



## Solution Brief

# Enabling Service Providers to Monetize WiFi with Alepo

## Introduction

Modern life is all about connectivity, no matter where you are. As data demands continue to rise, mobile networks are struggling to keep up in a cost-effective manner. Enter WiFi. Offering faster, more reliable service in congested or low-signal areas, WiFi delivers on the promise of connectivity for smartphones, tablets, laptops, e-readers and other devices, from checking email at home in the morning on a laptop to reading the news on a tablet on the bus-ride home.

According to IH research, by 2020, the **worldwide carrier WiFi market is forecast to reach \$1.5 billion.**<sup>1</sup> The industry's strong growth showcases that WiFi has become an integral part of an operator's network, due to its ability to deliver wide-spread access at a low cost to both operator and consumer. With the addition of technologies such as Network Functions Virtualization (NFV), WiFi is becoming even more cost-effective.

There's a rich economy within WiFi with many B2C, B2B, and B2B2C models. For example, operators can partner with venue owners to provide WiFi services on the terms to offer attractive commission-based revenue sharing agreements.

In order to fully justify the investment in new services, it is essential that operators choose a platform engineered to fully leverage the many market opportunities WiFi presents, from mobile ad revenue and wholesale partnerships, casual hotspot subscribers and more.

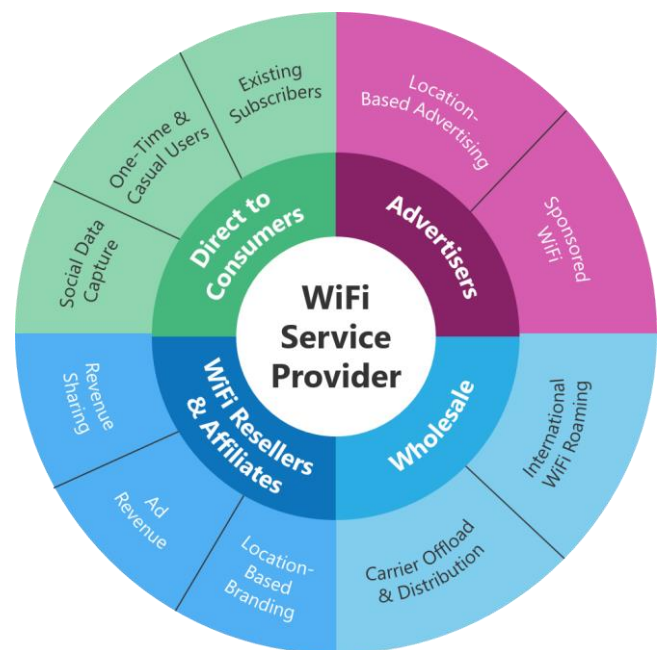


Figure 1 – WiFi Monetization Business Models

# Key WiFi Drivers for CSPs

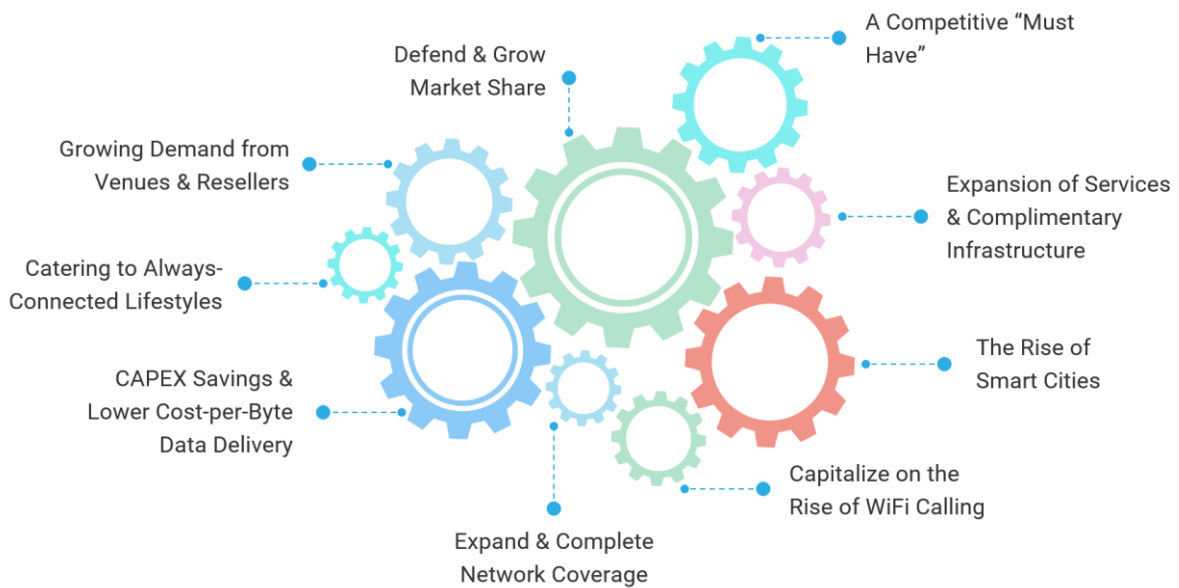


Figure 2 – Key WiFi Drivers for CSPs

