

Introduction

WiFi delivers niche access at a low cost to the operator as well as consumer and, with the addition of technologies such as Network Functions Virtualization, is becoming even more cost-effective and flexible. Today, it is an integral part of an operator's network. And according to IHS research, by 2020, the worldwide carrier WiFi market is forecast to reach \$1.5 billion.⁽¹⁾

However, according to an industry survey by telecoms.com, carriers report that the greatest challenge for them in launching new WiFi networks is ensuring return on investment (ROI).⁽²⁾

Alepo's WiFi monetization addresses this concern. Not only does it help lower costs, it enables operators to identify and capitalize on varied monetization channels.

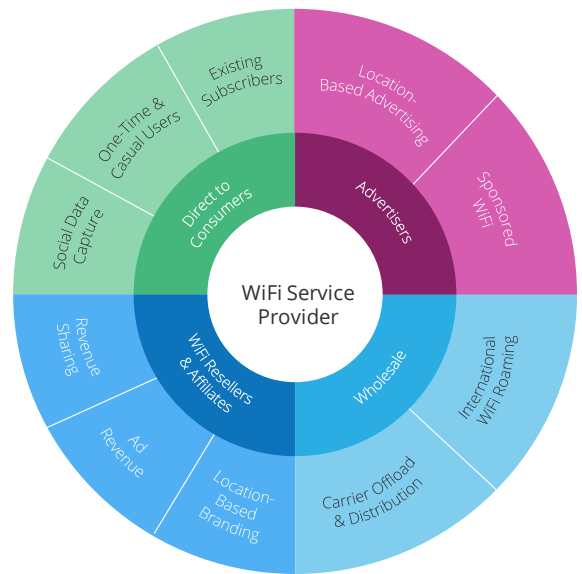


Figure 1 – WiFi Monetization Business Models

Captive portals can be monetized either by directly charging the customer, or using a host of richer, advanced models where the customer can enjoy services for free, but profitability is still possible. Operators could, for instance, find advertising sponsors, use analytics to target specific customers, sell hotspots to partner vendors, while also building an offload network to improve their network's connectivity and range. The key is to choose a platform engineered to support the many customizable opportunities WiFi presents.

Key WiFi Drivers for CSPs

Operators stand to benefit in a host of ways by implementing WiFi, including:

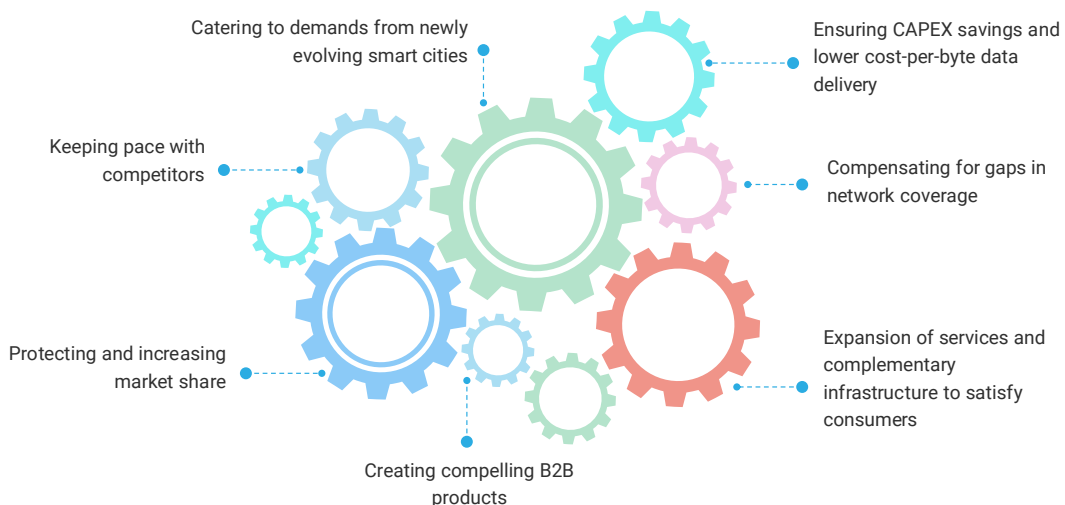


Figure 2 – Key WiFi Drivers for CSPs

Alepo WiFi Monetization Solution

Alepo's solution is built for rapid return on investment. It minimizes deployment and configuration costs while maximizing monetization opportunities. The platform does this by being an all-in-one, cloud-deployable, virtualized solution that covers captive portals, vouchers, partner management, advertising, analytics, and much more.

