, and Unknown (absence of sufficient data for gender classification).



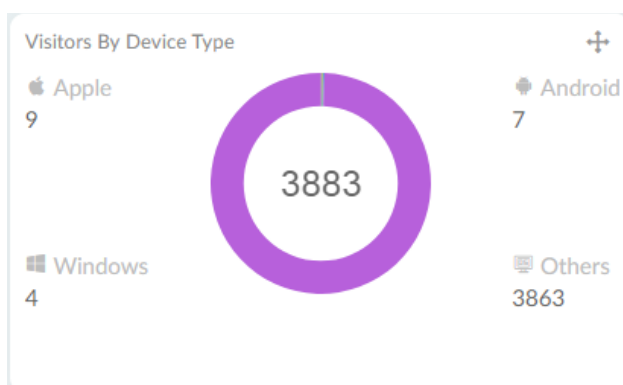
New Visitors vs Repeated Visitors – Provides the total number of new visitors and repeated visitors (visitors who visit more than once) per day. Hover over the lines plotted on the chart to obtain the number of new and repeated visitors.



Visitors by area – Provides the total number of visitors for different areas in a particular site. This data is calculated from the start of the data range to the current time. Hover over the bars in the chart to obtain the total number of visitors per area and the categorization as Male, Female, and Unknown.



Visitors by Device Type – Provides the total number of visitors based on the OS used for social network logins. The chart displays the total number of logins from iOS, Android, Windows, and other OS. Hover over the chart to obtain the total number of users per OS.

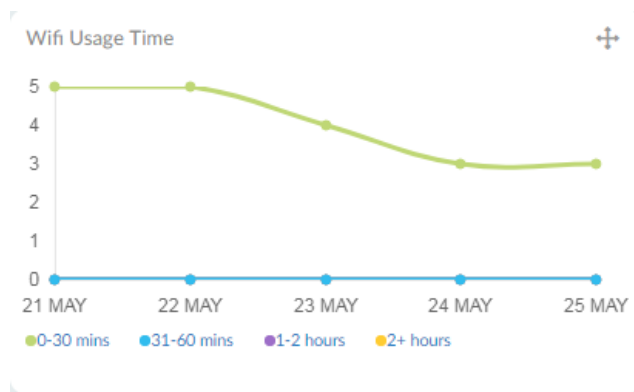


Device Analytics

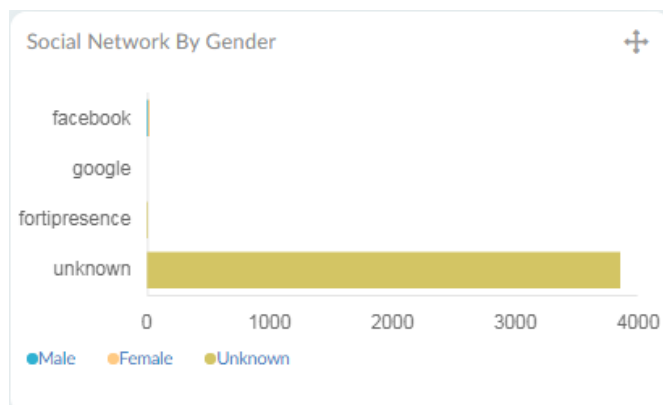
This section provides analytics based on visitor device usage patterns.

Data Usage – Provides the total bandwidth consumption per day. The chart displays the total data upload and downloads per day. Hover over the bars in the chart for the total upload and download size in GB.

Wifi Usage Time – Provides the total wifi usage time per day. The chart categorizes the usage time into different time buckets, **0-30 minutes**, **31-60 minutes**, **1-2 hours**, and **2+ hours**. Hover over the chart to get the number of users against each of the buckets.



