REDKNEE
Looking Beyond

❓ Why Redknee

Monetize Wi-Fi assets by treating them as part of your marketing strategy

Gain deeper insight into subscriber behavior by collecting usage data directly from the application

Increase Wi-Fi user adoption and loyalty by sending timely, contextual notifications

Create 3rd party revenue streams through built-in location based promotions, advertising and upsell opportunities

Go to market quickly with Redknee's integrated end-to-end cloud platform

Wi-Fi Monetization

Improving the Wi-Fi user experience while enabling new revenue streams

> Challenges with Wi-Fi

As LTE rollout continues and subscribers' expectation of mobile data speeds and quality of service continue to rise, communications service providers (CSPs) are increasingly turning towards Wi-Fi to lower their cost per bit in high traffic areas, as well as to address cellular coverage gaps. Unfortunately, CSPs often struggle to deliver a user experience that is both user friendly and that meets business objectives while balancing the constraints from their legacy infrastructure.

Some of the challenges CSPs face when it comes to Wi-Fi is the underutilization of hotspots, as users are often not aware of when they are near one. There is also confusion for the user when trying to determine which SSIDs to connect to and which can be accessed for free. With hotspots largely deployed in densely populated areas, congestion can be especially frustrating during peak hours, resulting in slow or dead Wi-Fi connections.

When it comes to offloading, most solutions transfer the user as soon as they come within range of a hotspot. Indiscriminately offloading users still comes with the risk that they may be offloaded to a congested hotspot or worse - one that has no connection to the internet. In addition, many Wi-Fi offload solutions do not move the user back to a cellular network when the connection is poor, forcing the user to figure out how to do so manually from their phone. Combine these with the need for heavy back-end integration on a system that is poorly marked because it is treated as a cost center rather than a revenue generator, it is no surprise that many CSPs face the problem of low subscriber Wi-Fi usage.

> Monetize Wi-Fi with Redknee

Redknee's Wi-Fi Monetization solution suits both the needs of CSPs creating new offload strategies using limited Wi-Fi hotspots, as well as those with extensive coverage either through their own networks or with partners. With Redknee, CSPs can deliver a seamless and easy-to-use subscriber experience; one that is simple to deploy with few external dependencies, and evolves with the needs of CSPs and their subscribers.

Redknee's solution detects when a user is within a carrier sanctioned hotspot and selectively, yet seamlessly, offloads the user based on the CSP's policy. Finally, with a built-in location based campaign management capability, CSPs can generate third party revenue from advertising and sponsored data, which can improve the overall solution business case.

> Generate deeper insight

Truly understand the subscriber experience with Redknee's Wi-Fi Monetization solution, which enables CSPs to better understand when and how often subscribers are using applications on their handset while gathering performance metrics on cellular and Wi-Fi networks from the user's perspective. This is especially critical when partnering for Wi-Fi, where the CSP often has little insight about the actual user experience. CSPs can continue to capture user insight regardless of whether the user is in the CSP's network or on a Wi-Fi or cellular network.

The built-in analytics module combines the Wi-Fi experience data with subscriber profile data and external third party data, such as those from retailer partners, to provide complete picture to improve the Wi-Fi business. Whether to better optimize business operations, analyze hotspot performance, identify monetization opportunities, conduct subscriber analysis, or enhance customer care, Redknee's Wi-Fi turnkey platform helps the CSP drive continuous improvements to their business.

> Deliver more value to MVNOs

As MVNEs fight to capture new MVNOs in an effort to expand their subscriber base, they are in a unique position to help MVNOs capture and synthesize data in a way that is useful to retailers. Redknee's Wi-Fi Monetization solution provides information such as how often subscriber are shopping at particular stores and even their movent patterns within the shop. This data can be very powerful to the MVNOs and their retailers.

When deployed via Redknee's cloud platform, these capabilities can be made available to new MVNOs quickly, and the information can be a key differentiator for a CSP trying to attract a retail MVNO. Furthermore, MVNOs can use the solution's real-time campaign capabilities to upsell or advertise to a user who is nearby or entering a store. With a built-in analytics platform and real time campaign management, the solution puts the CSP in the driver's seat to help MVNOs truly maximize their returns.

> Deliver the best possible experience in congested networks

Redknee's Wi-Fi Monetization solution enables CSPs to define which users can connect to hotspots, and the minimum sufficient user experience. The client can continually monitor the Wi-Fi / cellular channels for congestion and proactively select the best channel for the user. Combined with detailed analytics dashboards provided to fine-tune policies, the CSP can ensure that the user will receive the best possible experience, even if their networks are congested.

> Flexible deployment options

Redknee's solution is offered either on-premise or via the cloud. As a CSP's Wi-Fi strategy evolves, moving from simple subscriber notification in a sparse network in order to drive usage and revenue, to intelligent seamless offload in a dense Wi-Fi network to improve subscriber experience, the modular architecture allows the solution to evolve incrementally to meet changing needs.