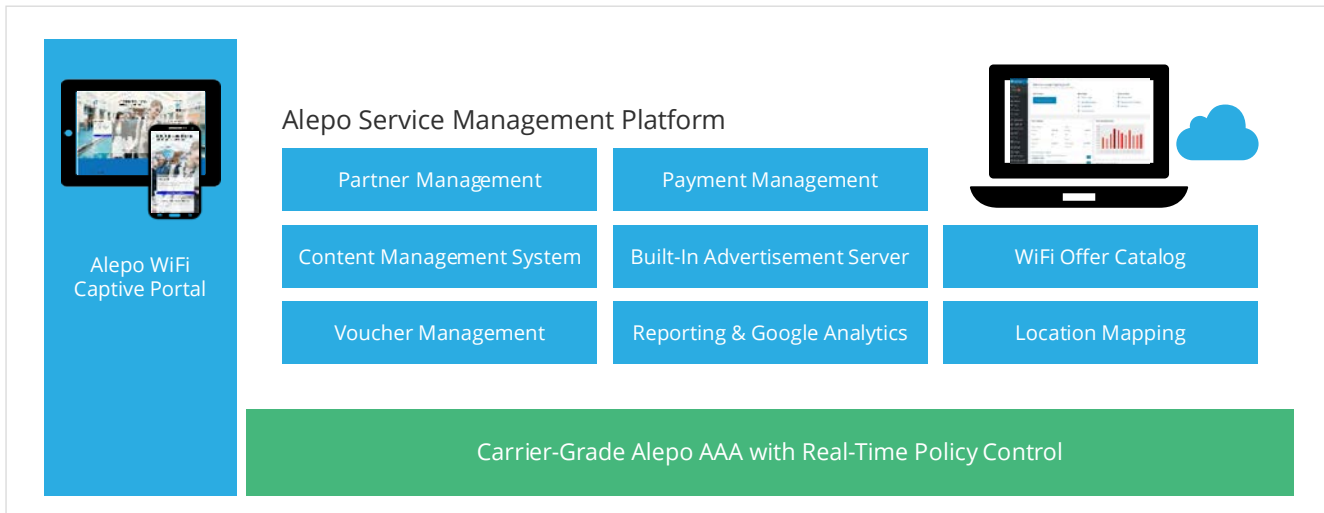


Figure 3 – Alepo WiFi monetization solution architecture

Solution Highlights

- All-in-one solution covering monetization and offload
- Wide range of business models: B2B, B2C, B2B2C
- Wide range of monetization paths: vouchers, premium access, advertising, surveys, analytics, and much more
- Vendor-agnostic solution that works with any hardware or software stack
- Cloud deployable (with virtualized on-premises option)
- Built with WordPress technology for ease of customization; custom plugins that help CSPs rapidly gain business advantage

Solution Features

Built for WiFi ROI

Service providers can roll out offers and services rapidly through an intuitive, business-focused, drag-and-drop web interface. Centralized product management reduces the complexity of new plan configuration, facilitating creation of differentiated and unique offerings. Further, with a host of plugins and a powerful mobile- and browser-based analytics tool, CSPs can easily build advertisements, surveys, and location-based offers. All this enables them to create new revenue streams while reaching a wider range of customers.

Employs WordPress Technology

The solution is built on WordPress, making it is easy to customize. Its modular architecture includes extensible features, plugins, and themes. The platform also offers an intuitive GUI and extensions to allow location-specific branding of a captive portal.

Enables Partner Management

CSPs can work with affiliates, partners, and resellers through partner hierarchies, partner-specific voucher creation, and win-win revenue-sharing and commissioning agreements.