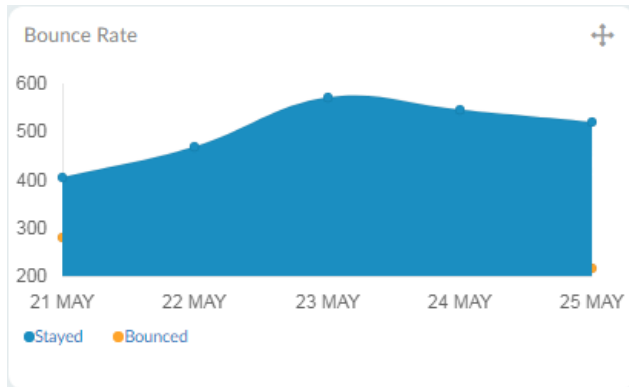
Social Network By Gender – Provides the gender based social network login information. The chart displays the total number of users, categorized as male, female, and unknown for each authentication type, **Facebook**, **Google**, and **FortiPresence**.



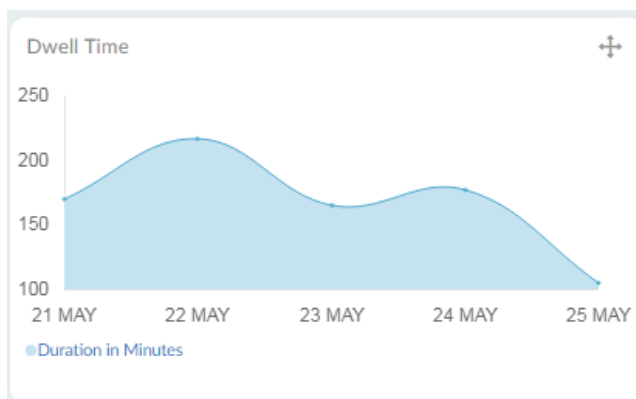
Site Analytics

This section provides analytics based on the site/area that the visitors visit/roam.

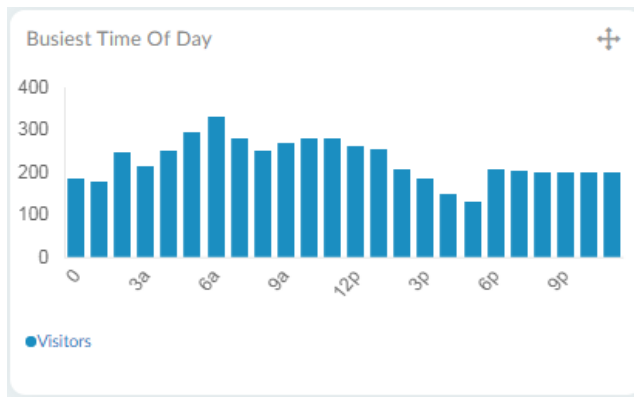
Bounce Rate – Provides the total number of and stayed/engaged visitors based on the bounce rate threshold configured at *Admin > Settings > Threshold*. Visitors who spend more than the configured bounce rate are classified as stayed and the ones less than the bounce rate as bounced.



Dwell Time – Provides the total visitor dwell time in minutes based on the **Dwell Inactive Time Limit** threshold configured at *Admin > Settings > Threshold*. If a visitor is seen after a gap of the configured threshold, it is considered as a new dwelling session for dwell time calculation. If the visitor is seen within the configured threshold, the dwell session continues. Hover over the chart to see the highest dwell time per day.

