# How to monetize Wi-Fi services

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SINOG,
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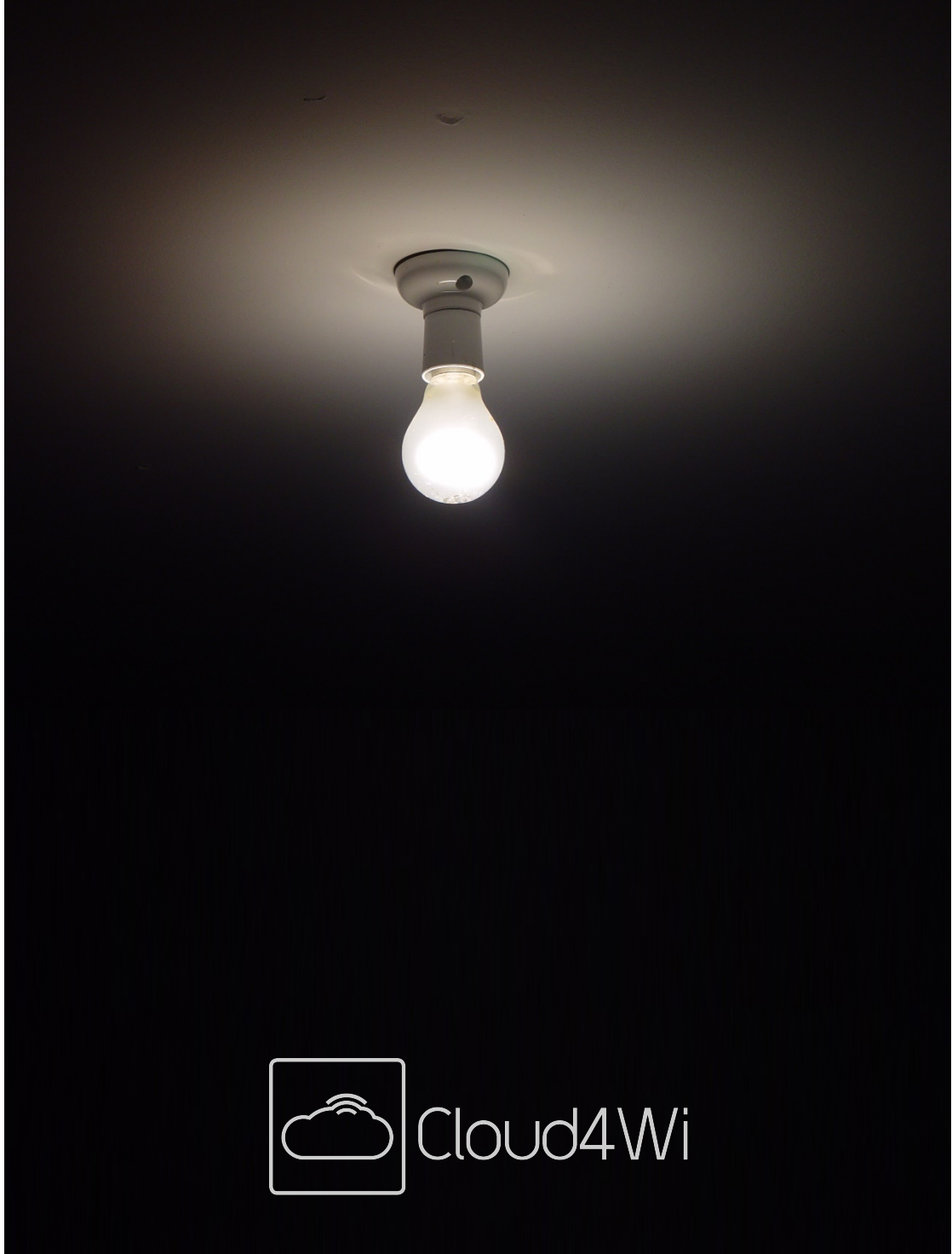
# Agenda

The need to involve venues

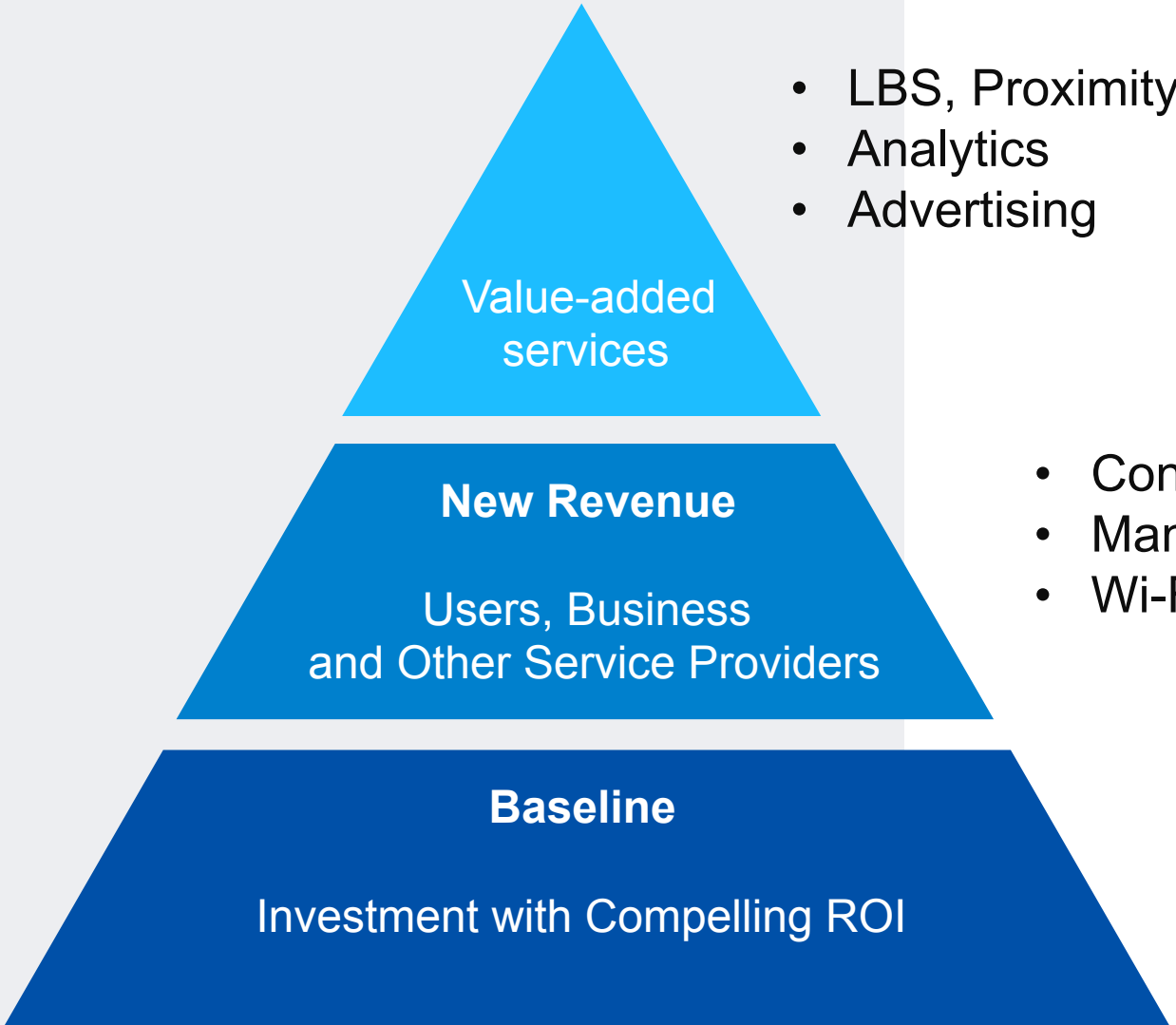
Enabling value-added services over Wi-Fi

