### How to monetize Wi-Fi services



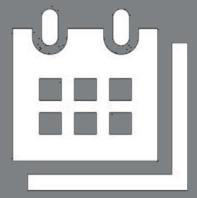
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SINOG, June 13 2014, Ljubljana The need to involve venues

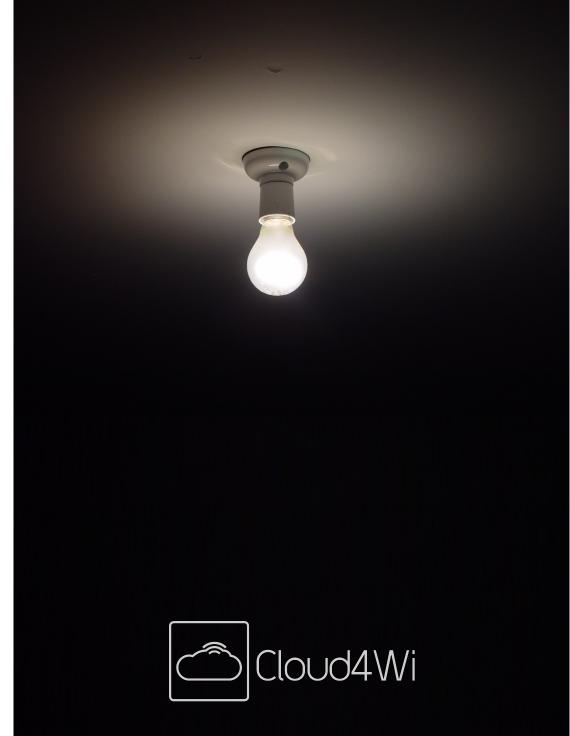
Enabling value-added services over Wi-Fi

How to monetize Wi-Fi services

#### Agenda



#### Who we are



#### Wi-Fi Value Creation Pyramid

- LBS, ProximityAnalytics
- Advertising

Value-added services

**New Revenue** 

Users, Business and Other Service Providers

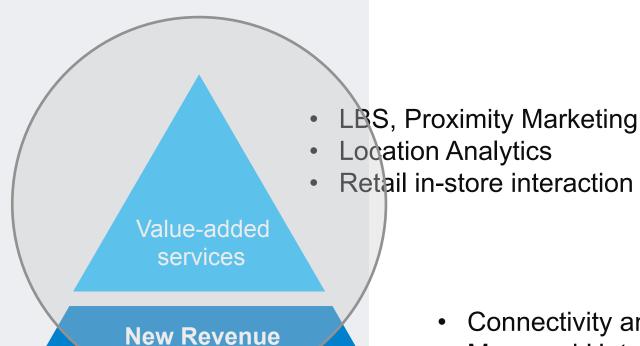
- Connectivity and Premium Services
- Managed Hotspot
- Wi-Fi Roaming

**Baseline** 

Investment with Compelling ROI

- Broadband and Mobile Retention
- Mobile Data Offload

#### Cloud4Wi Wi-Fi Value Creation Pyramid



- Users, Business and Other Service Providers

- Connectivity and Premium Services
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#### **Baseline**

Investment with Compelling ROI

- Broadband and Mobile Retention
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## The need to involve venues

#### Agenda



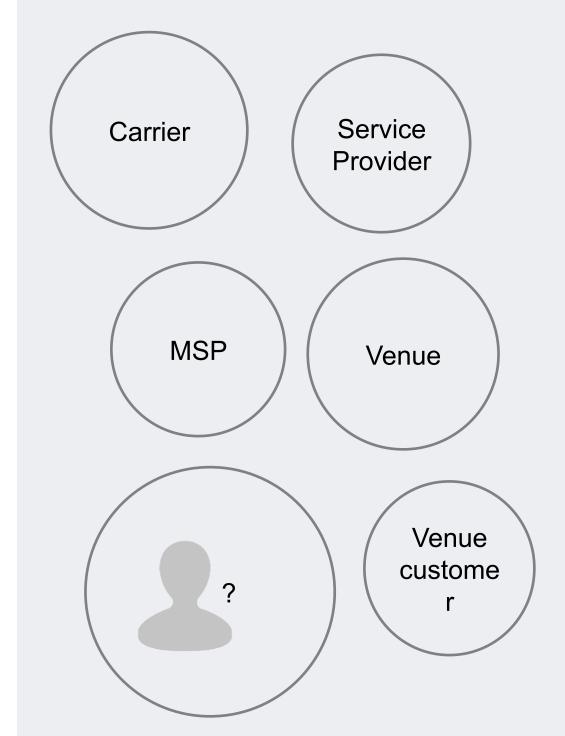


## Everyone needs Wi-Fi

...and venues want to get the control of their

The question is:

Who pays?