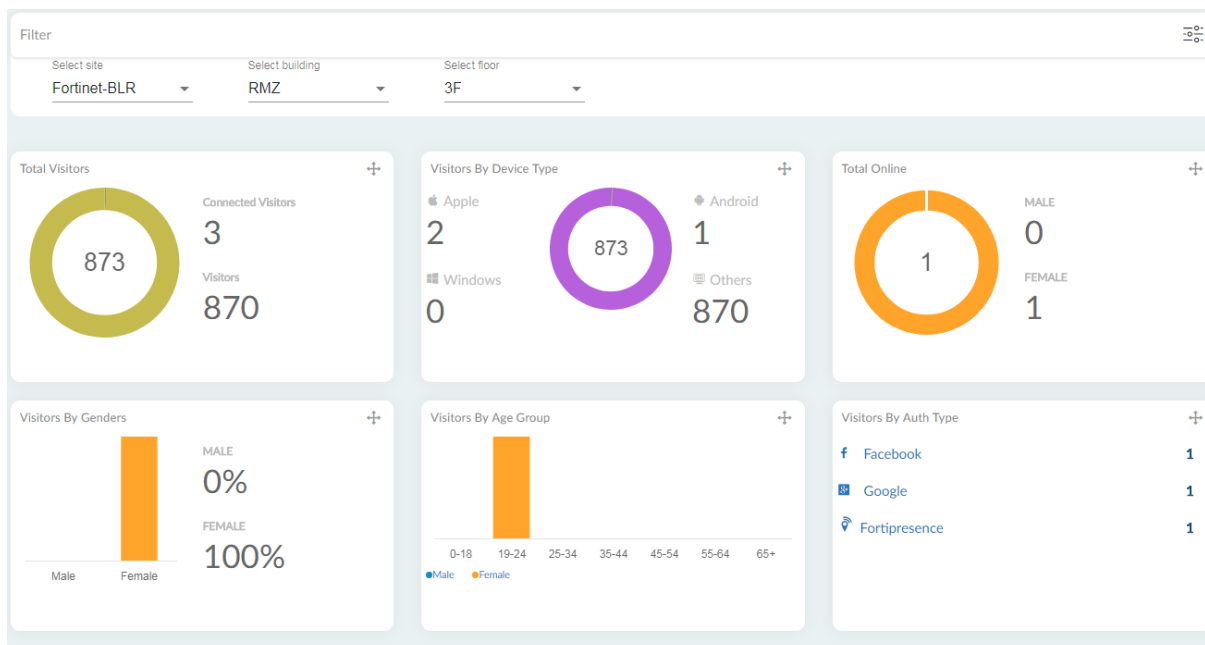


Busiest Time of the Day – Provides the cumulative hours over the different times for the selected time range, for example, if the dashboard is configured to display data for a week then the cumulative visitor hours for the entire week for different times are displayed. Hover over each bar on the chart to view the total number of visitors during that time.



Current View Dashboard

By default, the **Current View** dashboard provides a summary of FortiPresence analytics in the last 5 hours for the selected area. Analytics for a maximum of 24 hours can be viewed. The number of hours can be configured in *Admin > Settings > Current View Time*.



Total Visitors – Provides the total number of visitors for the configured view time. The chart categorizes the visitors connected via the social network logins (**Connected Visitors**) and the visitors who were present but not logged into social media (**Visitors**).

Visitors By Device Type – Provides the total number of visitors based on the OS used for social network logins. The chart displays the total number of logins from iOS, Android, Windows, and other OS.

Total Online – Provides the total number of social network login information and categorizes them based on the gender (male and female).

Visitors By Gender – Provides the gender based visitor percentage calculated as per the social network login information.

Visitors By Age Group – Provides visitor classification based on the age group as per the social network login information.

Visitors By Authentication Type – Provides visitor classification based on social network login information. The chart displays the total number of users for each authentication type, **Facebook**, **Google**, and **FortiPresence**.