How to monetize Wi-Fi services

# Who we are



# Wi-Fi Value Creation Pyramid

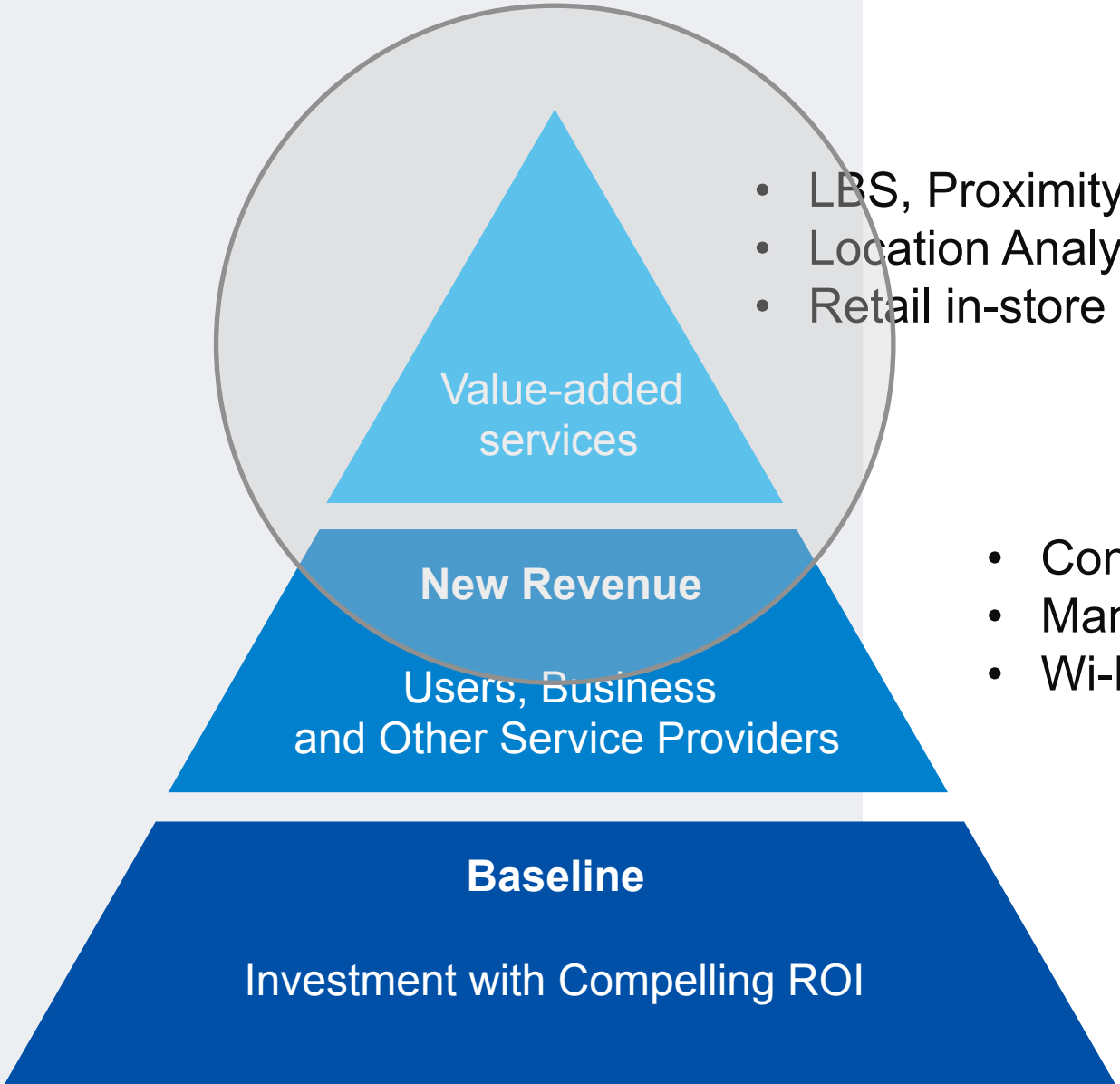



- LBS, Proximity
- Analytics
- Advertising

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

- Broadband and Mobile Retention
- Mobile Data Offload

# Wi-Fi Value Creation Pyramid



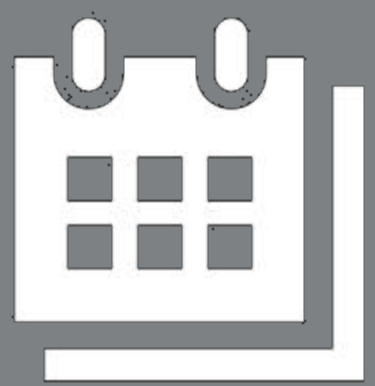

- LBS, Proximity Marketing
- Location Analytics
- Retail in-store interaction

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

- Broadband and Mobile Retention
- Mobile Data Offload

# The need to involve venues

# Agenda

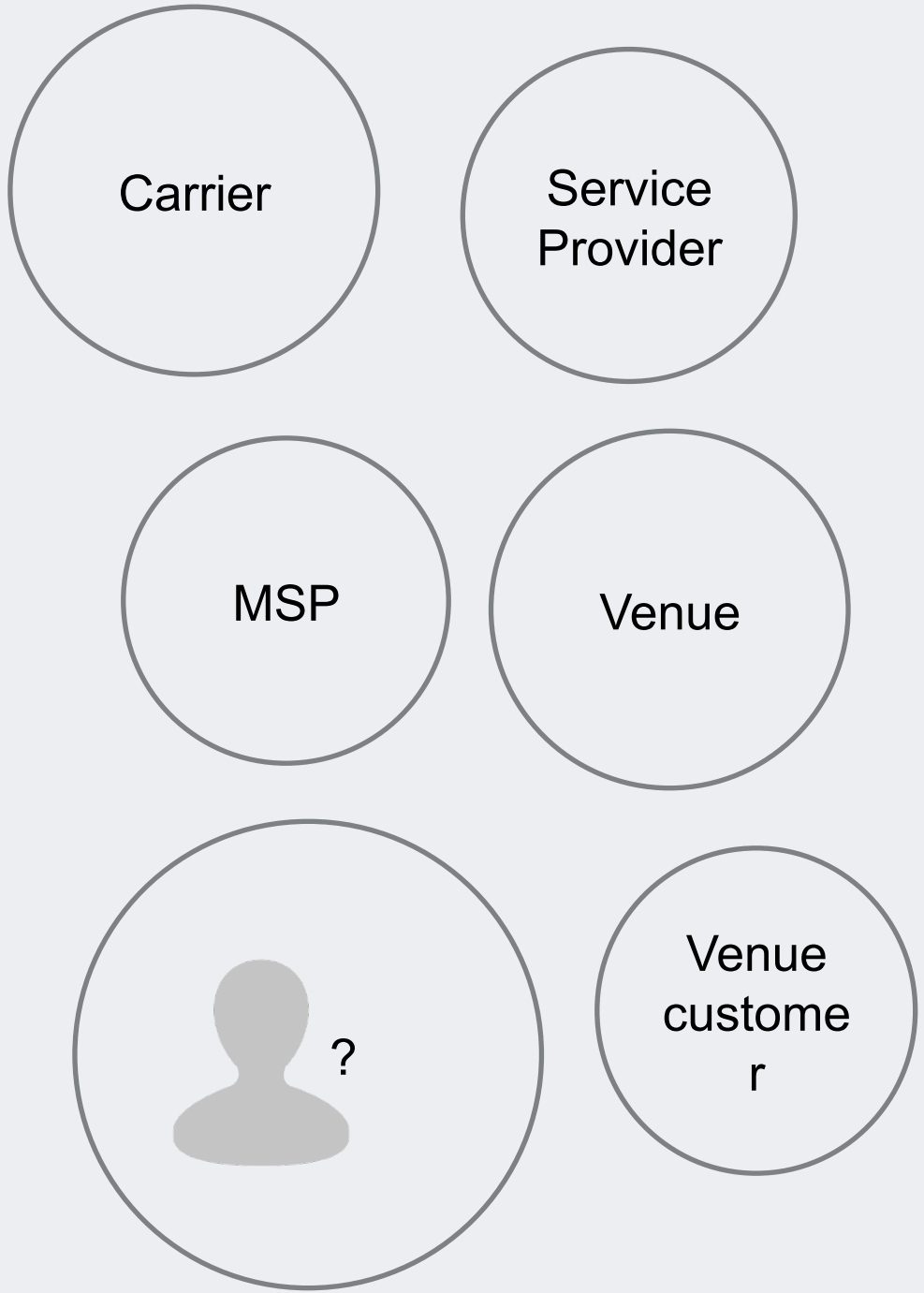


# Everyone needs Wi-Fi

…and venues want to get the control of their

The question is:

# Who pays?



The question is:

# Who pays?

«Premium»

pay-per-use plans

«expense-account-friendly» locations

The question is:

