

Cisco Buys Indoor Mapping With July Systems

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Cisco acquires July Systems, maker of a location services platform able to keep track of customers inside large indoor spaces, such as malls or airport, via wifi. Financial details of the deal are not available.



Founded in July 2001, July Systems sells a cloud-based service offering data-driven behavioural insights, contextual rules engine and API. It counts a number of big name investors, including Intel, Motorola and Sequoia Capital. The startup already has experience with Cisco, having been an OEM for Cisco Connected Mobile Experience (CMX). It also offered similar capabilities for Meraki customers.

Post-acquisition it will be folded with the Cisco Enterprise Networking Group to create a unified indoor location services services for industries ranging from healthcare and government to manufacturing, sports arenas, hotels, education and retail. Cisco adds the acquisition supports its journey to "intent-based networking"-- a "new way of building and managing networks for the digital era" based on an "open, programmable platform for innovation."

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