



Changing Trends in Wireless Services

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GlobalReach Technology

- Overview of emerging trends in service provider Wi-Fi.
- What's driving these changes?
- How wireless service providers are responding with new, updated propositions.
- Challenges of this market movement & the technology needed for commercial success.

Introducing GlobalReach

A captive portal & RADIUS/AAA platform for any Wi-Fi service

GlobalReach helps service providers to create, configure & manage multiple Wi-Fi services for their entire customer spectrum.

Enabling service providers to launch & support any number of converged consumer, MDU, SMB & large enterprise services for *any industry* from a **single, scalable platform**.



Platforms are Evolving

Scalable & flexible platforms are being deployed to support service providers' needs.



Wi-Fi service providers' platforms are changing

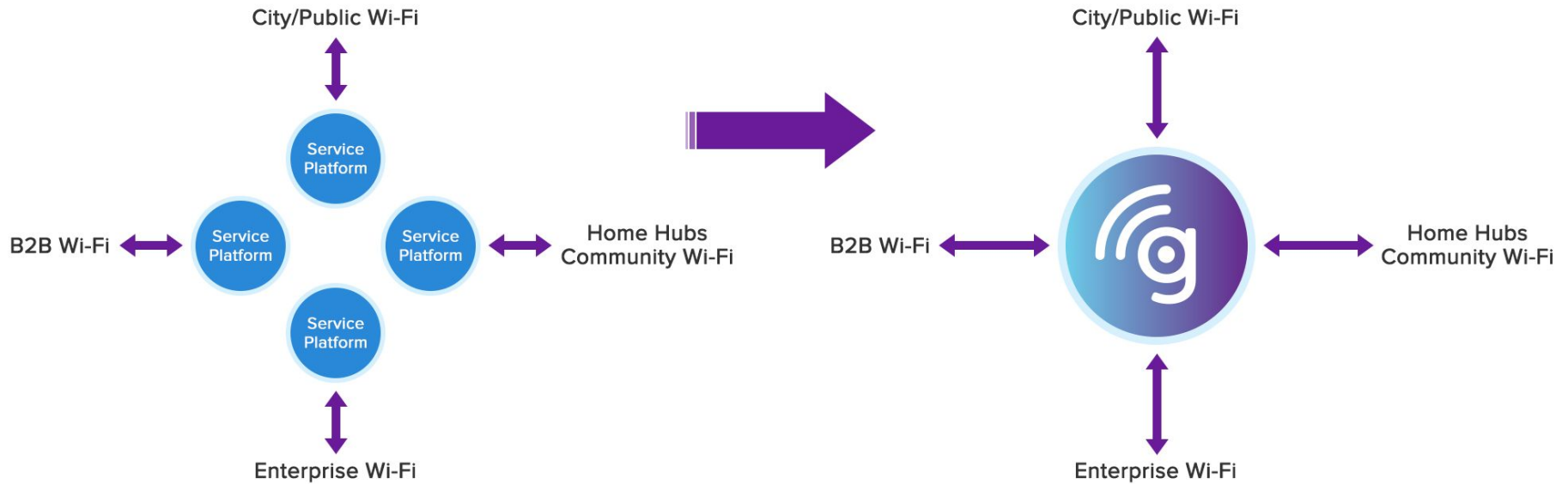
○ The problem

- First generation public Wi-Fi system
RADIUS AAA can't cope with today's scale
- Multiple service owners within wireless service providers are looking for economies of scale from their platforms
- Existing technologies struggle to provide the flexibility of a purpose-built service management platform
- Multiple hardware vendors & legacy deployments