# Who pays?

**24%**
Free Wi-Fi
(Worldwide)

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

***Source***: JiWire, Q4 2013

Cloud4Wi

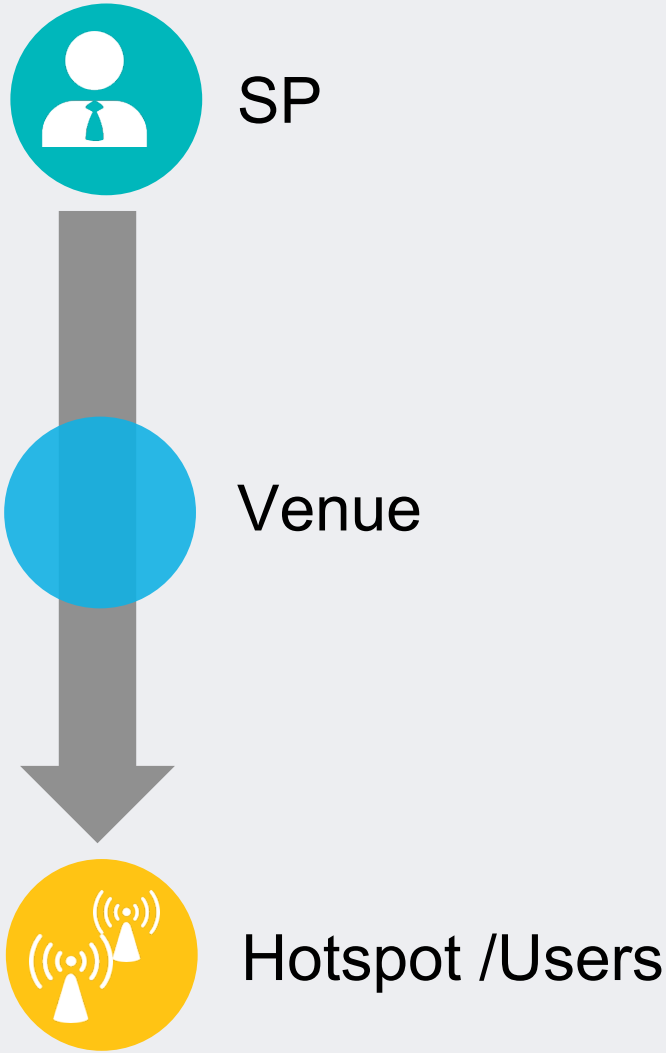
Wi-Fi ?

From

# Bit-pipe

To

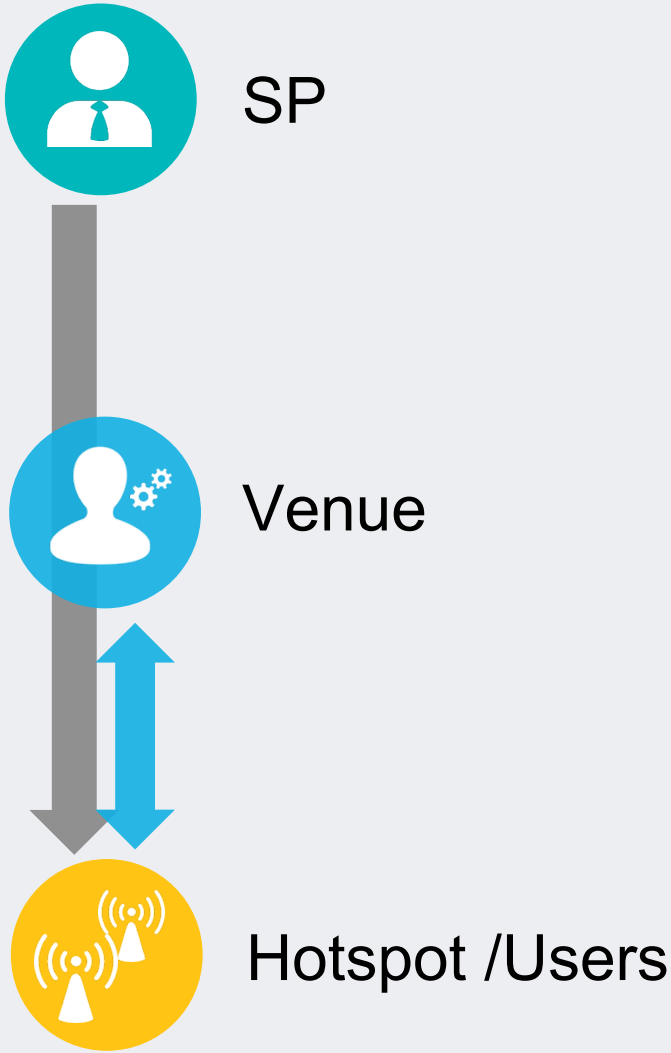
# Service-pipe




Cloud4Wi

Traditional Full Managed Wi-Fi Services is..

# Delivering Wi-Fi (connectivity) **Through** the Venue



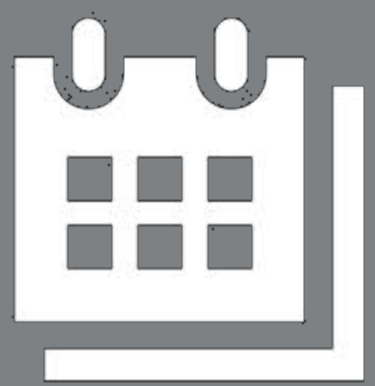

Cloud4Wi

Strategy

# **Involving** the Venue

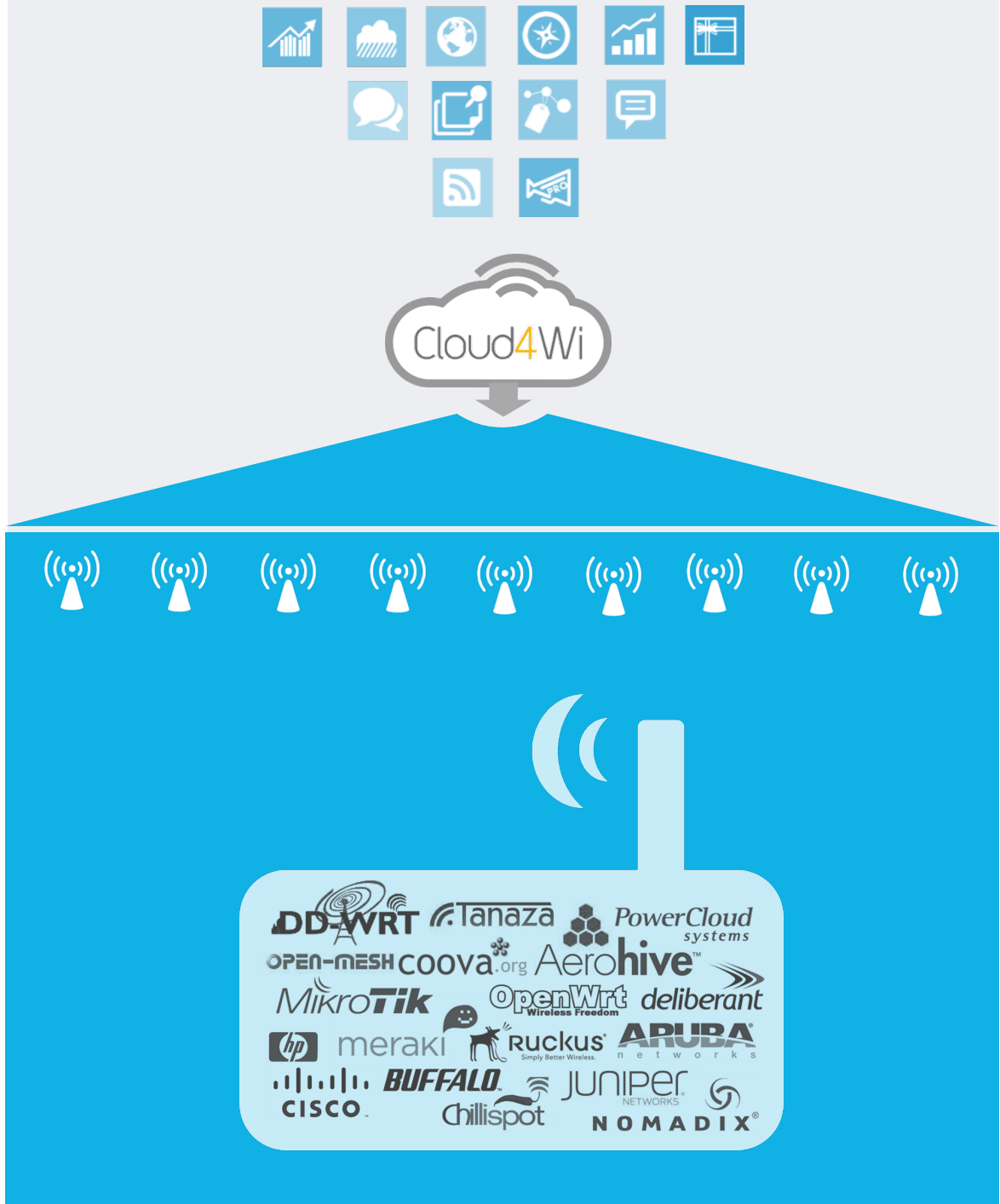
# Enabling value-added services over Wi-Fi