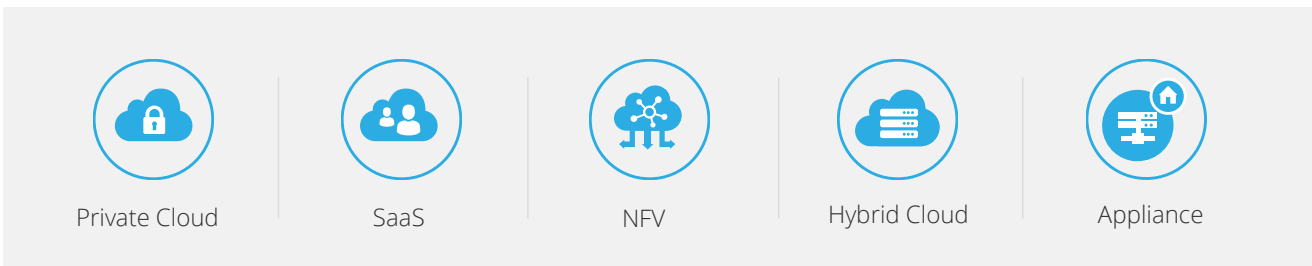
True Carrier-Class Performance

Alepo has over a decade of success partnering with leading WiFi vendors. As part of the monetization offering, it provides a carrier-grade, best-in-class, 3GPP compliant, robust AAA. The AAA, with its real-time policy control, enables seamless integration with the existing IT and mobile core. The solution is standards-based and integrates with any access controllers and access points over RADIUS, Diameter, HTTP, and XML.

Any Network Stack

Alepo's WiFi monetization solution is designed to be vendor-agnostic. Simplifying integration and allowing service providers to build a best-of-breed stack, not just now but also as the business evolves. The solution is field-tested and has been integrated with all major WiFi access network providers and is interoperable with various access networks.

Flexible Deployment Models



Alepo WiFi Monetization Use Cases



Video Advertisements

Operators can offer free WiFi services to users along with sponsored WiFi with advertisements, which requires subscribers to watch a short video before gaining access. The ad can be displayed on the captive portal, and the operator can collect payment for every view.



Social Media and Data Capture

Customers can be required to sign in to hotspots with SMS, social media, or after the completion of a survey, allowing service providers to collect user information. This data is useful for creating targeted offers using analytics or carry out marketing campaigns.



Voucher Management

Voucher-based WiFi offers for a fixed time and/or data usage can be leveraged in situations where online payment is not possible. This helps operators create brand awareness, generate revenue, and promote affiliates (for example, malls, hotels, cafes).



Fixed-Mobile Convergence

Wherever hotspots are available, customers can be allowed to use their broadband account credentials to access the WiFi. This can either be a free value-added service or for a fee charged to the customer's account.



Location-Based Analytics and Offers

Service providers can launch personalized plans and promotions based on locations and can use analytics to offer targeted advertising. In addition, they can charge resellers (for example, coffee shop owners) on a fixed rental basis or revenue-sharing agreement.

References

1. <https://technology.ihs.com/577937/research-note-carrier-wifi-equipment-market-to-reach-15-billion-by-2020>
2. http://www.telecoms.com/wp-content/blogs.dir/1/files/2014/03/IndustrySurveyReport14_latest1.pdf

About Alepo

At Alepo, we turn next-generation data opportunities into reality. Our software and services power operations and billing for digital service providers, enabling them to accelerate revenue growth, market share, and business success.

Through a lean and agile approach to digital transformation, we empower businesses to:

- Welcome disruptive technologies
- Orchestrate a unique customer experience
- Grow, adapt, and evolve with confidence in the network's performance, reliability, and security

Our award-winning technology has helped make Alepo the go-to partner for all things data at leading national service providers like Orange, Saudi Telecom, Digicel. We provide cutting-edge monetization models with business-focused user experiences that allow service providers to tap new markets and revenue sources, while delivering more value to their customers.

Our mature and proven solutions include advanced policy and charging control, convergent charging and billing, customer relationship management, device management, WiFi monetization, WiFi offload, AAA, and more. We offer expert professional services: consulting and design, managed services, training, and support – our solution integration team has a success record that is the envy of our peers.

Headquartered in Austin, Texas, Alepo has a presence in all regions of the world, including offices and representatives in Latin America, North America, Asia Pacific, Africa, the Middle East, and India.

For more information, please visit www.alepo.com

Contact Alepo

Corporate HQ & North American Sales

Austin, TX, USA

sales@alepo.com

LATAM Regional Sales

Bogota, Colombia

latam.sales@alepo.com

APAC Regional Sales

Mumbai, India

apac.sales@alepo.com

Research & Development

Pune, India

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