#### The question is:

#### Who pays?

### «Premium» pay-per-use plans



The question is:

Who pays?



24% Free Wi-Fi (Worldwide)

**84%**Free Wi-Fi (U.S.)

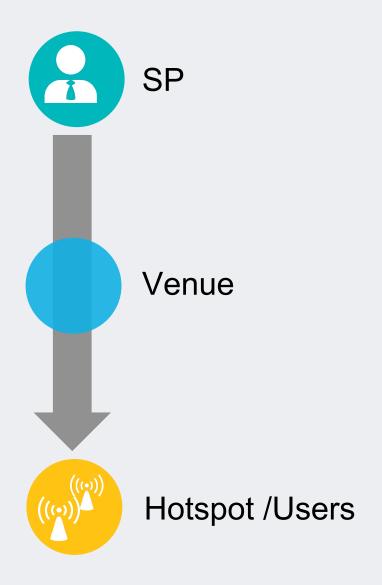
Source: JiWire, Q4 2013





From Bit-pipe Servicepipe

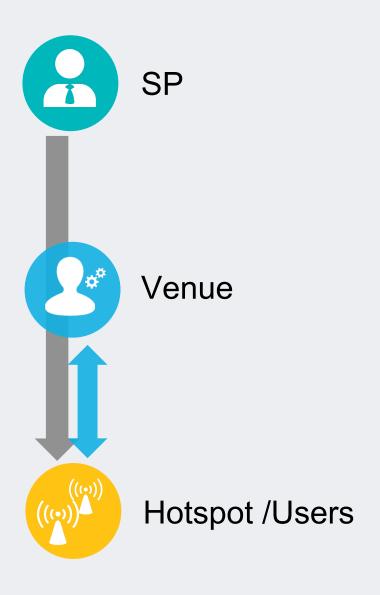




Traditional Full Managed Wi-Fi Services is..

# Delivering Wi-Fi (connectivity) Through the Venue







## Involving the Venue

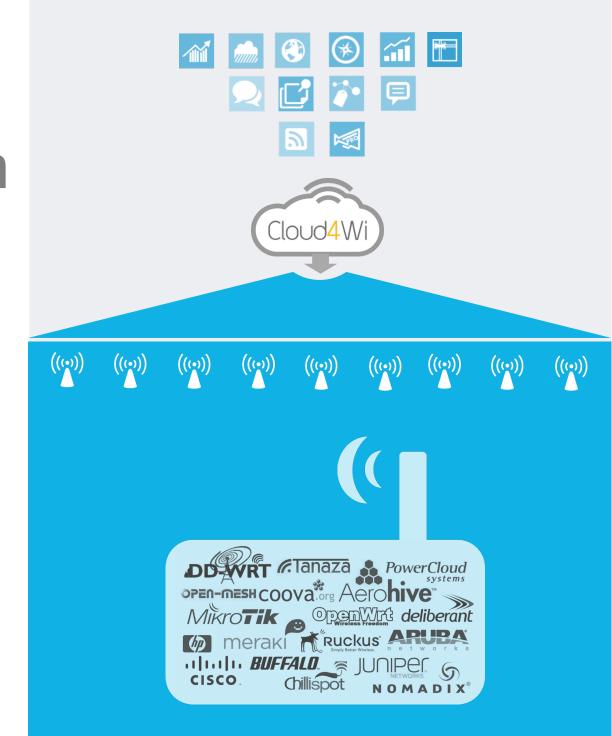
#### Enabling valueadded services over Wi-Fi

#### Agenda



Value-added services through the first Wi-Fi Marketplace

(on top of any Wi-Fi access network)

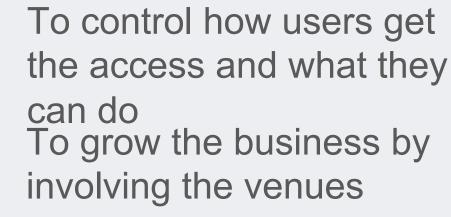


#### Main benefits for Managed Service Providers

. . .