○ The objective

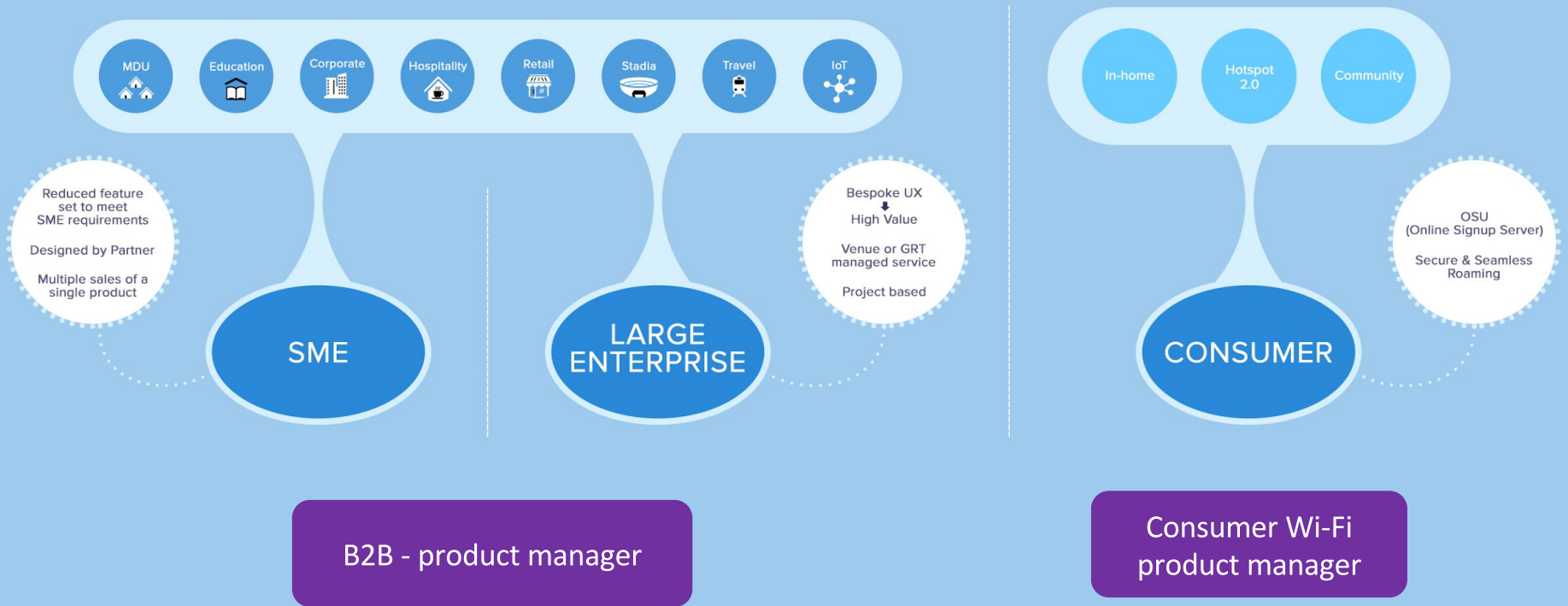
- To create unique Wi-Fi propositions
- To differentiate Wi-Fi services from competitors'
- To use a single solution that manages a global Wi-Fi platform
- To lower deployment costs
- To deploy global authentication policies
- To unify all Wi-Fi networks whatever the hardware & infrastructure systems in place

Centralizing Wi-Fi platforms





Providing multiple Wi-Fi services from a single platform





Creating unique Wi-Fi propositions & insights

Venue & brands requiring Wi-Fi services that can offer a rich customer interaction & insight.

