One Global Wi-Fi Network

WBA OpenRoaming™ creates the framework to connect billions of users and things to millions of Wi-Fi networks globally

WHAT IS WBA OPENROAMING™?

WBA OpenRoaming™ is a roaming federation service enabling an automatic and secure Wi-Fi experience globally. With WBA OpenRoaming™, we are creating an open connectivity framework for all organizations in the wireless ecosystem to power new opportunities in the 5G era. It encompasses three key elements:

Cloud federation

Creates a federation of networks and identity providers to enable automatic roaming and user onboarding on Wi-Fi. Based on WBA's Wireless Roaming Intermediary eXchange (WRIX) standards to scale and facilitate different business models under a harmonized framework.

Cyber security

Enables simple, secure and scalable Wi-Fi connections amongst different organizations that are part of WBA OpenRoaming™. Allowing automatic and secure roaming between millions of networks, nationally and globally with secured interconnection and encrypted communications.
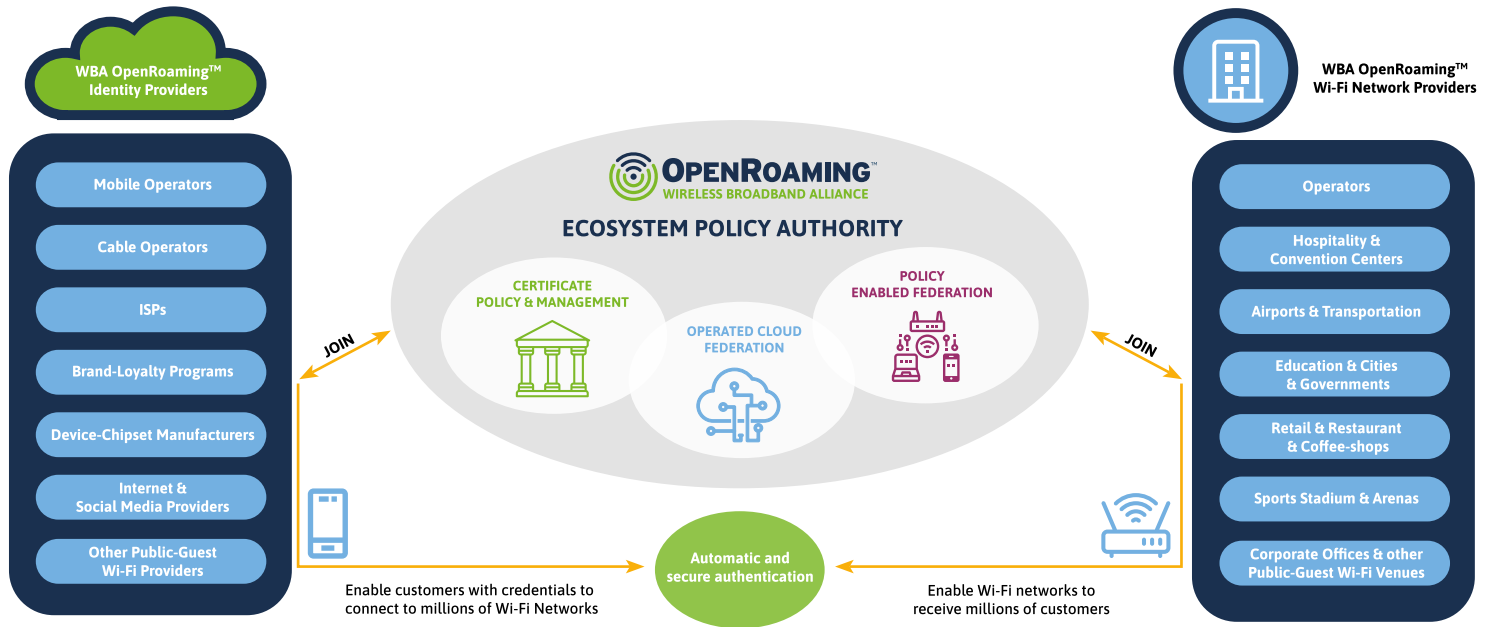
Network automation

Defines an automated roaming consortium codes framework (RCOI) to support policy provision on devices and networks. Organizations that manage a Wi-Fi CERTIFIED Passpoint®-enabled network may become part of the WBA OpenRoaming™ federation.