# Agenda



# Value-added services through the first Wi-Fi Marketplace

(on top of any Wi-Fi access network)



# Main benefits for Managed Service Providers …

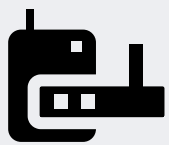
To control how users get the access and what they can do

To grow the business by involving the venues

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

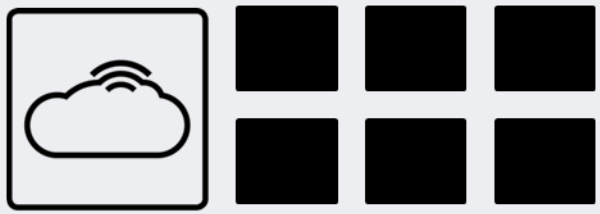
# and for venues

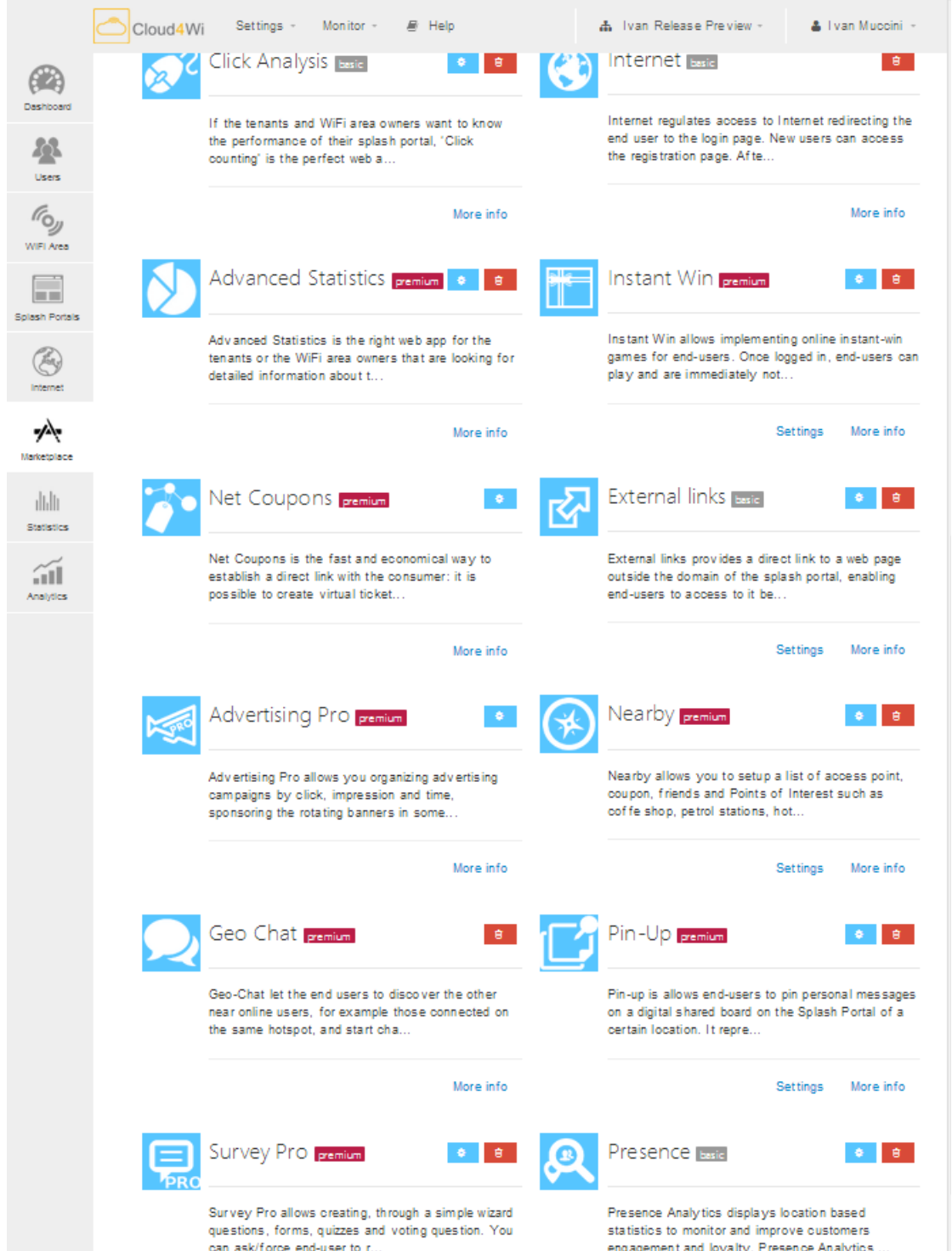
- To improve customer loyalty
- To promote the brand on portals
- To increase the presence on social media
- To generate qualified leads for marketing campaigns
- To deliver location-based contents, communications and user experience
- To survey customers
- To learn more about customers (data, behaviour 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