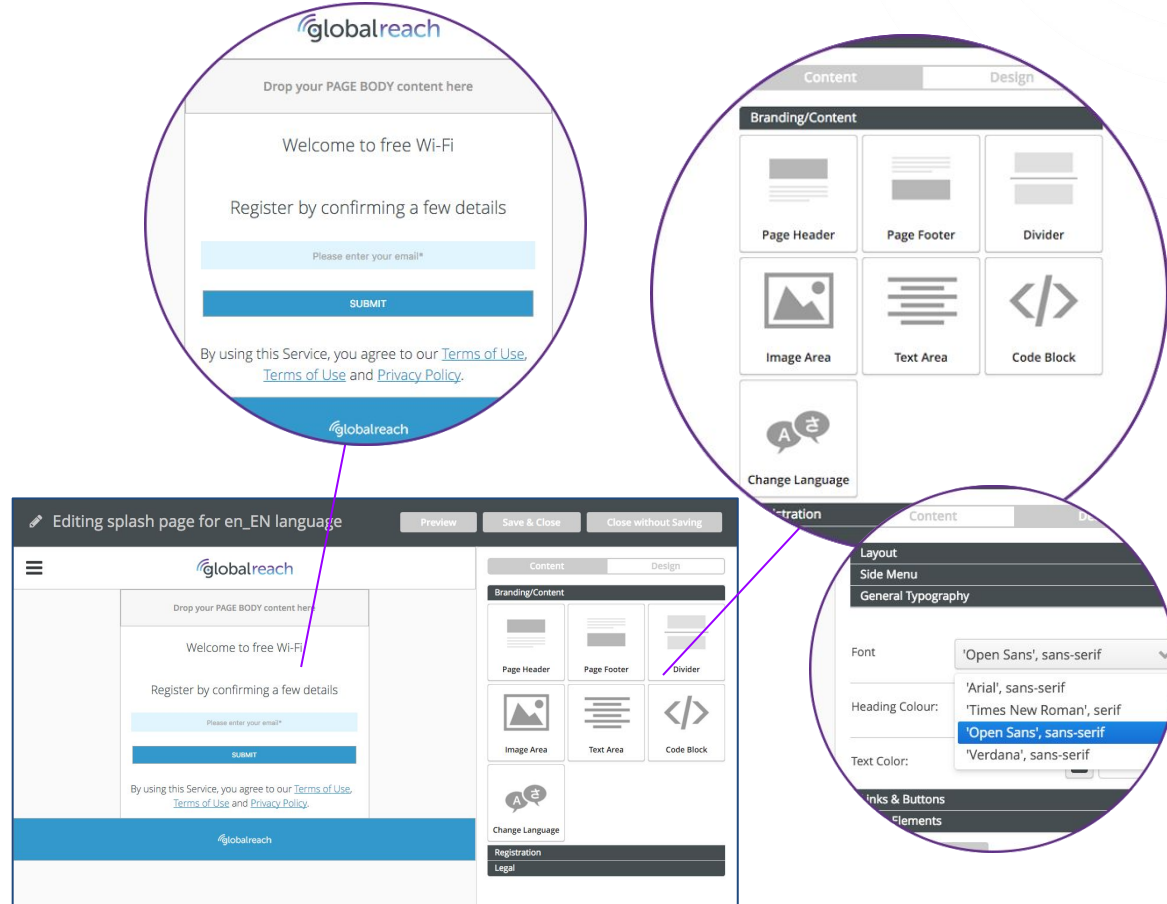
Captive portals

- Allow venue to create brand association & direct messages
- Collect the information required for insights
- Create sponsored access by integrating 3rd party content and ad servers
- Multiple authentication types to support different experiences.



Captive portal wizards

- Allow venues to create & customize captive portals
- Ease of provision of Wi-Fi managed services
- Enabling productization within operators.



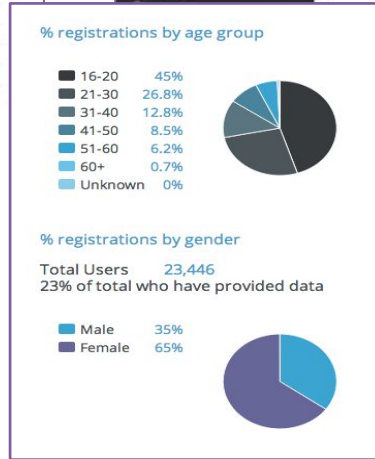
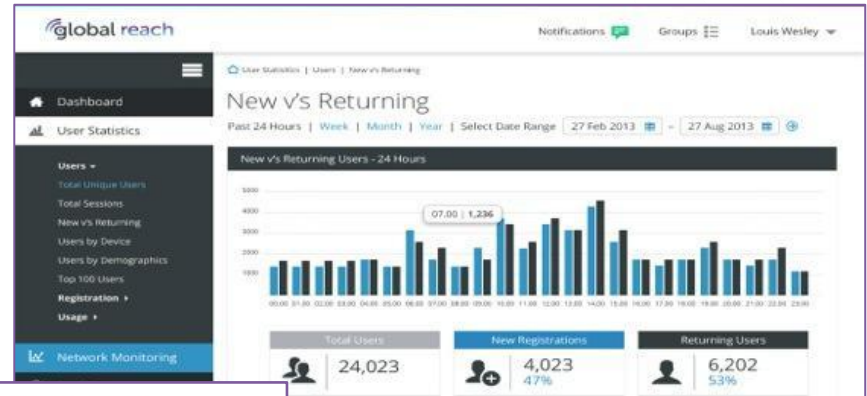
The image displays the Globalreach captive portal wizard interface. It features a preview of a Wi-Fi splash page and a design editor. The splash page content includes:

