

# Wi-Fi Monetization and Roaming Strategies for MVNOs:

## How You Can Leverage iPass Global Mobile Connectivity

In the *Global State of Mobile Networks* report, Wi-Fi emerged as a dominant connection mode, on par with 4G LTE, both in countries where mobile broadband is ubiquitous and in countries where mobile data infrastructure is limited. For instance, people in the Netherlands spend nearly 75 percent of their time connected to Wi-Fi; but surprisingly, people in Iraq and the Dominican Republic also spend more than half of their time on Wi-Fi. This report confirms what we all know to be true: users are connecting to Wi-Fi in droves, making Wi-Fi the preferred connectivity method for most business and consumer applications.

Given these findings, MVNOs like you - even while occupying different niches of a crowded market - have a responsibility to meet the mobile connectivity needs of your subscribers, who are all clamoring for unlimited access to high-quality Wi-Fi. Unfortunately though, a review of MVNO offerings on the market today shows that Wi-Fi services are being underutilized and underdeveloped. Your subscribers won't wait. And you shouldn't either. Here are the five benefits of integrating iPass global Wi-Fi into your service.

### Improve your subscriber's experience.

A great user experience makes for happy and loyal customers. And customer success flourishes when there is a clear return on the time and money invested in a service or product. Constant service enhancements create successful subscriber relationships. That's pretty obvious.

#### MVNO CHALLENGES

- ▶ Operating with lean margins
- ▶ Driving additional sources of revenue
- ▶ Differentiating among similar offerings
- ▶ Expanding beyond a single footprint
- ▶ Reducing churn

#### THE IPASS SOLUTION

The iPass client or SDK integration is supported by the iPass SmartConnect™ cloud platform, which builds a real-time picture of the location and performance of Wi-Fi hotspots worldwide, both inside and outside the iPass network. With iPass SmartConnect, iPass can make intelligent connection decisions, invisibly and securely connecting your subscribers to the best Wi-Fi hotspot available on any Wi-Fi-enabled device.

- ▶ **Identifies the best hotspots.**  
iPass SmartConnect uses advanced analytics to identify and grade access points based on factors such as signal strength, speed, bandwidth availability, and connection success rate.



- ▶ **Automatically connects users to the best hotspot for their needs.** iPass SmartConnect's self-learning algorithm continuously improves its knowledge of global Wi-Fi networks, allowing iPass to select the most optimal Wi-Fi networks in real time. Subscribers connect once to iPass, and then we keep them connected to the best Wi-Fi networks as they roam.
- ▶ **Connects users securely.** As part of iPass SmartConnect, the Last Mile VPN connects subscribers securely where their data is most vulnerable: between the device and iPass' secure Internet gateway.
- ▶ **Adds new hotspots where users need them most.** iPass SmartConnect identifies hotspots both inside and outside the iPass network, enabling iPass to pinpoint the most popular hotspots globally. With this visibility, iPass can add new hotspots based on where subscribers need them most.
- ▶ **Reduces costs through optimal cost routing.** iPass SmartConnect allows iPass to route traffic over the most reliable and cost-effective networks based on subscribers' needs.

To that end, Wi-Fi access in your home market has become standard, but enhancing your offering with global Wi-Fi access gives you a unique value proposition to offer to your subscribers.

And iPass is synonymous with global Wi-Fi. iPass provides your subscribers access to the world's largest Wi-Fi network, with more than 57 million hotspots in more than 120 countries, in hotels, airports, airplanes, restaurants, shopping centers and public venues. With iPass, your subscribers never have to log in, provide credentials or authenticate in order to connect.

And through patented iPass SmartConnect™ technology, iPass can make intelligent network selection decisions, automatically and securely connecting your subscribers to the best Wi-Fi hotspots. With iPass, your subscribers can be automatically connected to high-quality Wi-Fi, whenever the iPass footprint is available.

## Reduce network costs by offloading data.

iPass allows you to implement a Wi-Fi First offload solution, whether your subscribers are on a home network or roaming on another. This solution lets you reduce wholesale costs and regain operational margin.

Moreover, iPass' unlimited pricing provides a predictable CAPEX model, based on unlimited data capacity and unlimited connection time. The fixed, per user pricing model removes the risks associated with high usage that is fueled by data-hungry cloud and mobile applications.

What's more, roaming charges form a disproportionately high percentage of your margins, placing you in a negative bargaining position when negotiating additional agreements to reduce wholesale roaming costs. With changes to the European Union's roaming rates, MVNOs in that region cannot be certain that the reduction of inter-carrier wholesale rates will be passed on to MVNOs in a timely way. But iPass can help, enabling MVNOs to recover margin through a lower cost solution.



## **Upsell subscribers to higher value plans.**

In most markets, postpaid users tend to generate higher revenues and to be more loyal, as opposed to prepaid users, who are more likely to churn.

By integrating global Wi-Fi connectivity into your postpaid contracts, you can encourage subscriber migration to the higher value option. In a similar vein, adding global Wi-Fi connectivity to your prepaid offering helps improve retention.

## **Manage customer churn and revenue decline.**

Across the industry, customer churn averages 2.5 percent monthly, 30 percent yearly. At those numbers, churn poses a survival threat to any business.

Many factors contribute to churn, but two stand out: a poor subscriber experience and a low-quality product. As mentioned, integrating global Wi-Fi connectivity can help you deliver a unique subscriber experience, by enhancing your core offering.

Today's users prefer Wi-Fi. Therefore, giving your subscribers the ability to connect securely to Wi-Fi in more than 120 countries is a simple, yet effective, way to improve the "stickiness" of your core offering.

iPass global Wi-Fi connectivity will help you differentiate your offering in a crowded market. Anytime, anywhere access to global Wi-Fi will give your subscribers one very compelling reason to stay with your service, which will, in turn, positively impact your revenue numbers.



## ABOUT IPASS

iPass is a leading global provider of mobile connectivity, offering convenient, secure, always-on Wi-Fi access on any mobile device. Built on a software-as-a-service (SaaS) platform, the iPass cloud-based service keeps its customers connected by providing unlimited Wi-Fi connectivity on unlimited devices. iPass has over 57 million hotspots in more than 120 countries, at airports, hotels, train stations, convention centers, outdoor venues, inflight, and more. Using patented technology, iPass SmartConnect takes the guesswork out of Wi-Fi, automatically connecting customers to the best hotspot for their needs. Customers simply download the iPass app to experience unlimited, everywhere, and invisible Wi-Fi.

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## Acquire new customers.

We all want to drive new customer acquisition, increase retention and win back new customers, who have churned in the past. Embedding Global Wi-Fi access, whether as part of your core offering or as an optional value-added service, is the key competitive differentiator that will help you bring in new business.

**Today's users are clamoring for Wi-Fi. Giving your subscribers the chance to connect securely to the best available Wi-Fi, whether in the air or on the ground in more than 120 countries, is an easy way to meet that demand, while improving the stickiness of your offering. When it comes down to it, iPass helps you stand out in a crowded market, while adding to your revenue and reducing your costs. Across the industry, customer churn averages 2.5 percent monthly, 30 percent yearly. At those numbers, churn poses a survival threat to any business.**

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