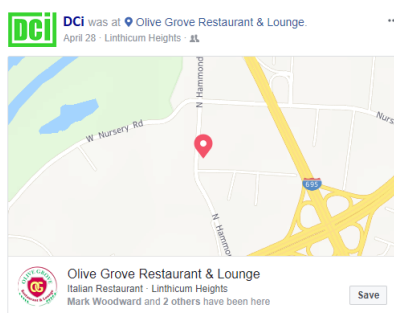




***We Do IT RIGHT!***

## EXECUTIVE SUMMARY

**In the restaurant and hospitality industries, businesses seek to improve customer engagement and leverage new streams of marketing such as social media.** Leveraging Diverse Concepts, Inc.'s (DCi) partnership with Aruba®, an HPE Company, the Olive Grove Restaurant in Linthicum Heights, Maryland was able to achieve this goal. By abandoning consumer-grade wireless network equipment and moving to Commercial-Grade wireless network equipment, Aruba® Networks allows businesses like the Olive Grove Restaurant to offer Free WiFi to its customers in exchange for checking in on Facebook®.



DCi offers an Aruba® Instant wireless network that fully integrates free guest WiFi capabilities with full Facebook® Check-in integration. Now, when users connect to the free WiFi, they are taken to a captive portal presentation of the Olive Grove's Facebook® page along with a message stating that user needs to check-in before being granted internet access. Guest network access can be set with

time limitations (30 minutes to 24 hours) which will require customers to check-in periodically to remain on the network. Either way, it ensures that the users of your Guest WiFi check-in at regular intervals driving higher visibility to your establishment.

If this sound like it fits your needs or marketing strategy, contact DCi at [sales@dcits.com](mailto:sales@dcits.com) or (866) DCi-4-911.



## A LITTLE ABOUT US

Headquartered in Millersville, MD, Diverse Concepts is a rapidly expanding small business. Diverse Concepts, formed in June 2002, is a professional IT consultancy firm specializing in the area of systems/network engineering, end-to-end support, and computer forensics. Diverse Concepts is a reliable and reputable partner that understands the Federal contracting environment as well as the Commercial contracting environment and can bring an immediate competitive advantage as well as relevant expertise to your firm at a competitive price.



## INTRODUCTION

How does a business attract more customers in a cost effective manner? With the pervasive nature of Social Media, just about everyone is connected in some way. In 2010 Facebook® introduced Facebook® Check-In as a way to advertise a business on an exponential scale. one customer connect your business to their entire list of Facebook® friends that free advertising creates many possibilities to attract more customers. Aruba® Networks integrated Facebook® Check-In into their Aruba® Instant wireless technology to provide a cost effective solution that provides limitless returns on invest.



Check In Have and

## BACKGROUND

Business competition in any industry is the make or break element that keeps owners and managers of companies awake at night. There is no fiercer competition than in the hospitality industry. Growing your business is based on a simple premise of finding new customers and retaining existing ones. As any business owner will tell you, advertising dollars are limited and as such require maximum return on investment. Enter the world of Social Media. What is it and how do you engage prospective customers and current ones?

## SOLUTION

Social media is a collection of computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks. In the case of Olive Grove Restaurant, the solution is how to leverage Social Media to acquire new customers and retain current ones. The answer is to utilize a virtual community like Facebook® to promote their business. Since customers demand wireless internet connectivity or Wi-Fi, let's leverage that requirement to create an advertising opportunity for your business. With Facebook® Check-In you have the ability to connect to all of your customers' Facebook® "Friends".

Letting customers check into and "Like" your Facebook® page before accessing free Wi-Fi drives up engagements by increasing traffic, showing up on customer Timeline / News Feed, and through shared offers and promotions. Yom Facebook® page will also improve in Facebook® Search rankings, making it easier for people to find you.

Page Insights will provide you with valuable analytics about customers through access to demographics data about everyone who Checks In and "Likes" the page.



Best of all, with an Aruba® Instant wireless network solution this all happens automatically. Aruba® Instant with Facebook® Check-In enabled makes it easy to offer free Wi-Fi access to all Facebook® users. No special access codes or staff involvement required.

Key benefits of a Facebook® Check-In solution are better understanding of customer likes and preferences, building brand loyalty, and optimizing advertising campaigns to drive revenue and boost your profit margins.

## ABOUT ARUBA

Aruba®, a Hewlett Packard Enterprise® company, is a leading provider of next generation networking solutions for enterprises of all sizes worldwide. The company delivers IT solutions that empower organizations to serve the latest generation of mobile-savvy users who rely on cloud-based business apps for every aspect of their work and personal lives.