- Globalreach logo
- Drop your PAGE BODY content here
- Welcome to free Wi-Fi
- Register by confirming a few details
- Please enter your email*
- SUBMIT
- By using this Service, you agree to our [Terms of Use](#), [Terms of Use](#) and [Privacy Policy](#).
- Globalreach logo

The design editor shows a sidebar with various content blocks:

- Branding/Content: Page Header, Page Footer, Divider
- Image Area, Text Area, Code Block
- Change Language
- Registration, Content, Design
- Layout, Side Menu, General Typography
- Font: 'Open Sans', sans-serif (selected), 'Arial', sans-serif, 'Times New Roman', serif, 'Verdana', sans-serif
- Heading Colour, Text Color
- Links & Buttons, Elements

Learn about user engagement preferences & repeat usage.



Enhancing Big Data strategies

Enhance existing big data systems with:

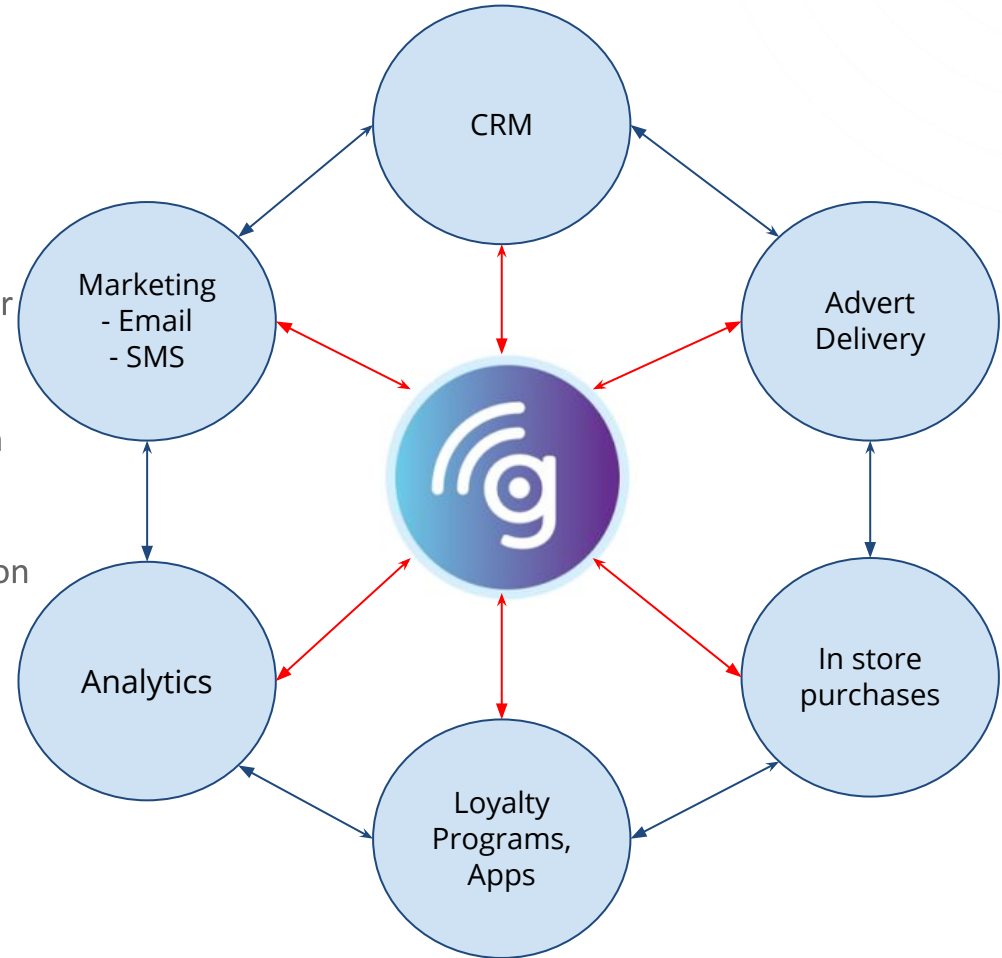
- **Who** – identify the customer
- **Where** – which location or area
- **When** - when users are there, how often and for how long