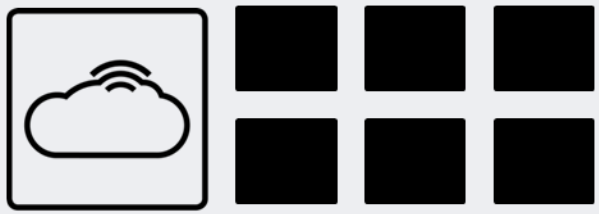
# Wi-Fi Marketplace





# 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

Nearby

Geo Chat

Pin-Up

Weather

Internet

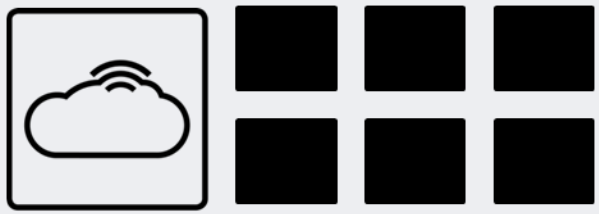
Spot News

Cloud4Wi

# Wi-Fi Marketplace

# Open

## APIs and App development SDK

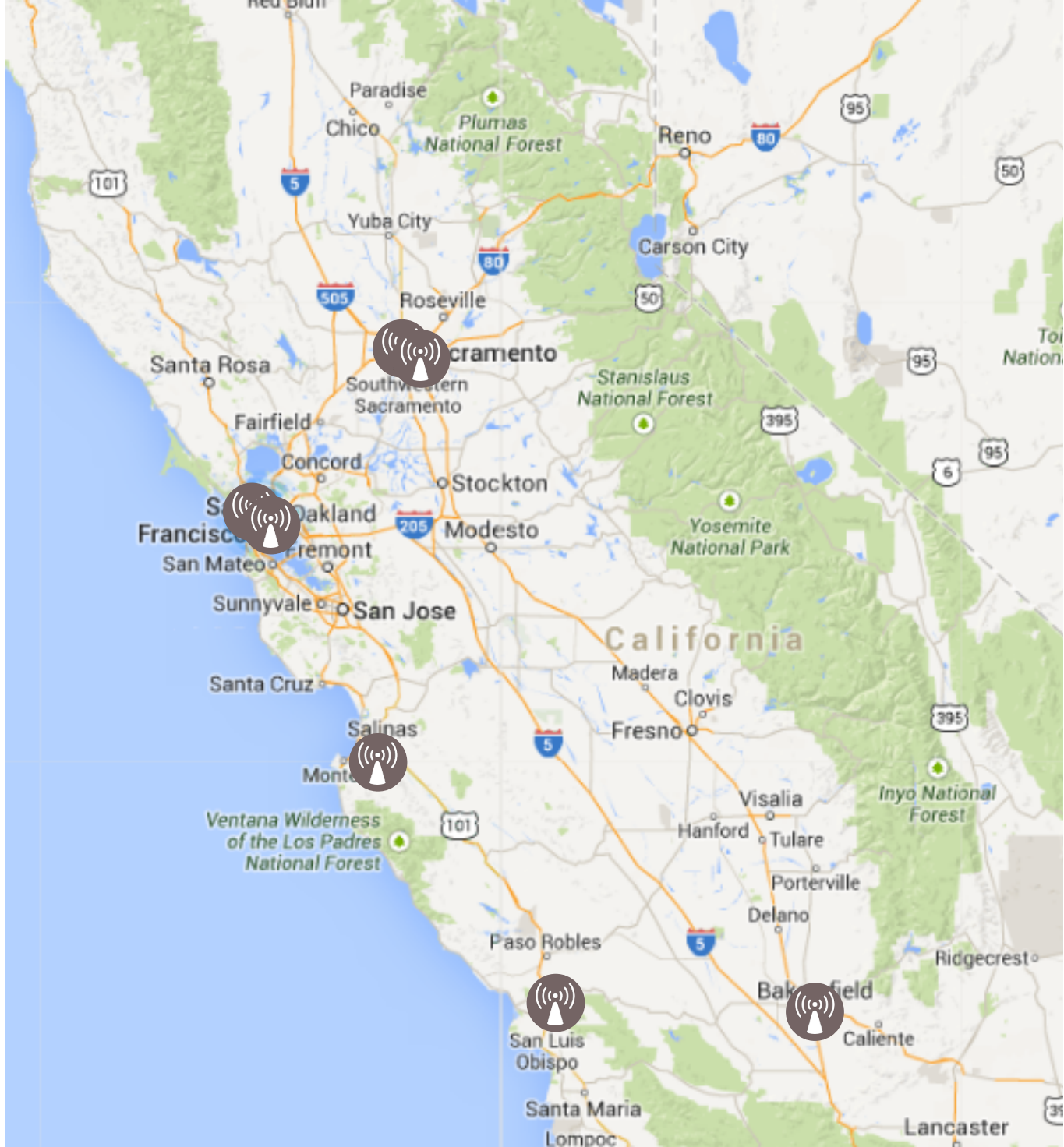


COOL

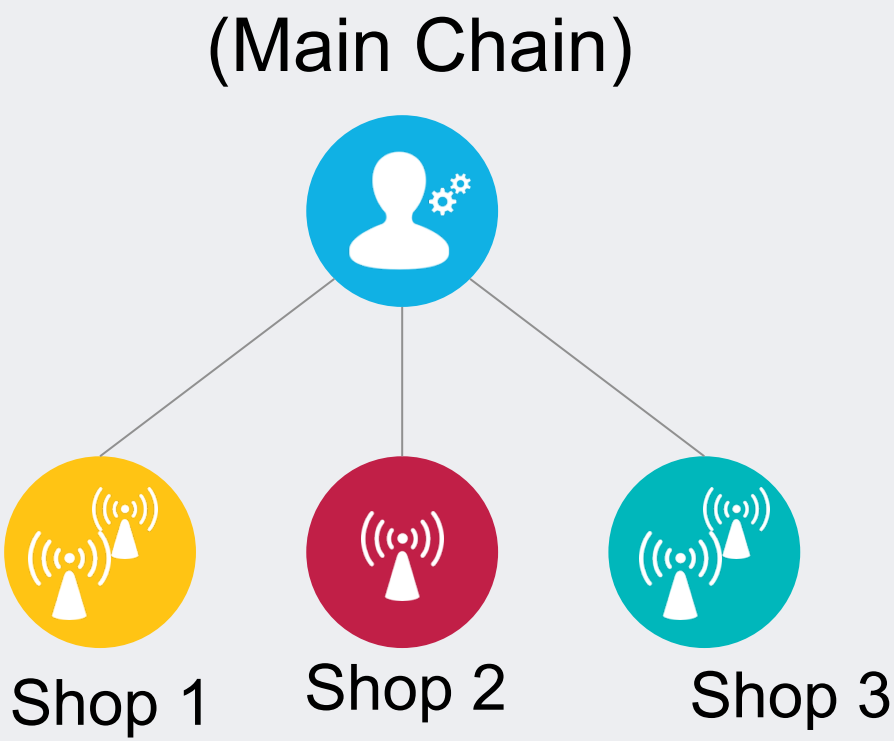
- To offer free Wi-Fi Internet access to customers
- To monetize Wi-Fi connectivity

COOL

# The Network



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



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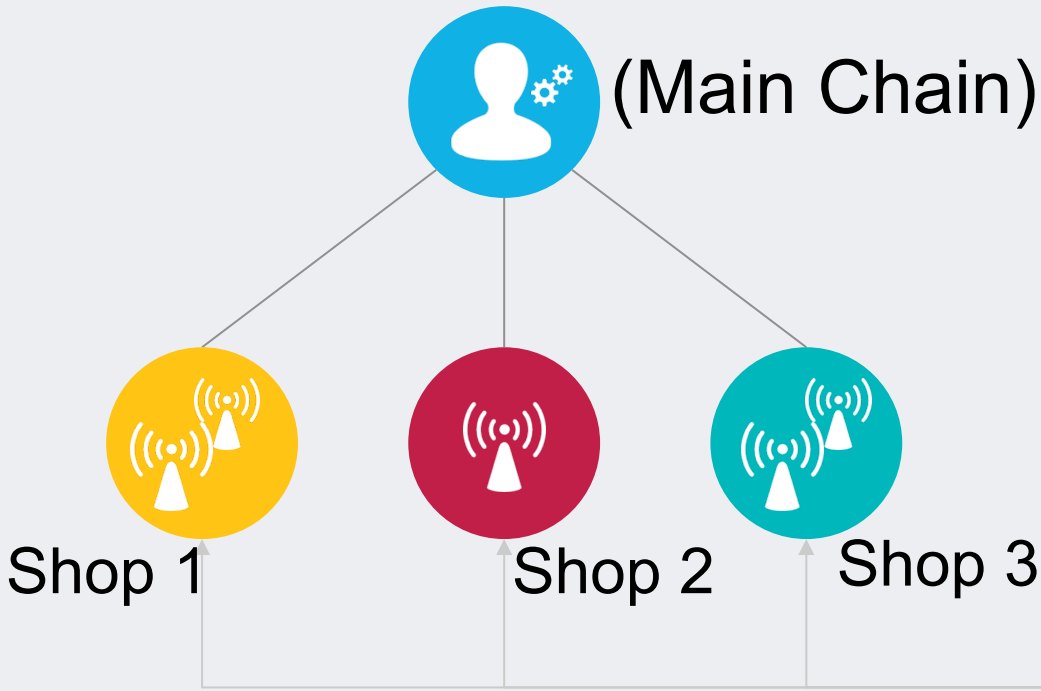



# Independent

- Splash Portal
- Internet Plans
- Applications
- Access Methods

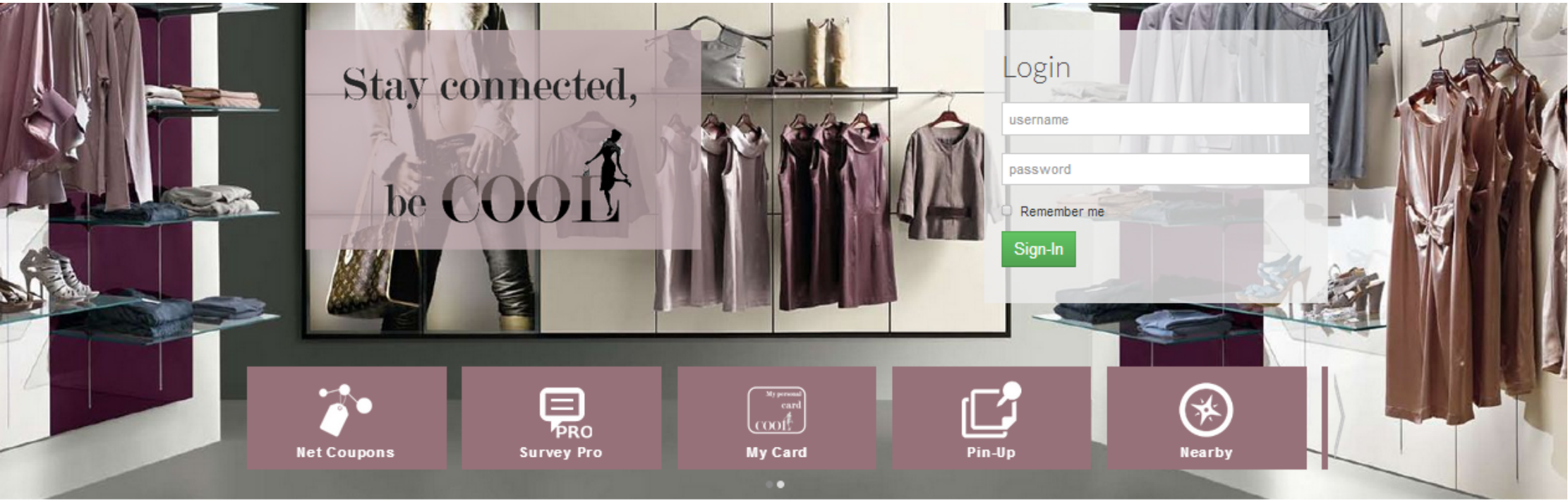
# Wi-Fi monetization strategy

| | Main Chain | Shops |
|---|---|---|
| Brand awareness | ✓ | |
| Advertising | ✓ | |
| Social marketing | ✓ | ✓ |
| Analytics | ✓ | |
| Push survey | ✓ | |
| Email marketing | ✓ | |
| Couponing | ✓ | ✓ |
| Instant win | ✓ | |