WBA OpenRoaming™ transforms the Wi-Fi experience for consumers and businesses and ultimately opens up opportunities for broadband and the Internet of Things (IoT) connectivity across business verticals, including retail, hospitality, education, smart cities, automotive and aviation, among many others. Devices simply connect automatically and securely on to the WBA OpenRoaming™ network.

HOW DOES WBA OPENROAMING™ WORK?

WBA OpenRoaming™ Identity Providers
- Mobile Operators
- Cable Operators
- ISPs
- Brand-Loyalty Programs
- Device-Chipset Manufacturers
- Internet & Social Media Providers
- Other Public-Guest Wi-Fi Providers

JOIN

OPENROAMING™
WIRELESS BROADBAND ALLIANCE

ECOSYSTEM POLICY AUTHORITY

- CERTIFICATE POLICY & MANAGEMENT
- OPERATED CLOUD FEDERATION
- POLICY ENABLED FEDERATION

JOIN

WBA OpenRoaming™ Wi-Fi Network Providers
- Operators
- Hospitality & Convention Centers
- Airports & Transportation
- Education & Cities & Governments
- Retail & Restaurant & Coffee-shops
- Sports Stadium & Arenas
- Corporate Offices & other Public-Guest Wi-Fi Venues

Enable customers with credentials to connect to millions of Wi-Fi Networks

Automatic and secure authentication

Enable Wi-Fi networks to receive millions of customers

With OpenRoaming™ WBA is acting as a centralized policy authority enabling an ecosystem for identity providers and Wi-Fi network providers to work together and deliver automatic and secure Wi-Fi experience to millions of users.

✔ WBA OpenRoaming™ brings together a federation of networks and identity providers, allowing users to join any network managed by a federation member. Companies who join OpenRoaming™ provide assurance that their Wi-Fi networks automatically interoperate between each other to deliver an automatic and secure connected Wi-Fi experience.

✔ WBA OpenRoaming™ enables companies to accelerate and scale Wi-Fi roaming relationships. Enabled networks can automatically onboard users securely leveraging established identity providers such as operators, cloud IDs, loyalty membership, bridging the gap between Wi-Fi and cellular networks.

" Under the WBA's leadership, OpenRoaming™ will make it easier for more locations to offer seamless and secure Passpoint Wi-Fi to their employees and customers. "