Enable real-time engagement with customers through your existing systems

Combining data sources for additional user and location data mining

Extract data in multiple ways:

- Real-time push notifications
- Real-time API
- SFTP
- .csv export





Operators moving to provide SMB Wi-Fi services

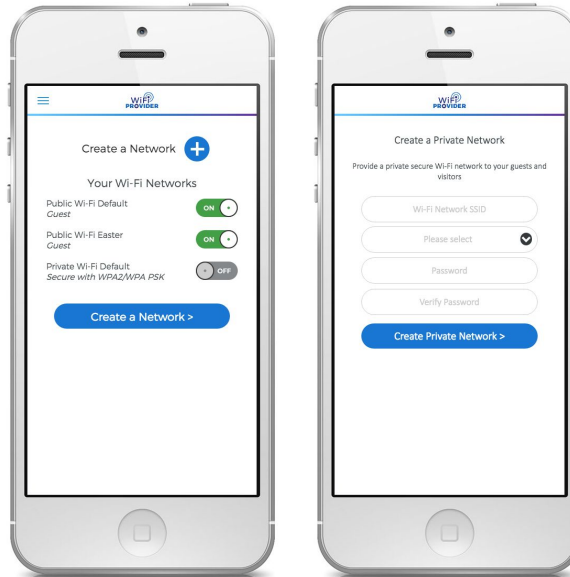
Traditional, large enterprise service providers are moving into creating & selling SMB services.

Wi-Fi services for small businesses

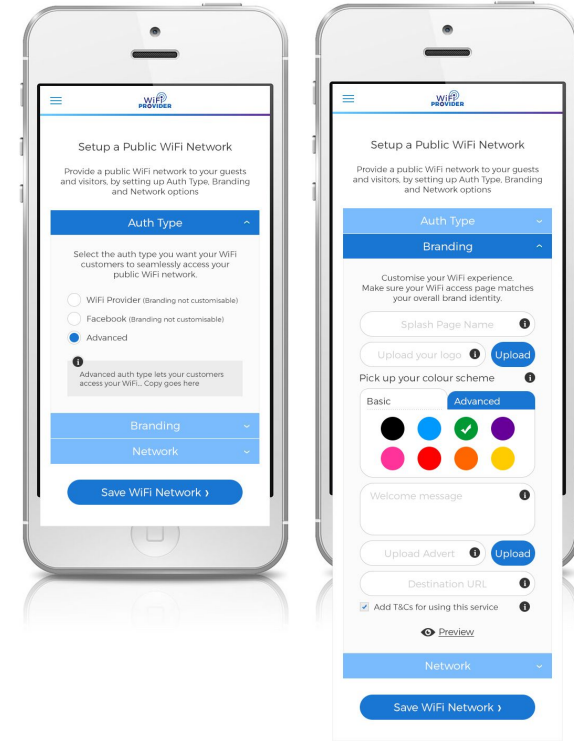
Mobile-friendly web interface



Manage corporate networks



Allow the venue to customize their Wi-Fi





International organizations are centralizing their experience

Moving from geographically-managed & influenced services to a centralized experience.

Global enterprises with country operations



Customer Experience

Monetization

Advertising

Roaming

Scalable



Emergence of MDU Wi-Fi

Flats, apartments, student accommodation & short term lets using Wi-Fi as a simple way to deliver a service.

Wi-Fi service providers' platforms are changing

The opportunity

“Share of new homes built as rental apartments at highest level in four decades”

Source: The Wall St Journal, 2014

No-maintenance, serviced rental model appeals to younger, tenant market.

The challenge

- To launch & monetize high-performance, managed network Wi-Fi services as an amenity, to attract tenants, seamlessly & securely connect devices & support rich content, across the property.
- SPs are looking to create, license & launch retail Wi-Fi products that tenants can easily buy for complex, high-density, indoor / outdoor / commercial & multi-storey Wi-Fi networks.
- Services will securely on-board multiple, non-SIM Wi-Fi devices: E.g game consoles, smart wearables & smart thermostats etc.