## Alepo WiFi Monetization Solution

While the quality benefits of launching WiFi might be clear, the revenue potential is perhaps less obvious to some operators. According to an industry survey by telecoms.com, carriers report that the greatest challenge for them in launching new WiFi networks is the question of how they will derive ROI or monetize the network. Addressing these market challenges, Alepo provides a single, all-inclusive platform to leverage a best-in-class WiFi network for gaining ROI. It offers everything from customer journey management to full partner life-cycle management, with ease.

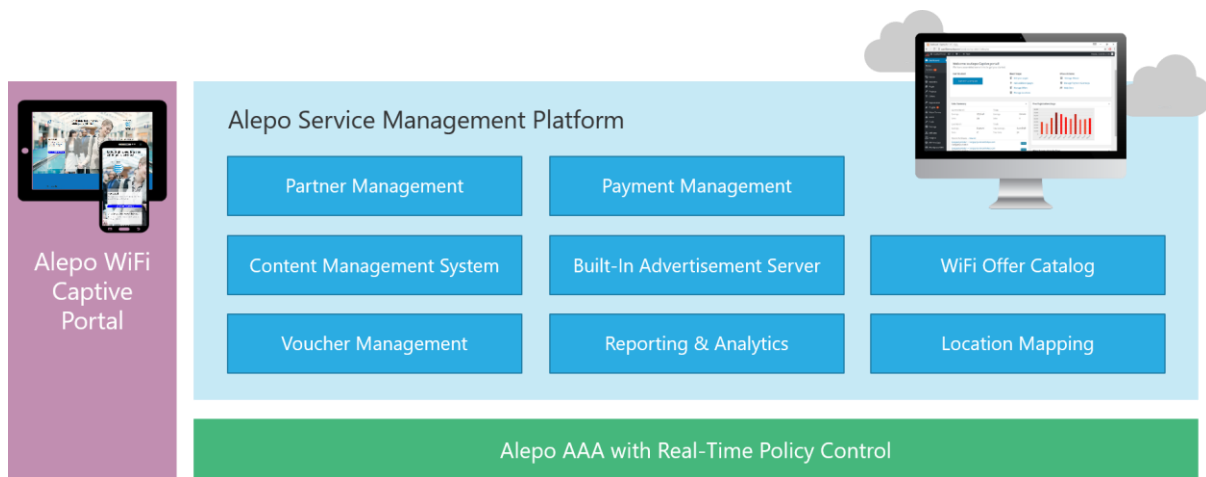


Figure 3 – Alepo WiFi Monetization Solution Architecture

# Solution Features & Highlights

## Built for WiFi ROI

With Alepo's monetization solution, service providers can roll out offers and services with rapid time-to-market through flexible offer creation and a simple drag-and-drop approach. This enables them to create new revenue streams, reaching a wider range of customers. Centralized product management reduces the complexity of new plan configuration, helping service providers stand apart with rapidly launched, differentiated offerings. What's more, with an out-of-the-box integration, a breadth of plugins, and Google Analytics, a powerful mobile and browser-based analytics tool, service providers can leverage monetization opportunities like advertisements and location-specific reporting.

## A Modern Cloud Platform

Built on popular WordPress technology, Alepo provides a cloud-based or virtualized WiFi monetization solution in a highly secure environment. The solution also supports on-premise deployment as per the service provider's preference. A cloud-ready solution facilitates faster rollout time, low total cost of ownership, and hassle-free management, enabling service providers to focus on driving revenue generation.