To address requirements of different industries



To build service packaging tailored to customer specs

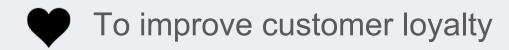


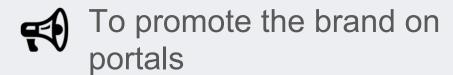
To create branded offering portfolio through white

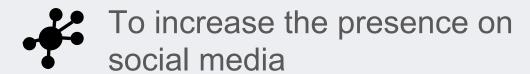


label To choose the AP and/or normalize legacy networks

#### and for venues







- To generate qualified leads for marketing campaigns
- To deliver location-based contents, communications and user experience



To survey customers



To learn more about customers (data, behaviour and loyalty)



To promote products / services, and special offers



To earn with third parties advertising



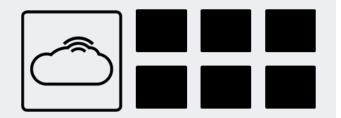
To deliver a better on-line customer experience

## How to monetize Wi-Fi services

#### Agenda



#### Wi-Fi Marketplace









A Ivan Release Preview -

👗 I van Muccini



Users (0)



Click Analysis









If the tenants and WiFi area owners want to know the performance of their splash portal, 'Click counting' is the perfect web a..

More info

Internet regulates access to Internet redirecting the end user to the login page. New users can access the registration page. Afte...





Advanced Statistics premium







Instant Win gemium



More info

Advanced Statistics is the right web app for the tenants or the WiFi area owners that are looking for detailed information about t..

More info

games for end-users. Once logged in, end-users can play and are immediately not.

Instant Win allows implementing online instant-win

More info Settings



•⁄⁄•













Net Coupons is the fast and economical way to establish a direct link with the consumer: it is possible to create virtual ticket...

More info



External links provides a direct link to a web page outside the domain of the splash portal, enabling end-users to access to it be..

Settings



Advertising Pro premium







Nearby premium





More info

Advertising Pro allows you organizing advertising campaigns by click, impression and time, sponsoring the rotating banners in some...

More info



Nearby allows you to setup a list of access point, coupon, friends and Points of Interest such as coffe shop, petrol stations, hot..

More info



Geo Chat premium



More info









Geo-Chat let the end users to discover the other near online users, for example those connected on the same hotspot, and start cha.

Pin-up is allows end-users to pin personal messages on a digital shared board on the Splash Portal of a certain location. It repre.

Settings

More info



Survey Pro premium







Presence basic



Survey Pro allows creating, through a simple wizard questions, forms, quizzes and voting question. You can ack/force and user to r

Presence Analytics displays location based statistics to monitor and improve customers annanament and Invalty Presence Analytics



#### Wi-Fi Marketplace

- ✓ Location-based advertising
- ✓ Marketing tools
- ✓ Survey
- ✓ Couponing
- ✓ Gaming, utilities, widgets, etc.