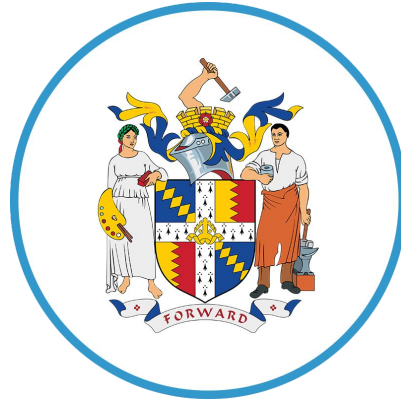
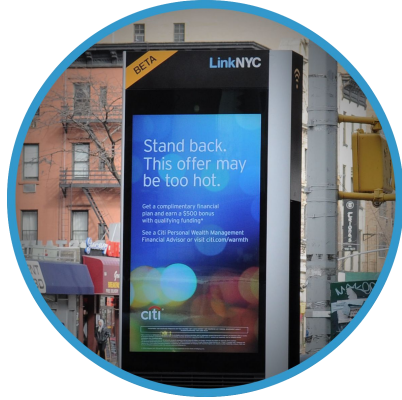


Cities are getting smarter

New models are emerging for deploying Wi-Fi in cities.



Smart city Wi-Fi models

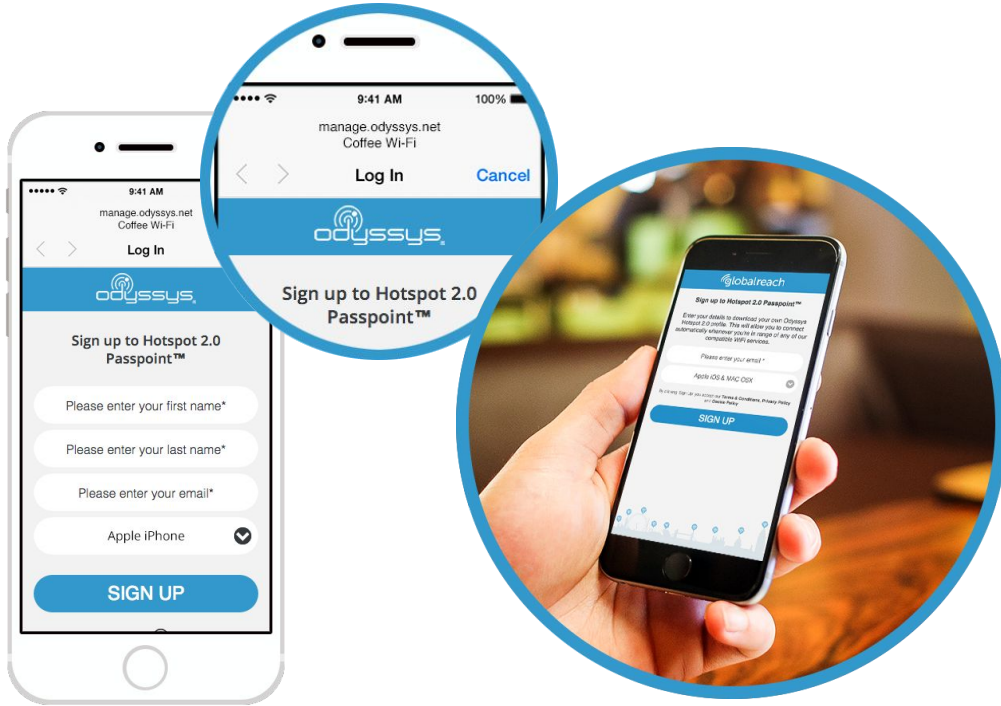




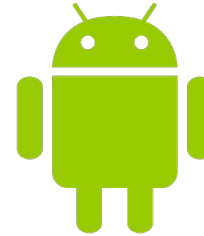
Hotspot 2.0 is deploying

No longer just in the labs, municipal Hotspot 2.0 deployments are live & enterprise are looking at deploying.