JR Wilson
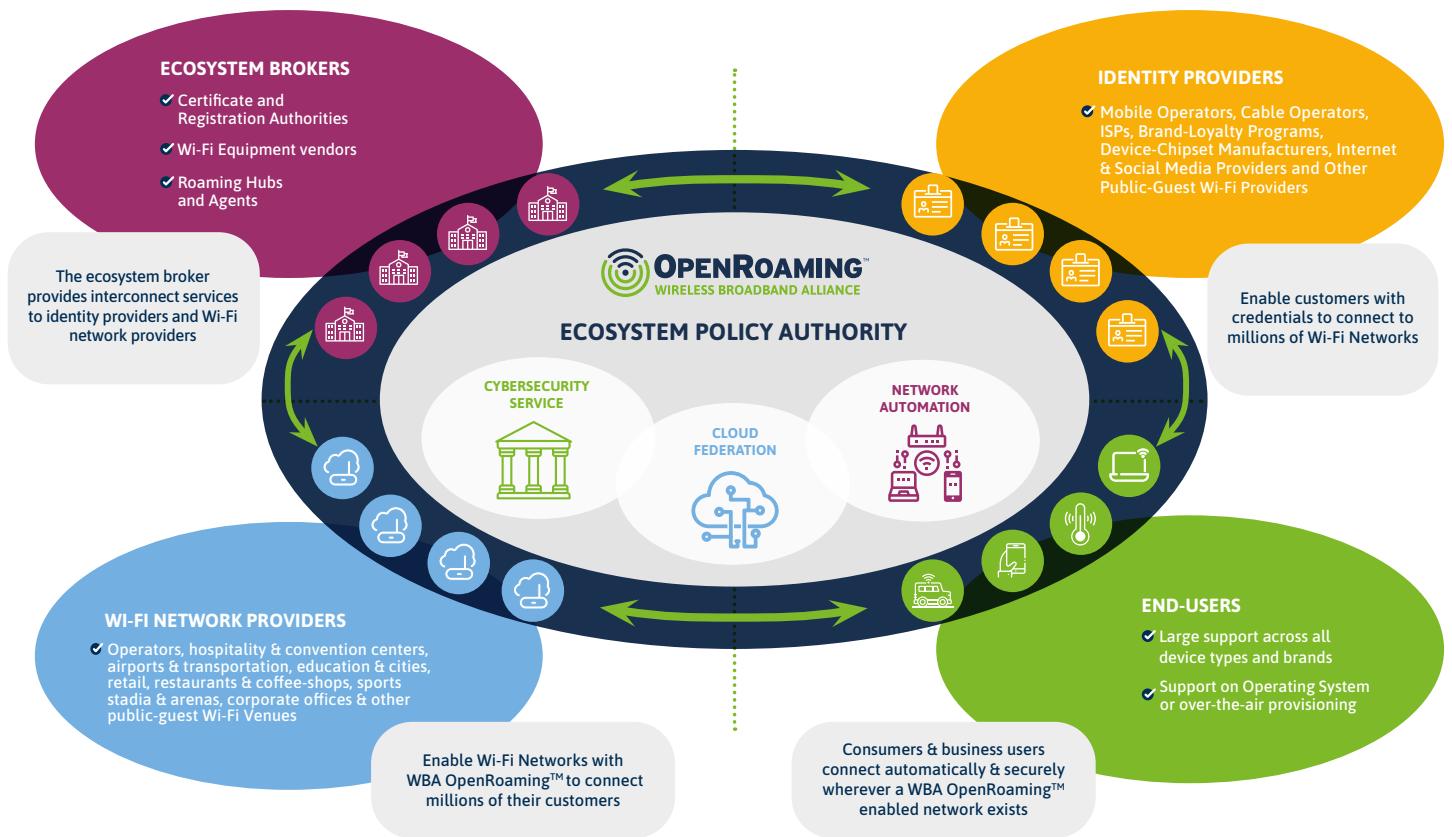**WBA Chairman and AT&T Vice President of Tower Strategy and Roaming**

" OpenRoaming™ has the potential to revolutionize WiFi roaming by offering easy seamless access to WiFi networks around the world. Mobile devices as well as tablets and laptops can be configured by mobile operators and other companies to visit any hotspot on the ground, on boats and in airplanes supporting OpenRoaming. This will satisfy customers and will strengthen wholesale business. "

Dr. Angelos Mavridis
Senior Manager WiFi Roaming, Telekom Global Carrier, Deutsche Telekom

FIND OUT MORE: OPENROAMING.ORG

Within the OpenRoaming™ ecosystem, each player has a role and can enhance and increase their business value by becoming part of the federation

ECOSYSTEM BROKERS
- ✔ Certificate and Registration Authorities
- ✔ Wi-Fi Equipment vendors
- ✔ Roaming Hubs and Agents

The ecosystem broker provides interconnect services to identity providers and Wi-Fi network providers

IDENTITY PROVIDERS
- ✔ Mobile Operators, Cable Operators, ISPs, Brand-Loyalty Programs, Device-Chipset Manufacturers, Internet & Social Media Providers and Other Public-Guest Wi-Fi Providers

Enable customers with credentials to connect to millions of Wi-Fi Networks

OpenRoaming™ WIRELESS BROADBAND ALLIANCE
ECOSYSTEM POLICY AUTHORITY

CYBERSECURITY SERVICE

CLOUD FEDERATION

NETWORK AUTOMATION

WI-FI NETWORK PROVIDERS
- ✔ Operators, hospitality & convention centers, airports & transportation, education & cities, retail, restaurants & coffee-shops, sports stadia & arenas, corporate offices & other public-guest Wi-Fi Venues

Enable Wi-Fi Networks with WBA OpenRoaming™ to connect millions of their customers