Location Analytics

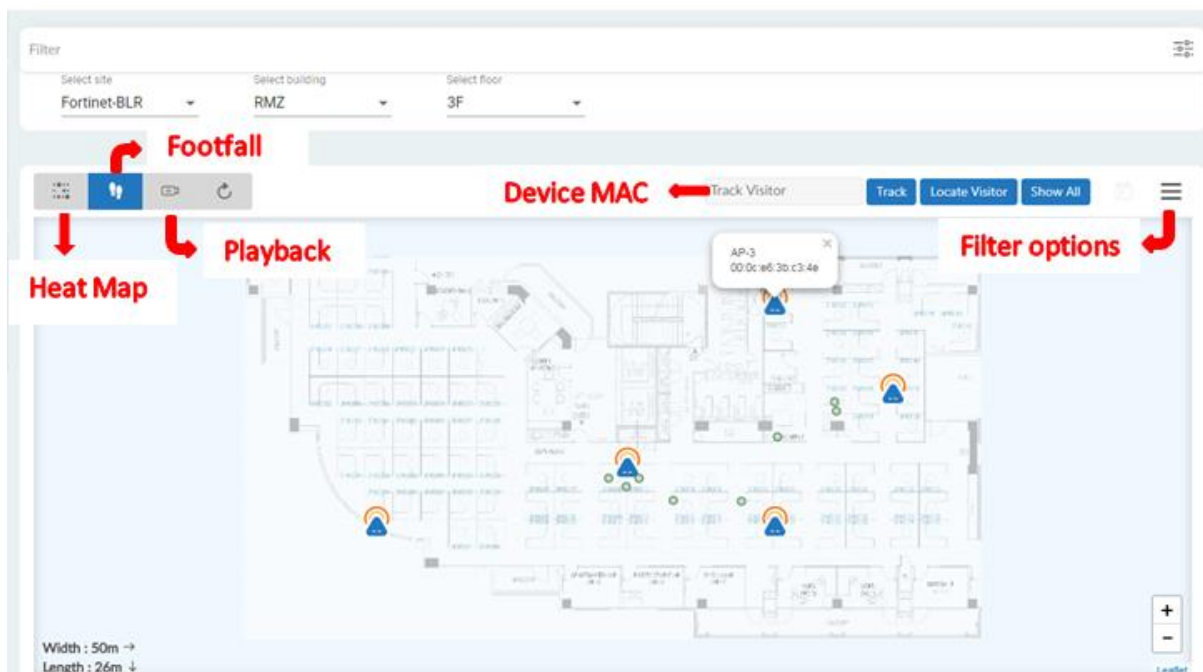
FortiPresence provides data and analytics based on demographic segmentation and visitor movement between areas. The location analytics delivers data visualization in a customizable format.

This geographical data analysis provides real-time insights into user behavior. The Location view of the FortiPresence GUI provides analytics for each floor and for each area that the floor is divided into.

The data visualization in location analytics enables you to locate users and track movements.

Floor Analytics

The floor analytics are visualized in the form of drill down heat maps and foot traffic analysis. You can view the current visitor location and track movements or view historical data (available only for the last 24 hours). You can select areas on the floor to view localised movements. You can toggle between different forms of data views like **Heatmaps**, **Footfalls**, and **Playback**. You can filter down data based specific visitor characteristics. You can modify the hours for which data is displayed in *Admin > Settings > Current View Time*.



Heat maps

The real-time animated heat maps provide the visitor density and traffic flow analysis. The heat map displays the placement of access points on the selected floor along with the associated MAC addresses. The client density around the access points is calibrated in different colors. Red indicates high density, the density wanes outside the area in the order of, orange, yellow, green, and blue.



Footfall

The footfall view displays the placement of access points on the selected floor along with the associated MAC addresses and the current location of all visitors along with the specific user key.