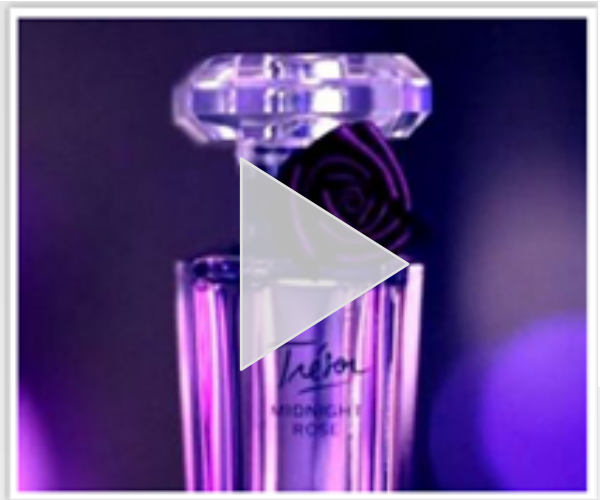
# Wi-Fi monetization tools

| | Main Chain | Shops |
|---|---|---|
| Survey Pro | ✓ | |
| Advertising Pro | ✓ | |
| Instant Win | ✓ | |
| Net Coupons | ✓ | ✓ |
| External Link | ✓ | |
| Analytics | ✓ | |
| Social Marketing | ✓ | ✓ |
| Email Marketing | ✓ | |

# Engaging Splash Portal



Connect → Watch → Go



# Sponsored Wi-Fi

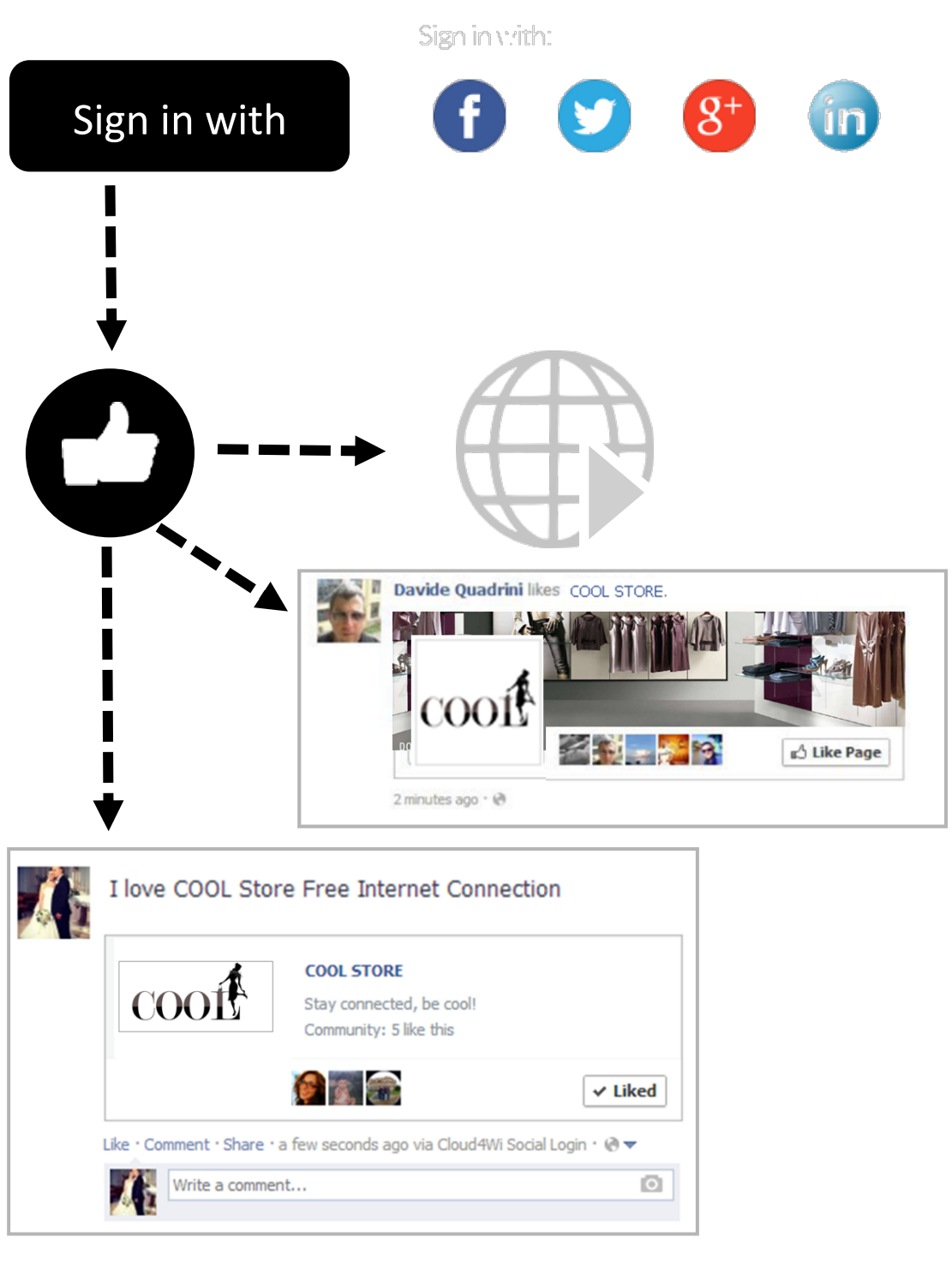
Earn money providing your partners a full page advertising experience triggered when users connect to Wi-Fi or go on-line

# Social Media

## Brand Awareness

## Engage your customers

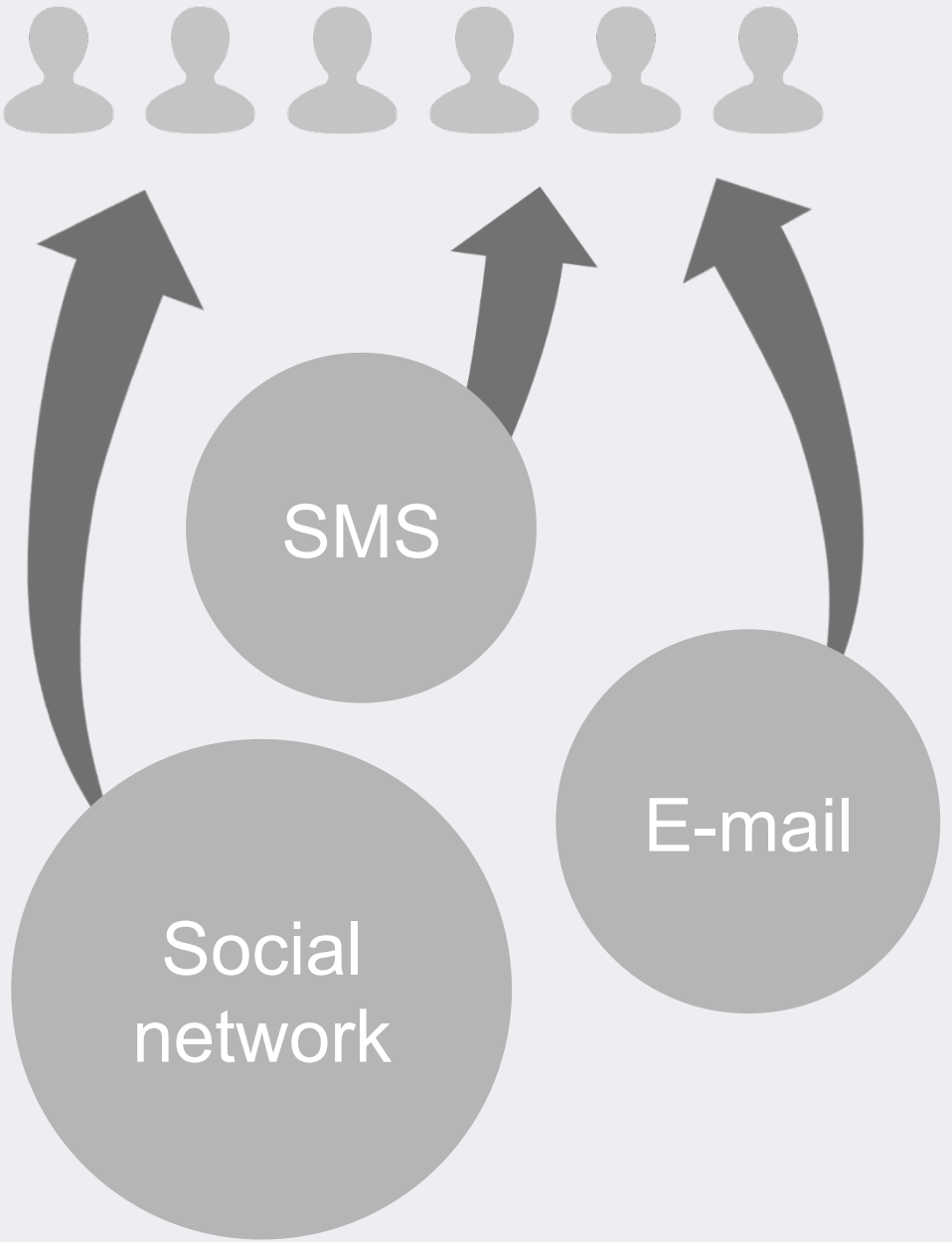
Set up automated Likes, Posts, Check-ins* and Follows* in just a few clicks. Encourage customers to “like” your Facebook page and share your Facebook posts on their timeline.