## Monetize the initiative



Net Coupons



Survey Pro



Email Marketing



Analytics



Advertising Pro



Social Marketing



Instant Win

#### Engage Users







Geo Chat



Pin-Up



Weather



Internet



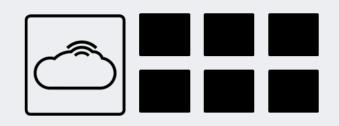
Spot News



#### Wi-Fi Marketplace

#### Open

APIs and App development SDK



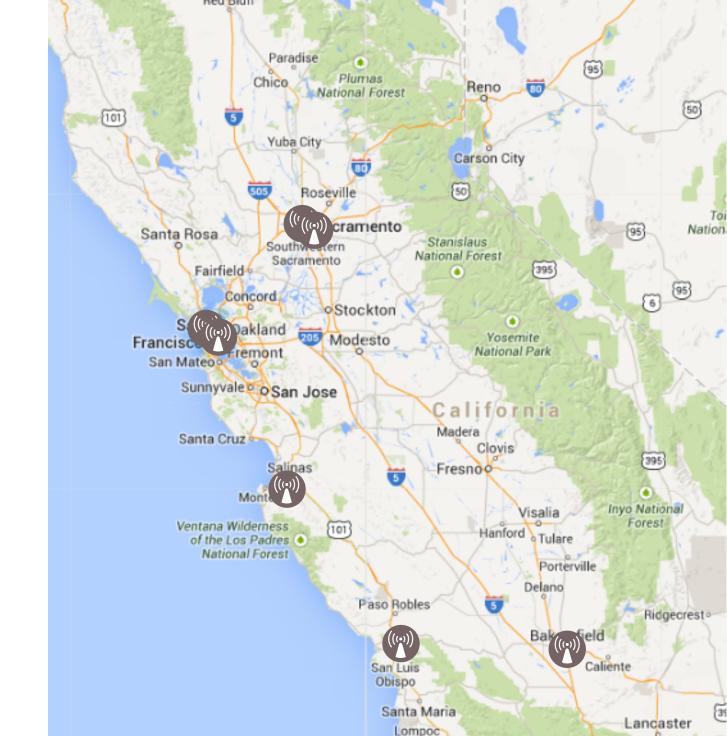


- To offer free Wi-Fi Internet access to customers
- To monetize Wi-Fi connectivity





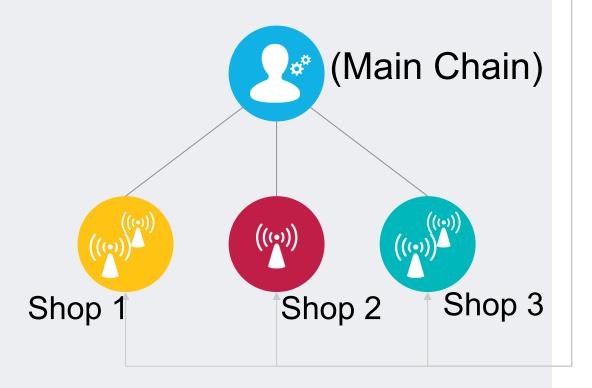
#### The Network



#### Multi-level (managed service + delegated services)

(Main Chain) (((•)) Shop 2 Shop 3 Shop 1

#### Multi-level (managed service + delegated services)



#### Independent



Splash Portal



**Internet Plans** 



**Applications** 



**Access Methods** 

#### Wi-Fi monetization strategy

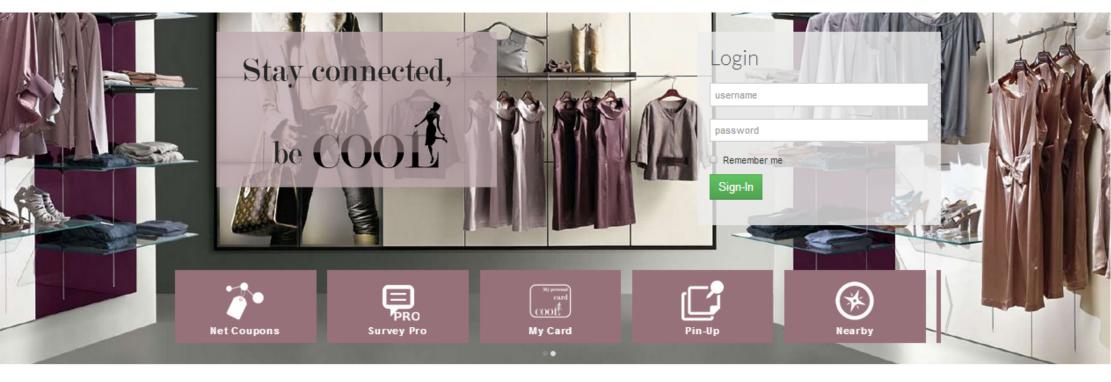
	Main Chain	Shops	
Brand awareness	$\checkmark$		
Advertising	$\checkmark$		
Social marketing	$\checkmark$	$\checkmark$	
Analytics	$\checkmark$		
Push survey	$\checkmark$		
Email marketing	$\checkmark$		
Couponing	$\checkmark$	$\checkmark$	
Instant win	✓		