A Minority-Owned, Service-Disabled Veteran-Owned Small Business (SDVOSB)

To learn more, visit Aruba® at <http://www.arubanetworks.com>. For real-time news updates follow Aruba® on Twitter and Facebook®, and for the latest technical discussions on mobility and Aruba® products visit Airheads Social at <http://community.arubanetworks.com>.

## WHY CHOOSE DCi

DCi is a full-service Wireless Network Engineering firm that provides high quality Radio Frequency (RF) analysis, predictive RF studies, network installation, and RF validation studies. We're pretty sure that you may have just said, "What does that even mean?" So, we'll break it down for you:

Before we order any equipment or do any installations, we'll come to your location and check your location for different Radio Frequency characteristics that may impede or interfere with a wireless network. This includes environmental challenges and equipment challenges, for instance a microwave oven interferes with the 2.4GHz RF spectrum but the 5GHz spectrum remains unaffected. Our wireless engineers know exactly what to look for to make sure that you have the right equipment, in the right place, to prevent service disruption and maximize wireless coverage/performance.

The predictive RF study combines an architectural/floorplan drawing of your space with a predictable RF propagation pattern so that you can visualize what your coverage areas will look like. An RF validation study is simply a validation of the predictive study to ensure that your network provides coverage and performance as designed.



## CONCLUSION

Using Aruba® Instant with Facebook® Check-in will allow you to drive traffic to your Facebook® page, boost popularity/search rankings, and expose your business to countless Facebook® users. Every single check-in has the potential to be seen by hundreds of users and best of all, it doesn't cost you anything additional for that visibility once that solution is in place!

## CONTACT

If you would like more information about Facebook® Check-In solution for your business, contact Diverse Concepts, Inc. at [sales@dcits.com](mailto:sales@dcits.com) or (866) DCi-4-911.

Facebook®, Aruba®, and Hewlett Packard Enterprise® are registered trademarks and are property of their respective owners.



## SERVICES

Computer Forensics  
Disaster Recovery  
Help Desk Services  
Information Assurance  
Information Security  
Infrastructure Monitoring  
Network Engineering  
Secure Wireless  
Systems Engineering

## MARKETS

Federal Government  
Small Government  
Small Business  
Home Users

## CHANNEL PARTNERS

Aruba Networks  
CBL Data Recovery  
Digium  
Intermedia  
MAXfocus  
Microsoft  
Tech Data

## NAICS CODES

443142, 518210, 541340,  
541512, 541513, 541519,  
541611, 611420, 811212

## CAGE CODE

3B5Z0

## DUNS

13-139-4055

## BALTIMORE MBE

17-373964

## MDOT MBE/DBE/SBE

15-473

## MDOT SBR

SB12-27449

"I believe that our employees  
are the most valuable asset  
we have as a small business."

ROY E. WHITE  
PRESIDENT AND CEO



# Diverse Concepts, Inc.

IT SERVICES



## BUSINESS PARTNERS

Alion Science and Technology  
CSRA  
Datrose  
Eagle Alliance  
Hewlett Packard Enterprise  
IntelliGenesis  
Kingfisher Systems  
Loch Harbour  
Mosiatic  
Phalanx  
Praxis  
Resilient Point

## DEMOGRAPHICS

### Clearances:

- 88% of our employees have a Top Secret Clearance

### Contracts:

- 73% of our employees support Government IT Contracts

### Experience:

- 32% of our employees 10+ years of IT experience

### Education:

- 36% of our employees hold certificates or degrees

### Retention:

- 82% of employees stay with DCi over 1 year
- 2.54 years – Average length of employment

## CERTIFICATIONS

Baltimore City Minority Business Enterprise

Maryland Department of Transportation (MDOT) Minority Business Enterprise, Disadvantaged Business Enterprise, and Small Business Enterprise (MBE, DBE, & SBE)

MDOT Small Business Reserve

## AWARDS

2016 - Baltimore Business Journal's Top 50 Veteran Owned Businesses  
2016 - Baltimore Business Journal's Top 50 Minority Owned Businesses  
2016 - Washington Technology's Fast 50  
2017 - Baltimore Smart CEO Future 50  
2017 - Baltimore Business Journal's Top 50 Veteran Owned Businesses  
2017 - Baltimore Business Journal's Top 50 Minority Owned Businesses

## MANAGEMENT TEAM

President and CEO - Roy E. White

Exec. Vice President, Finance - Steven G. Brower, Jr.

Exec. Vice President, Operations - Henry A. Wakefield, III

Director, Information Technology - Timothy J. Cole

Director, Commercial Solutions - James E. Shenton

## CONTACT INFORMATION

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Email: [sales@dcits.com](mailto:sales@dcits.com)

