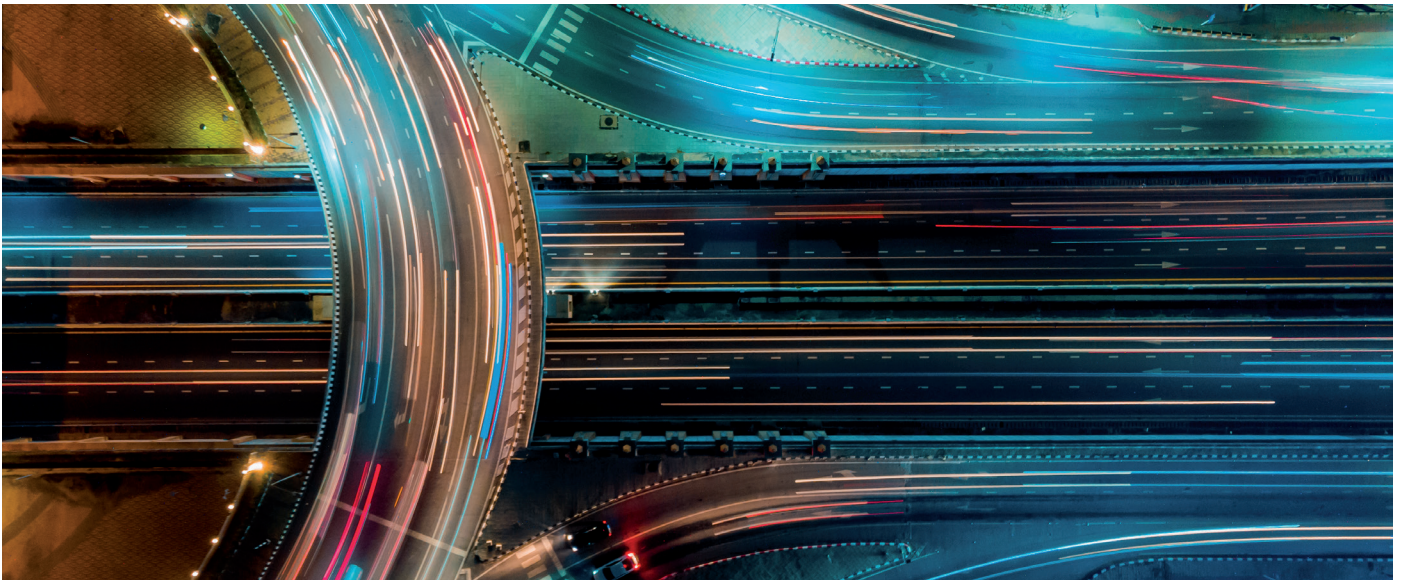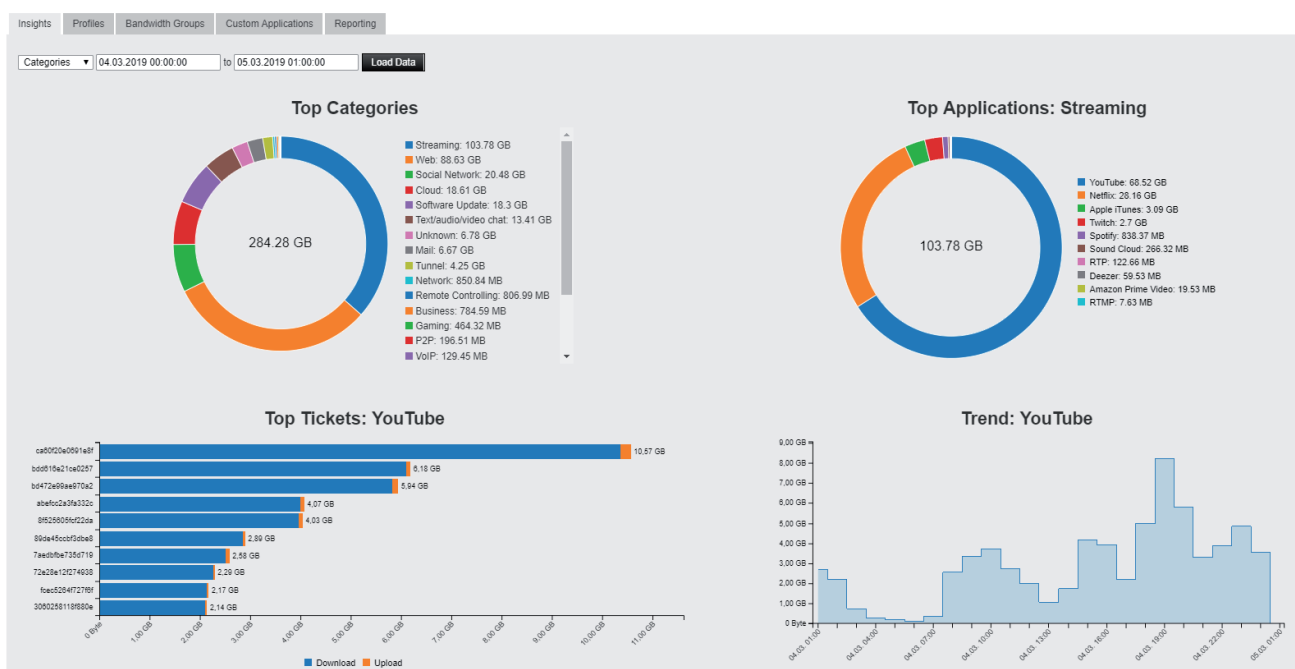# IACBOX Application Control PRO