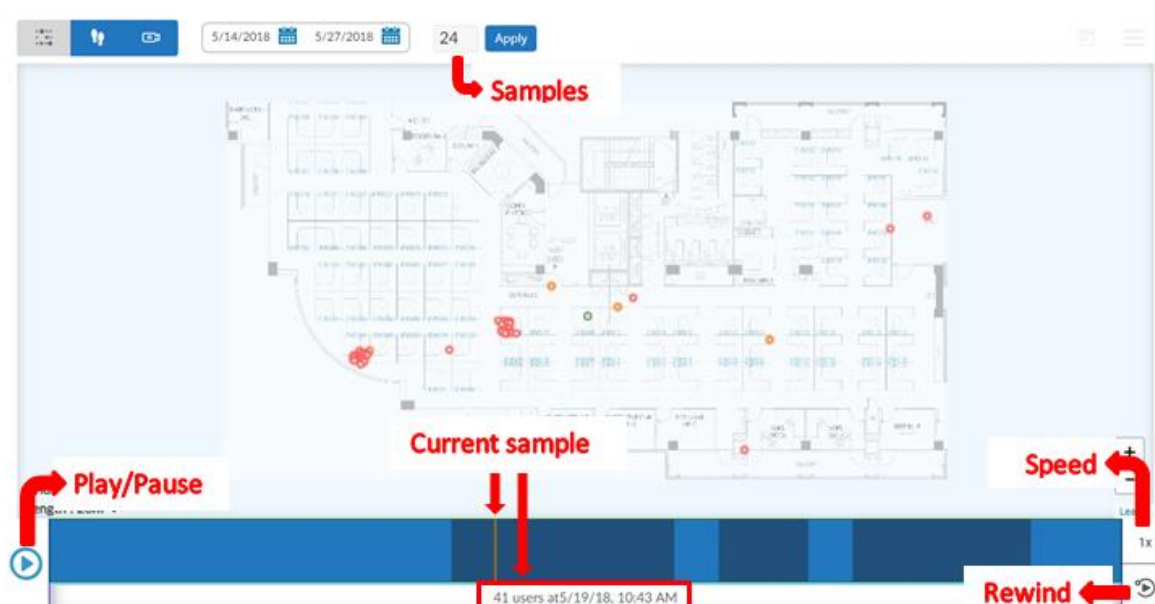


To track visitor movement, enter the MAC address/user key in the **Track Visitor** field and click **Track**. To know the current location of the visitor, click **Locate Visitor**. The related locations and movement is marked on the map. Click **Show All** to view the current location of all visitors in the floor.

Playback

The **Open Player** option visualizes visitor data/footfalls on a timescale. Select the date range to view historical data and select the number of samples, that is, frames of equal duration into which data over the selected range is broken into. Click **Apply**.

The progress bar of the playback option segregates data into time samples. Samples which contain visitor information are marked in dark blue while the absence of such information is marked in lighter blue. You can pause, play, and rewind the data visualization. The rewind option works per sample, that is, each click on **Rewind** takes you to the previous sample. You can also control the speed of the playback, reduce it to half (**0.5x**) or double it (**2x**). Click on the **Open Player** icon to exit this mode.



The **Footfall** and **Playback** data visualization options for floor analytics can be filtered for **WiFi** and **BLE** users based on the following criteria. Hover over the icons visitor icons displayed on the map to view details based on the filter criteria.

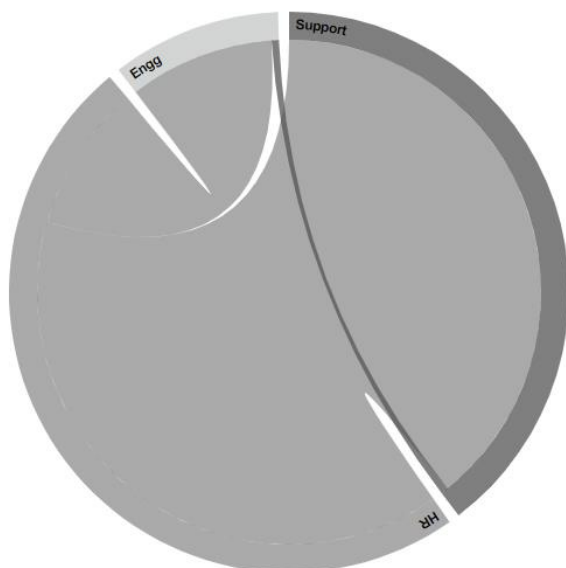
Filter	Description
Visitors	Filters the data based on the gender classification of the visitors. The maps display the visitors categorized as Male , Female , and Unknown (absence of sufficient data for gender classification). The total number of visitors is also displayed in the filter tab.
Accuracy	Filters the data based on the accuracy of the device signals/user presence detected by the number of access points. The accuracy is classified as, Good accuracy , when detected by 3 or more access points, Medium , when detected by 2 access points, and Low when detected by 1 access point.
Device Type	Filters the data based on the OS used for social network logins. The map displays the total number of logins from iOS, Android, Windows, and other OS. The total number of visitors per device type is also displayed in the filter tab.
Age group	Filters data based on the age group classification of the visitors. Select the require age group as provided in the filter options.
Authentication Type	Filters the data based on social network login information.

	The map displays the total number of users for each authentication type, Facebook , Google , and FortiPresence .
Area	The areas the floor is divided into are displayed, click on an area to highlight it on the map. You can select the area to view localized movements.

The **Visitors** tab lists the visitors along with the associated MAC address, you can **Track** and **Locate User**.

Area Analytics

The area analytics are visualized in the form of charts for different areas that the selected floor is divided into. You can track inward and outward visitor movements between areas. The chart displayed demarcates different areas in different colors. Hover over each area to obtain the total number of origins (visitor origin) and the visitor movement from one area to another. You can select a specific day to display data.