#### Wi-Fi monetization tools

		Main Chain	Shops	
厚	Survey Pro	$\checkmark$		
	Advertising Pro	$\checkmark$		
	Instant Win	$\checkmark$		
	Net Coupons	$\checkmark$	$\checkmark$	
图	External Link	$\checkmark$		
	Analytics	$\checkmark$		
	Social Marketing	<b>√</b>	$\checkmark$	
	Email Marketing	$\checkmark$		



#### **Engaging Splash Portal**







Watch

-----

Go



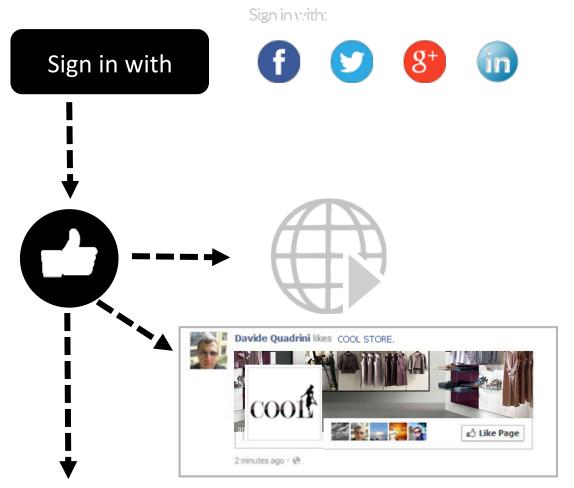
#### Sponsored Wi-Fi

Earn money providing your partners a full page advertising experience triggered when users connect to Wi-Fi or go on-line

# Social Media Brand Awareness

#### Engage your customers

Set up automated Likes, Posts, Check-ins\* and Follows\* in just a few clicks. Encourage customers to "like" your Facebook page and share your Facebook posts on their timeline.



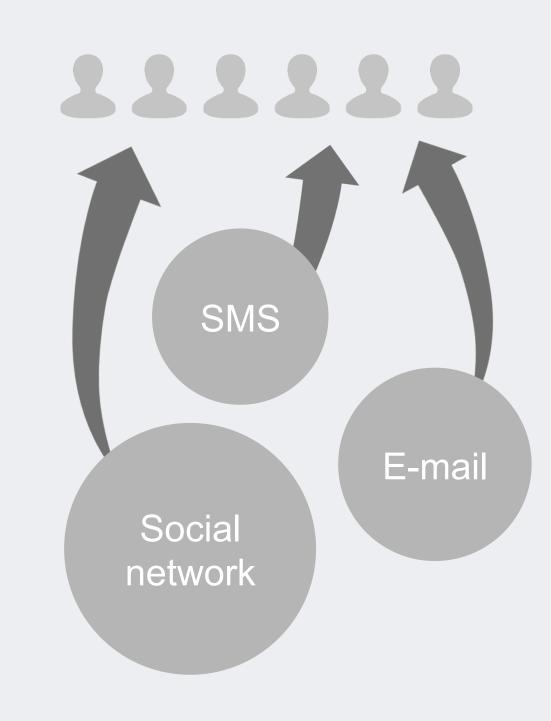


Generate leads through hotspot sign-up

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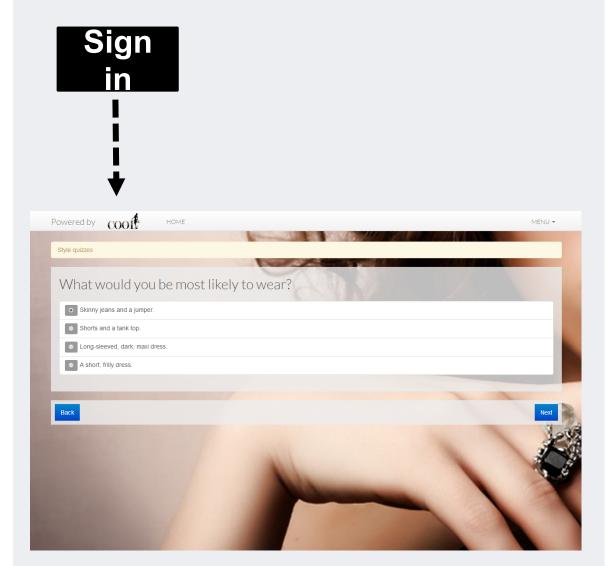
#### **Direct Marketing**