Generate leads through hotspot sign-up

# Direct Marketing

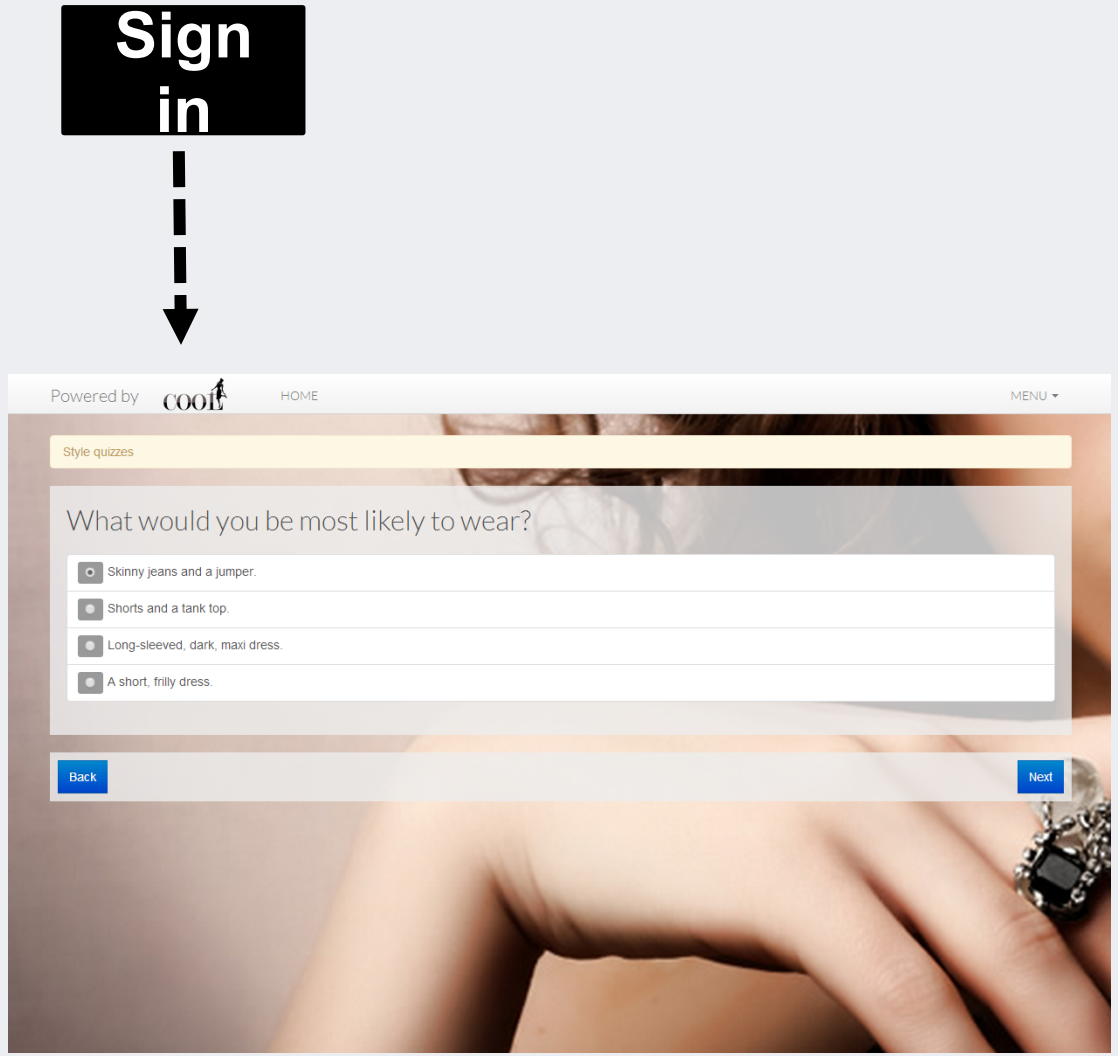
Send users promotional communications



pull/push

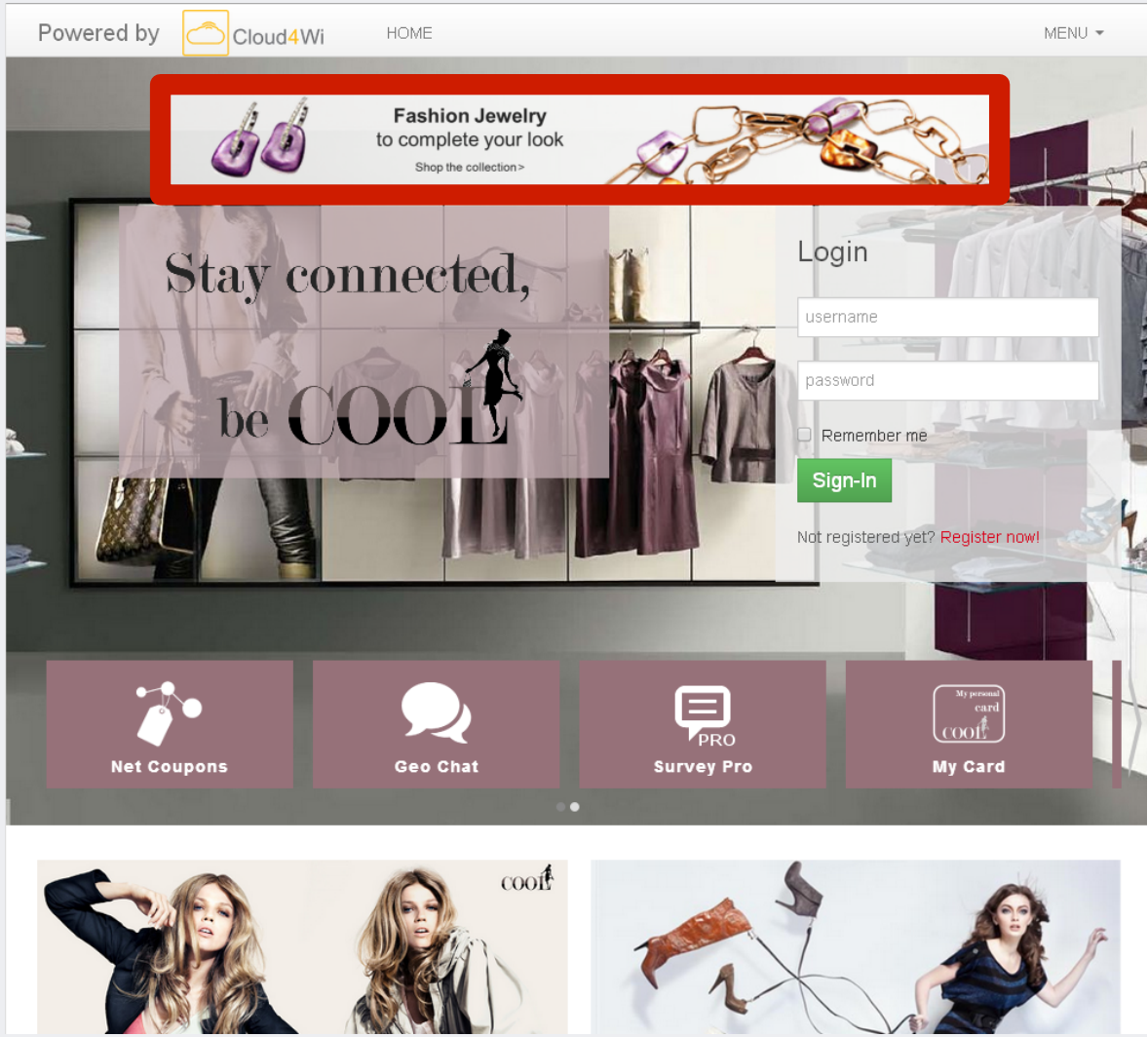
# Customer Surveys

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



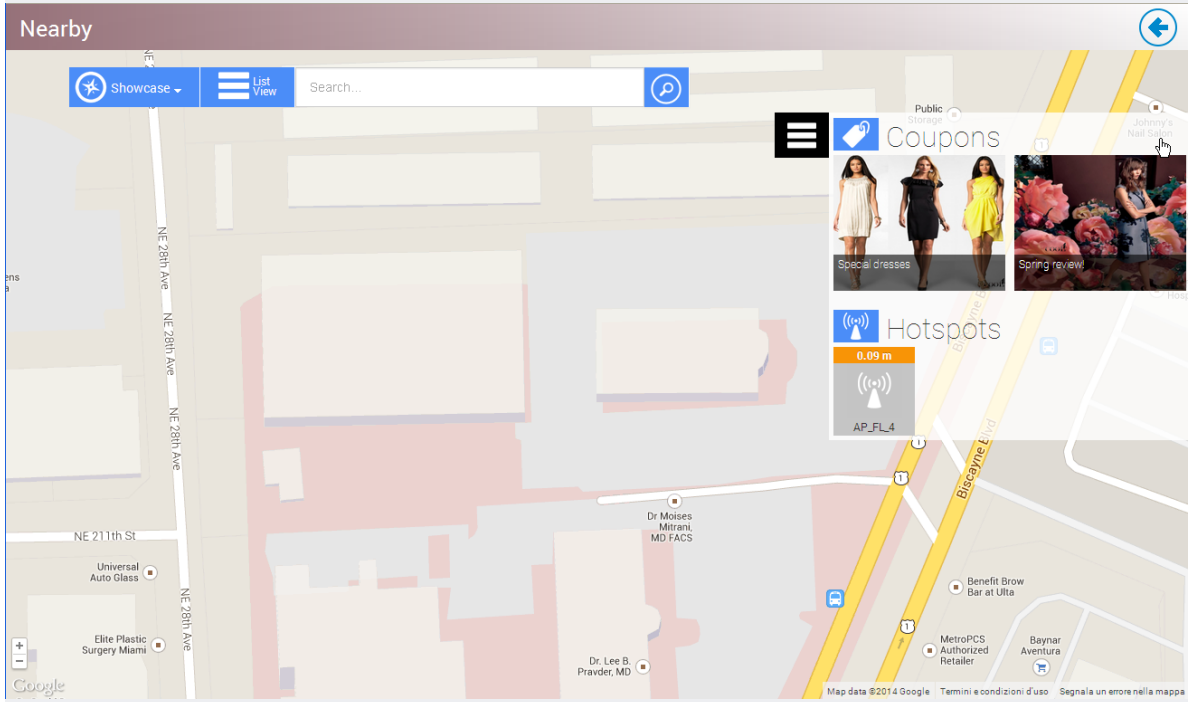
# Location-based Advertising

Earn money by providing promotional spaces to your partners



# Coupons, people and much more

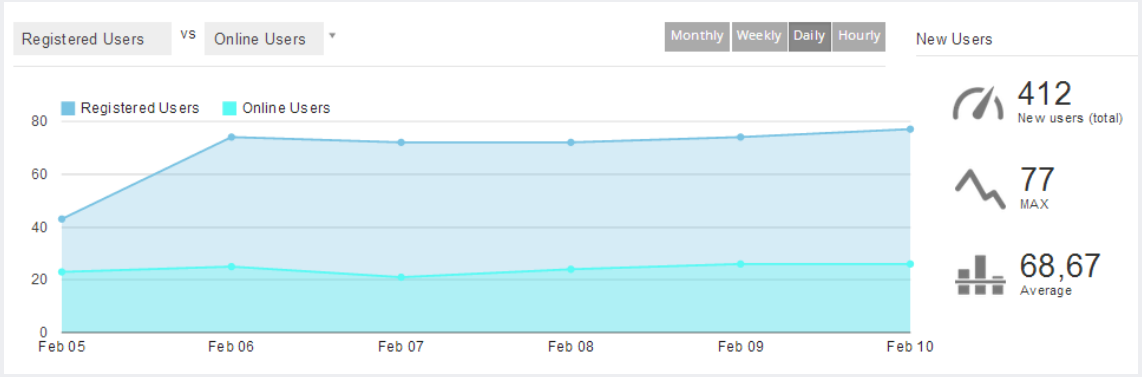
Displaying the points of interest, the couponing campaigns available and  people online