Hotspot 2.0 coming to the market



SINGAPORE





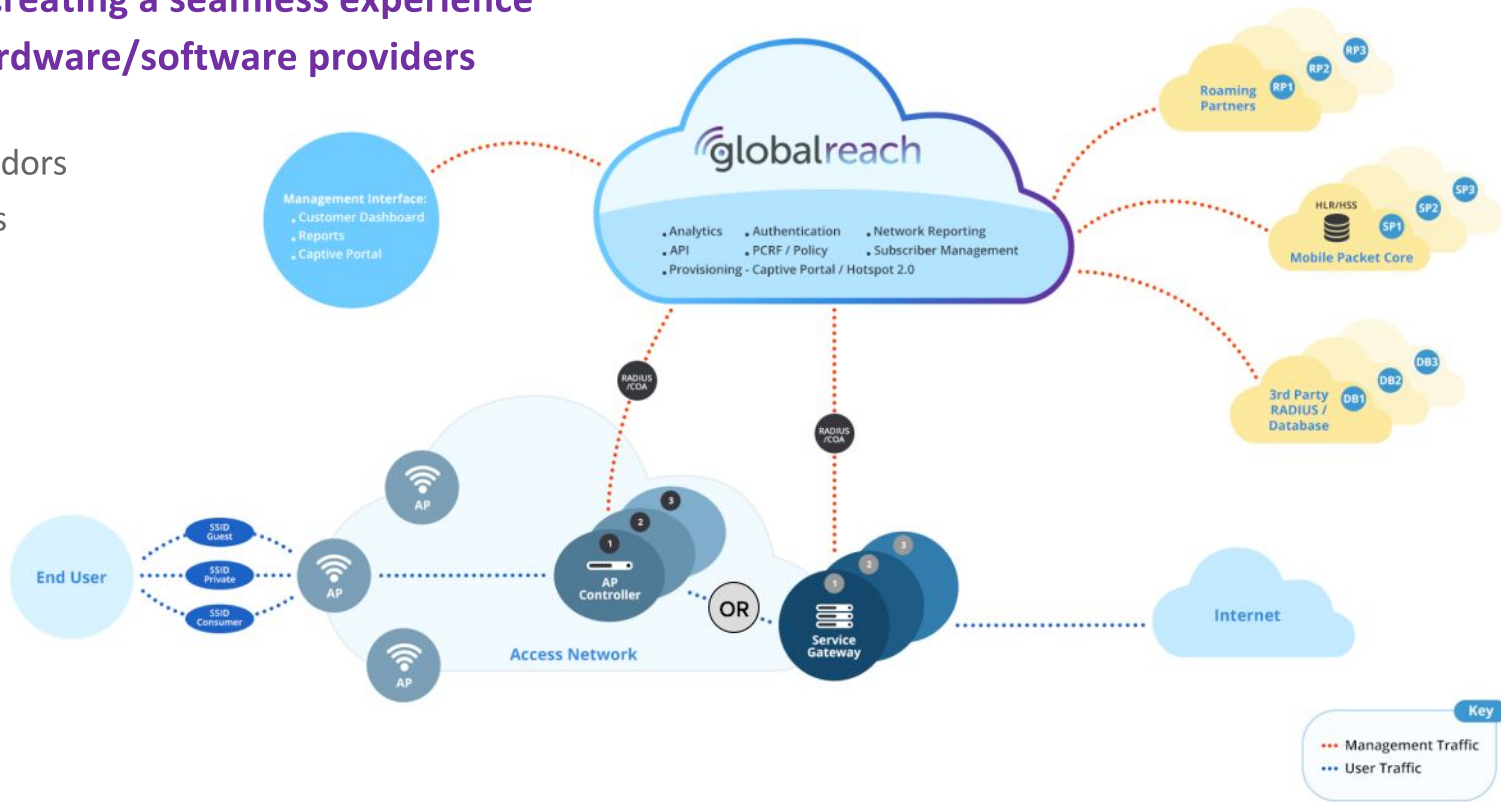
GlobalReach's Platform

Cloud-based AAA/RADIUS, captive portal & analytics platform.

Centralize your Wi-Fi network architecture

A single platform creating a seamless experience across multiple hardware/software providers

- Access point vendors
- Service gateways
- RADIUS servers
- User stores
- HLRs
- Roaming hubs
- User interfaces





GlobalReach's centralized platform





Thank you

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