END-USERS
- ✔ Large support across all device types and brands
- ✔ Support on Operating System or over-the-air provisioning

Consumers & business users connect automatically & securely wherever a WBA OpenRoaming™ enabled network exists

ECOSYSTEM BROKER

- ✔ Provide an off-the-shelf solution using WBA OpenRoaming™ to connect network providers and Identity providers
- ✔ Grow your customer relationships leading to business and revenue growth
- ✔ Support your customers by providing WBA OpenRoaming™ interconnection services, identity creation and other added value services
- ✔ Enlarge your portfolio of innovative services by providing WBA OpenRoaming™

NETWORK PROVIDERS & VENUES

- ✔ Solve your Wi-Fi authentication challenge for your customers and visitors by providing automatic and secure Wi-Fi with WBA OpenRoaming™
- ✔ Provides Wi-Fi access in your property to billions of Wi-Fi devices supported by WBA OpenRoaming™ members
- ✔ Grow your business opportunities with Wi-Fi Roaming & Offload
- ✔ Prepare your Wi-Fi network for convergence with 5G and be ready to be used by any device with a cellular SIM-Card & services
- ✔ Provide a better Wi-Fi experience with innovative services to ease the life of your customers and visitors

OPERATORS & IDENTITY PROVIDERS

- ✔ Provide a state-of-the-art Wi-Fi experience by enabling automatic and secure connectivity to Wi-Fi networks to your customers
- ✔ Provides unprecedented global reach to millions of Wi-Fi Hotspots supported by WBA OpenRoaming™ partners for your customers in venues from operators, enterprises, cities, among others
- ✔ Extend value for your customers and increase relevancy of your services
- ✔ Enlarge your customer satisfaction and show innovative services by enabling WBA OpenRoaming™
- ✔ Keep customers connected with WBA OpenRoaming™ while reducing operating expenses by way of Wi-Fi offload

END USERS/CUSTOMERS

- ✔ WBA OpenRoaming™ improves consumers satisfaction with guest & public Wi-Fi access by delivering an automatic and secure Wi-Fi experience across the World.
- ✔ End users can now connect to all type of Wi-Fi networks – coffee-shops, restaurants, malls, retail, cities among others – no matter where you go, look for the following:

OPENROAMING™
WIRELESS BROADBAND ALLIANCE

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WBA OpenRoaming™ is based on a set of business and technical components that enables the function of the roaming federation

WBA OpenRoaming™ Dimensions	WBA OpenRoaming™ Components
Cybersecurity Service	• Manages secure public keying infrastructure (PKI) for certificates policy, management and broker services • Supports dynamic & static interconnection technologies
Cloud Federation	• Operates centralized federation policies and global identifiers for Wi-Fi networks & identity providers • WBA unique Wi-Fi network identifier (WBAID) for federation partners • Wireless Roaming Intermediary eXchange (WRIX) standard enables roaming services harmonization and multiple business models
Network Automation	• Manages automated roaming consortium codes and policy provisioning mechanisms • Utilizes Passpoint® technology

OPENROAMING™
WIRELESS BROADBAND ALLIANCE

STEP 1 Sign up for WBA OpenRoaming™ *(Inclusive for WBA Members)*

STEP 2 Adopt the WBA OpenRoaming™ framework and standards

STEP 3 Choose the interconnect model and technologies

STEP 4 Select your business model and partners that are members of WBA OpenRoaming™

STEP 5 Configure your network and/or customer devices

STEP 6 You are now part of the WBA OpenRoaming™ brand and are **ready** to **ROAM!** Congratulations!

> "OpenRoaming™ will enable enterprises to transform the way they provide Wi-Fi access to customers, employees and guests - seamlessly and securely without the barriers of landing pages and passwords. For public venues this can be a platform to help attract, engage and reward customers and for private enterprise offices this can make registration for Wi-Fi access frictionless removing an unnecessary task from visitor reception staff or for IT staff for employees."

Chris Bruce
Managing Director, GlobalReach Technology

JOIN OPENROAMING™ TODAY!

VISIT: OPENROAMING.ORG

OR, SCAN THE QR CODE