You are in control. But of what? With the optional **IACBOX Application Control PRO** module, you will be completely in the know in future. Users of the first-generation AppCon, now known as BASIC, could already allow or block certain applications or protocols in full or in part. In this way, many IACBOX operators have improved the user experience of all their WiFi guests. But how do you decide which applications this should apply to, and what happens if the same is not applicable to all users?

More and better insight into traffic

Application Control PRO provides you with meaningful diagrams that show you which applications create most traffic in your network. This means you have a good basis to decide which applications should be allowed to consume what bandwidth. A great strength of **Application Control PRO** is the filter by applications, tickets or VLANs, which enables you to look in detail at the top 10 causers.

The conduct of most users is strongly determined by habits, and depending on whether you are welcoming a paying guest, a free user, an employee, a student or a passenger to your network, your motivation to conform, control or change these habits also varies. With the tools of **Application Control PRO**, you can distinguish between the applications. You will probably find that some applications consume a lot of your bandwidth without users even noticing: For some apps larger updates are only made via WLAN by default. If updates do not work, many users will likely not even be bothered. And even if you communicate clearly what is acceptable in your free WiFi and what is not, you can control users' expectations.

The key first step is, however, always an overview: Only when you know what is actually happening can you make good decisions about the categories or applications that you want to allow or block or at least monitor. Once you have arrived at these decisions, you can accommodate the different needs of your users.

Tailoring according to user groups

Who wants to be lumped together with everyone else? And does it even make sense to treat a child, a no-frills customer, a luxury guest in the same way as an employee, or the printer like the director? WiFi user groups with very different online habits are a reality in all companies, hotels, hospitals, schools and institutions, and it would not be appropriate nowadays not to respond accordingly. This is exactly where the second major strength of **Application Control PRO** comes in: You can create individual profiles and assign up to 1,000 bandwidth groups. This makes it possible to distinguish any number of user groups.

Practical upselling tip:
FREEMIUM. The standard program is free of charge, guests can conveniently surf the Internet and access emails. Streaming services are available in return for premium tickets, which can be selected on the login page.

Students are permitted to watch videos on a learning platform but not on YouTube or other entertainment services? No problem, you enter the learning platform under Custom Applications. You also do this when guests on a budget are permitted to access your pay-TV service, but not other streaming platforms. Do journalists need more bandwidth for sending their pictures at a press conference? You can define these and many other specifications in any number of user profiles. This ensures that your guests get what they expect, and nobody is slowed down unnecessarily. With **Application Control PRO**, you get an excellent tool to make the most of your WiFi.