Send users promotional communications



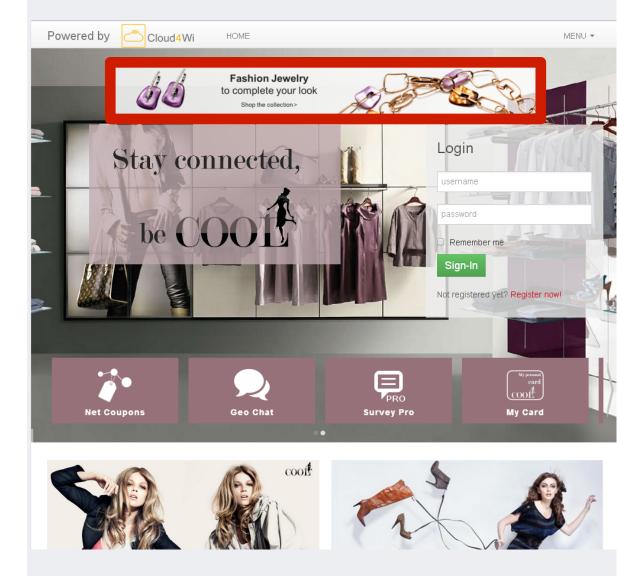
# pull/pushCustomerSurveys

Ask users to take a survey before they go on-line



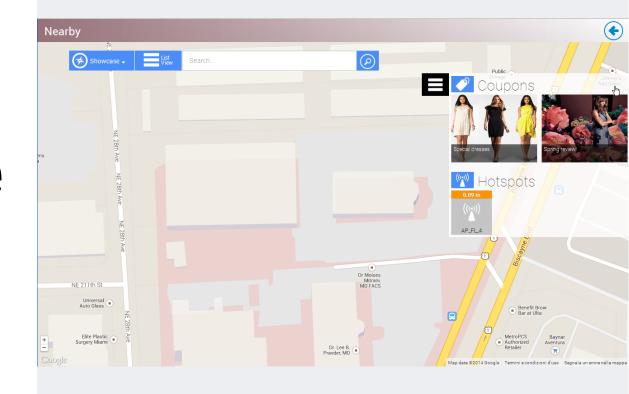
#### Locationbased Advertising

Earn money by providing promotional spaces to your partners



# Coupons, people and much more

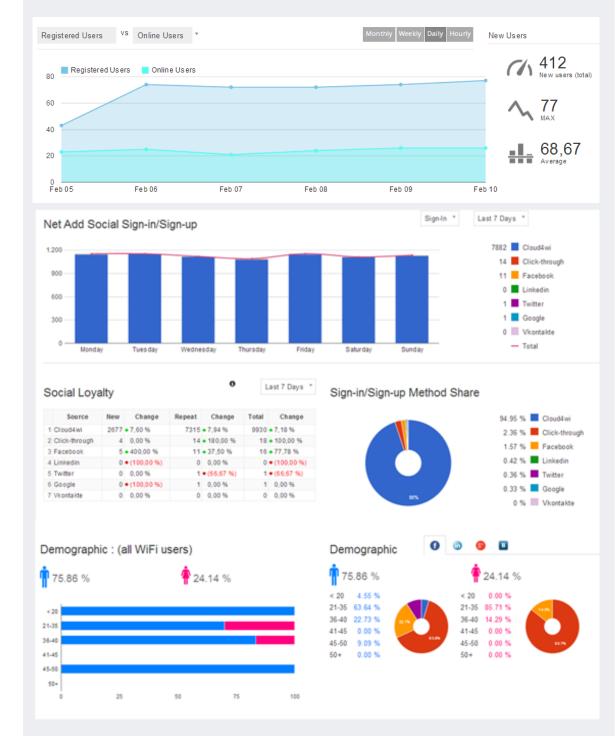
Displaying the points of interest, the couponing campaigns available and people online



#### Learn more about your customers Service, Presence & Social **Analytics**

Collect & analyze info about end-users' behavior. Improve your services and increase your revenues.

Access their social network profiles to gauge their behavior and learn more about their preferences





#### Thanks

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