## Partner Management

Alepo's WiFi Monetization Solution enables total control of affiliates, partners and resellers. The modular architecture, including extensible features, plug-ins, and themes, allows for partner portal customization. The platform provides complete lifecycle management of partners and affiliates including an intuitive GUI, location-specific branding of a captive portals, partner-specific voucher creation, and win-win revenue sharing and commissioning agreements.

## True Carrier-Class Performance

Alepo's WiFi Monetization Solution offers a carrier-grade, best-in-class, 3GPP compliant, robust AAA. With real-time policy control, the AAA delivers value to service providers through 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. Further, the solution has over 10 years of production success and partnerships with leading WiFi vendors.

# Alepo WiFi Monetization Use Cases



## Video Advertisements

Operators can offer free WiFi services to users, while still monetizing the network by providing sponsored WiFi with advertisements requiring subscribers to watch a short video before gaining access to free WiFi services. WiFi service providers can display an advertisement on the captive portal and collect money per advertisement viewed.

**Example:** Mary goes to the mall to shop with her friends. While she waits for her friend to try on a pair of shoes, Mary connects to the public WiFi network in the mall. She opens a web browser and is automatically redirected to a captive portal, and instructed to watch a 20-second video advertisement for a department store in the mall. After watching the advertisement, Mary is redirected to a “thank you” page and can now browse the internet for 30 minutes.



## Social Media & Data Capture

Carriers can require customers to sign-in to hotspots with SMS, social media, or after the completion of a survey, allowing service providers to collect user information to either create targeted offers using analytics or carry out marketing campaigns.

**Example:** David loves football. He bought tickets to watch the FIFA World Cup at the Juventus Football Club. At the stadium, on match day, there is little cellular signal due to the large number of people. So, he connects to the WiFi network. The portal prompts him to log in with his Facebook, Google, or Twitter account in order to access the free WiFi. David logs in with his Twitter account credentials and gains access to the WiFi. He enjoys unlimited free WiFi and posts live updates of the match on Twitter.



## Voucher Management

Voucher-based WiFi offers can be leveraged in situations in which online payment is not possible. Vouchers can help operators to create brand awareness, generate revenue, and promote affiliates (e.g. malls, hotels, cafes) by improving customer experience. Vouchers can provide a casual user WiFi access for a defined period of time and/or data usage.

**Example:** Samantha goes to a public library to work on her college project and decides to buy a 100 MB, 2-hour WiFi voucher to do online research. She pays the front desk librarian for the voucher, and she goes to her desk to use the WiFi. She connects to the library WiFi network and is redirected to a captive portal page. There, she inputs her voucher credentials and is able to access WiFi and gather information over the internet to work on her college project.



## Fixed-Mobile Convergence

Alepo's WiFi Monetization Solution enables service providers to attract end-users with a differentiated, integrated service experience. By allowing end users to login to the WiFi with their existing account credentials, WiFi access can be offered as a free value-added service, or subscribers can be charged for the WiFi through their current account.

**Example:** John is an existing customer of ACME internet company with a home broadband, phone, and television package. This package also offers free, unlimited WiFi hotspot access. One evening, John goes to a park which has an ACME WiFi hotspot. He connects to the WiFi network, redirects to the portal page and is prompted to enter his ACME account username and password. He inputs the username and password of his home internet account and enjoys unlimited access to free WiFi in the park.



## Location-Based Offers

Alepo's WiFi Monetization Solution enables location-based WiFi passes, helping service providers launch personalized plans and promotions for end users, improving customer experience. Service providers can also take advantage of rich customer analytics generated from different locations, to offer targeted advertising. In addition, service providers can charge resellers (e.g. coffee shop owners) on a fixed rental basis or based on a revenue-sharing agreement. The service provider monetizes and the reseller benefits by increasing foot traffic.

**Example:** Donna takes a break from studying to eat at a chain café. While there, she decides to work on her assignment after she eats, and purchases a WiFi pass. She comes back several times that month and purchases one-off passes at different locations of the chain café. The WiFi carrier offers her an unlimited monthly pass to all the locations of the café in the city, and she accepts, becoming a recurring customer.

## References

- <https://technology.ihs.com/577937/research-note-carrier-wifi-equipment-market-to-reach-15-billion-by-2020>
- [http://www.telecoms.com/wp-content/blogs.dir/1/files/2014/03/IndustrySurveyReport14\\_latest1.pdf](http://www.telecoms.com/wp-content/blogs.dir/1/files/2014/03/IndustrySurveyReport14_latest1.pdf)

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