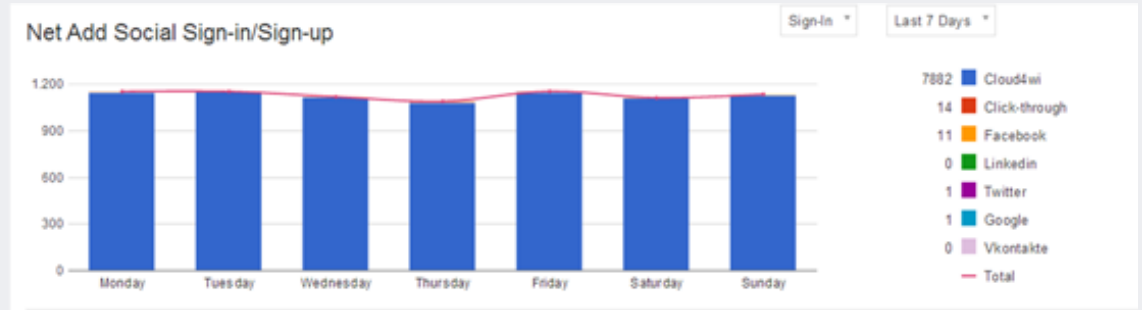


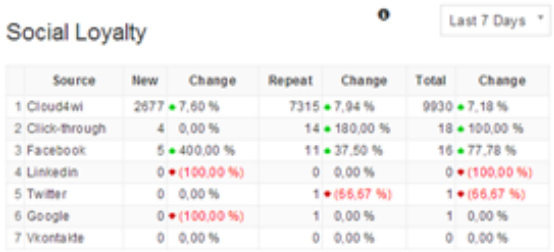
Learn more about your customers

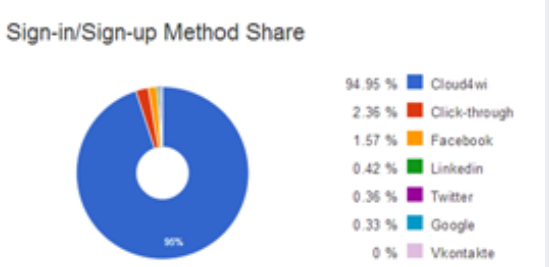
# Service, Presence & Social Analytics

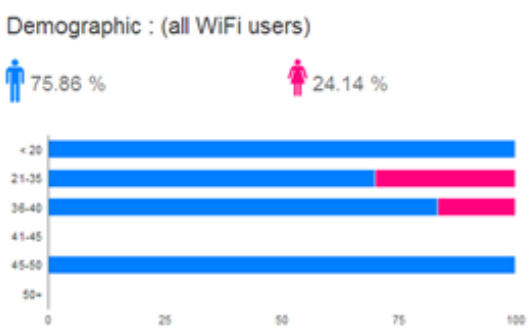
Collect & analyze info about end-users' behavior. Improve your services and increase your revenues.
Access their social network profiles to gauge their behavior and learn more about their preferences

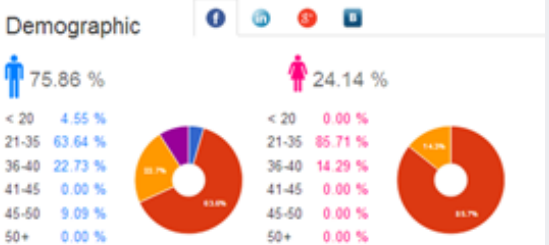


# Thanks

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