The area analytics can be filtered based on the following criteria:

Visitors – Filters the data based on the gender classification of the visitors. The maps display the visitors categorized as **Male**, **Female**, and **Unknown** (absence of sufficient data for gender classification). The total number of visitors is also displayed in the filter tab.

Device Type – Filters the data based on the OS used for social network logins. The map displays the total number of logins from iOS, Android, Windows, and other OS. The total number of visitors per device type is also displayed in the filter tab.

Age group – Filters data based on the age group classification of the visitors. Select the require age group as provided in the filter options.

Authentication Type – Filters the data based on social network login information. The map displays the total number of users for each authentication type, **Facebook**, **Google**, and **FortiPresence**.

Reports

FortiPresence provides customizable standard report types that allow you to generate and analyze visitor data for different time periods. You can create reports to view and download them for further analysis in the *.csv/.pdf* format.

These reports allow you to perform visitor, network, device, and site analysis at different time periods and for different geographic regions.

Select the time period and the site to be covered by the selected report. These fields are supported for all report types. The reports are searchable for specific fields for data that is generated.

Click on **Download & Email** to download generated reports and email them to the registered email address.

For more information on the report fields see [Presence Dashboards](#).

Visitor Reports

The Visitor Reports provides details of the following visitor analytics associated with each visitor name.

NAME	USER KEY	GENDER	AGE RANGE	DEVICE TYPE	EMAIL	PHONE NO	AUTH TYPE	NO OF VISITS	VISITED DATES
demo_3262619105 f0179ad2571f1f6...	Copy	male	24	android	demo_7675973699\9194864875		fortipresence	4	2019/1/7 [36 Min:...
demo_6243648132 164c5180cc9353...	Copy	female	25	windows	demo_7986248626\5703097342		fortipresence	4	2019/1/7 [36 Min:47 Sec], 2019/1/8 [22 Min:48 Sec], 2019/1/8 [3 Hr:31 Min:10 Sec], 2019/1/8 [2 Hr:5 Min:40 Sec]
demo_8855587996 ad39315170509...	Copy	female	25	windows	demo_6235531522\6667967713		fortipresence	4	2019/1/7 [36 Min:...
demo_2940252203 7d83c06af9717c...	Copy	female	19	apple	demo_7266680898\5515552541		fortipresence	4	2019/1/7 [36 Min:...
7ac8846e7680cf...	Copy	unknown		apple			unknown	4	2019/1/7 [36 Min:...

Items per page: 5 1 - 5 of 15 < >

Field	Description
Name	Displays the name of the visitor based on the social network logins.
Gender	Displays the gender, whether male, female, or unknown (in the absence of data), associated with the visitor name based on the social network logins.
Age Range	Displays the age associated with the specific visitor name.
Device Type	Displays the device type or the OS used by the specific visitor, whether iOS, Android, Windows, or Others.
Auth Type	Displays the social network authentication method used by the visitor, whether Facebook, Google, or FortiPresence.
Number of Visits	Displays the number of visits by a specific visitor within the selected time range.
Visited Dates	Displays the dates of visits by a specific visitor within the time range. Hover over the date to view the visitor dwell time on the specific day.
The following fields are applicable only for paid tier users.	
Phone No	Displays the visitor's mobile number.

Email	Displays the visitor's email address.
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Network Reports

The Network Report provides the details about visitor devices/network based on the MAC address.

NAME	MAC Address	DEVICE TYPE	UPLOAD	DOWNLOAD	WIFI USAGE TIME
Helen Dennis	f0:d7:aa:28:1c:4d	android	0 Bytes	0 Bytes	
Pramod Shanbhag	70:81:eb:91:30:cf	apple	0 Bytes	0 Bytes	
demouser	48:d7:05:e0:db:f1	apple	0 Bytes	0 Bytes	
Venugopal Sethuramasamy	94:65:9c:85:e9:72	windows	0 Bytes	0 Bytes	
Manoj Vasudevan	2c:59:8a:61:40:f0	android	0 Bytes	0 Bytes	

Items per page: 5 1 - 5 of 5 < >

[DOWNLOAD](#)

Field	Description
Name	Displays the name of the visitor based on the social network logins.
MAC address	Displays the MAC address associated with the specific visitor device.
Device type	Displays the device type or the OS used by the specific visitor, whether iOS, Android, Windows, or Others.
Data Usage	Displays the total bandwidth consumption by the specific visitor within the time range selected. The total upload and download size is displayed.
WiFi Usage Time	Displays the total wifi usage time by the specific visitor within the time range selected.

Site Report

The Site Report provides the details about site analytics for each day within the selected time range for report generation.

DATE	BUSY HOUR	SOCIAL LOGIN	NO OF VISITOR	DWELL TIME	BOUNCE RATE
2018-05-21	10-11am	4	684	2 Hr, 50 Min, 8 Sec	52 %
2018-05-22	10-11am	4	708	3 Hr, 36 Min, 59 Sec	45 %
2018-05-23	12-1pm	3	887	2 Hr, 44 Min, 37 Sec	45 %
2018-05-24	9-10am	2	868	2 Hr, 57 Min, 1 Sec	46 %
2018-05-25	6-7am	2	759	1 Hr, 48 Min, 54 Sec	42 %

Items per page: 5 1 - 5 of 5 < >

DOWNLOAD

Field	Description
Date	Displays each day within the selected time range.
Busiest hour	Displays the hourly time range on a specific day when the cumulative visits are the highest.
Number of Social Logins	Displays the total number of social network logins on the specific day.
Number of Visitors	Displays the total number of visitors on the specific day.
Dwell Time	Provides the total visitor dwell time in minutes on the specific day.
Bounce rate	Provides the percentage of stayed/engaged visitors based on the bounce rate threshold configured on each day.

Multi Site Report

Note: This report is available for paid tier users only.

The Multi Site Report provides data comparison between multiple sites within the selected time range for report generation. Select the sites, dates, and presence data to be compared. A maximum of only 5 sites can be compared.

Data stored up to the last 1 year can be compared.

FWLC-LOCAL, FGT-LOCAL

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Busy Hour, Social Login, No Of Visitors, Dwell Time, Bounce Rate

2018-06-25	FWLC-LOCAL	FGT-LOCAL
Busy Hour	3-4pm	12-1pm
Social Login	1	0
No Of Visitors	358	105
Dwell Time		4Sec
Bounce Rate	100%	100%

Field	Description
Busiest hour	Displays the hourly time range on a specific day when the cumulative visits are the highest.
Number of Social Logins	Displays the total number of social network logins on the specific day.
Number of Visitors	Displays the total number of visitors on the specific day.
Dwell Time	Provides the total visitor dwell time in minutes on the specific day.
Bounce rate	Provides the percentage of stayed/engaged visitors based on the bounce rate threshold configured on each day.

Device Report

The Device Report provides the details about device analytics for each visitor device MAC address.

USER KEY	NEW/REPEATED	NO OF VISITS	VISITED DATES
<small>Copy</small> a3217b59512f41b12254345f49f4a1ef2ed2d93c	New	1	2019/1/14
<small>Copy</small> 8d0d2a61e995efc51a3779e53c512ed6384deb5f	New	1	2019/1/14
<small>Copy</small> 6e68f8ad56b19fc097585c4aa0df9bdd3623aa32	New	1	2019/1/14
<small>Copy</small> ef690097d09d446054518be58a6c84186ca9548	New	1	2019/1/14
<small>Copy</small> 68788acffd85f6fa62dd5fad26aa3e67c44d106f	Repeated	1	2019/1/14
<small>Copy</small> fe304364447c28ff9da261e78a71e1f40183e3de	New	1	2019/1/14

Items per page: 500 1 - 500 of 11731 < >

Field	Description
User Key	Displays a unique user key associated with the specific visitor device. You can copy this key and use it or the MAC address to filter reports.
New/Repeated	Displays whether the visitor associated with the user key is a new visitor or a repeat one.
Number of visits	Displays the total number of visits associated with the user key within the time range selected.
Visited Dates	Displays the dates of visits by a specific visitor device user key within the time range selected.

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