

Use Case: Wholesale Wi-Fi Services



GENERATE NEW REVENUE

What Is the Value of Wholesale Wi-Fi Services?

Service providers can provide a Wi-Fi service to another service provider that the second provider can then brand with their own identity and offer as their own service. The host service provider then generates new revenue from the wholesale service while the second service provider can either provide the service free or generate their own revenue by charging for the service.

What Problems Does It Help Solve?

Wholesale Wi-Fi Services enable service providers to generate new revenue by providing Wi-Fi as a wholesale service to other service providers. The host provider provides other providers with installed fiber bundled with VLAN and Wi-Fi SSID and manages the Wi-Fi network through their network operations center.

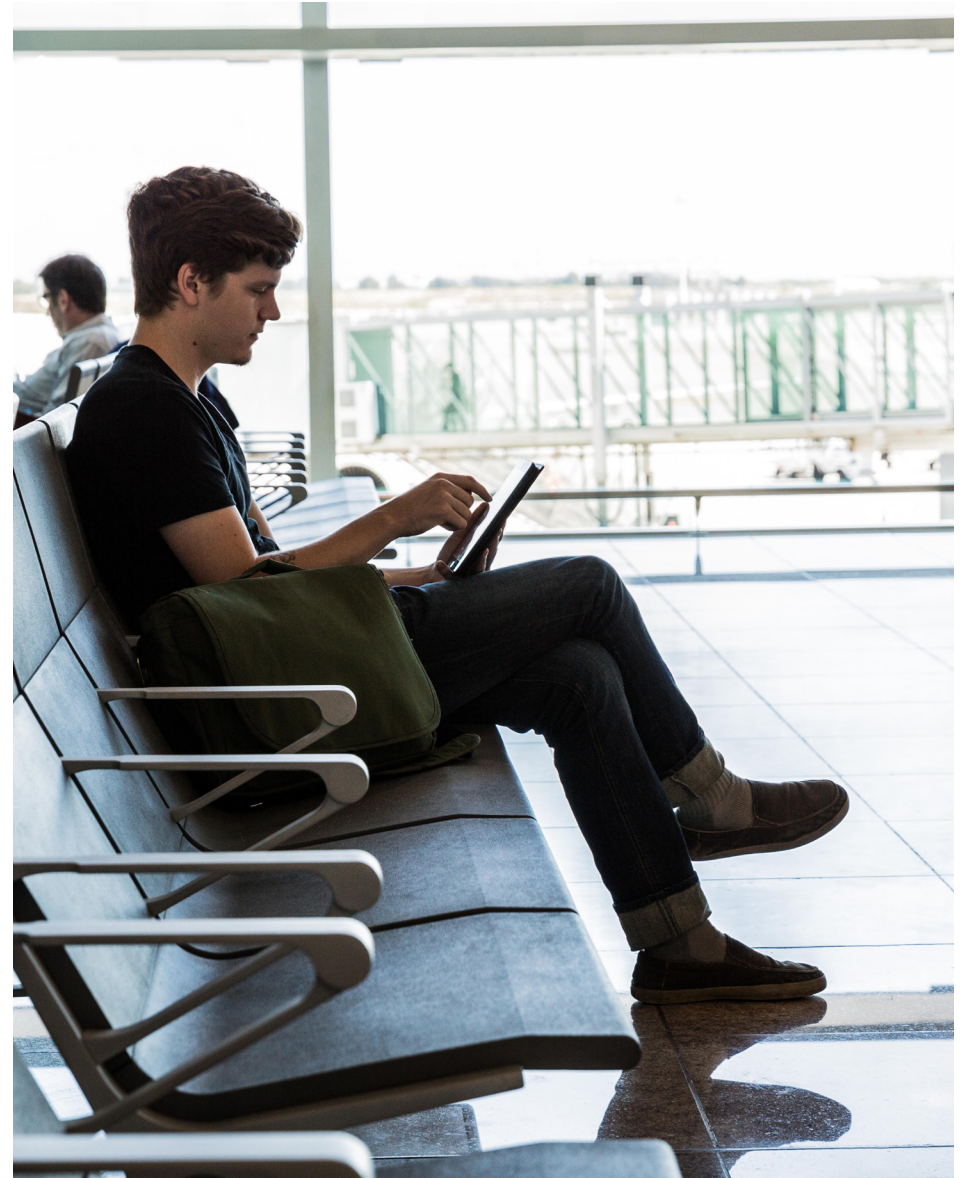
The host service provider's clients can then rebrand the service with their own brand and can use the service to promote products or services within a Wi-Fi venue, offer the Wi-Fi access free or charge for it, and partner with advertisers to generate additional revenues.

What Do I Need?

The Wholesale Wi-Fi Service requires intelligent network technologies that control policy, charging, and subscriber data management. Cisco small cell solutions offer services across Wi-Fi and cellular networks and location analytics solutions allow for monetization based on context-aware intelligence.

Cisco solutions to enable you to deliver the Wholesale Wi-Fi service along with many other revenue-generating services include:

Cisco Solution	Description
Cisco Service Provider Wi-Fi Solution	Service providers can offer ubiquitous services and benefits across Wi-Fi networks for the Wholesale Wi-Fi for other service providers. Once connected, the host service providers can utilize such capabilities as location analytics to leverage context-aware intelligence to understand subscribers' activities and optimize resources and monetize Wi-Fi users in innovative ways. In addition, service providers can engage with customers in a targeted contextual manner through their mobile devices within the provider's Wi-Fi network (for example, to enable customers to navigate a retail mall, stadium, airport or other large venue, and to receive relevant information based on location, interact with personnel, and enhance their overall experience).





What Are the Benefits of the Wholesale Wi-Fi Services?

- Generate new revenue from other service providers by utilizing fiber assets

Why Cisco?

The Cisco Open Network Environment (ONE) converges physical hardware and virtual software technologies to make the network easier to program, access, use, operate, and manage. Cisco ONE can help you drive new revenues and monetize your network in new and profitable ways. Cisco's solutions, platforms, and technologies provide a scalable, standards-based intelligent IP architecture that enables you to integrate subscriber knowledge with network and application intelligence in real-time to offer an expanding portfolio of "Use Cases," which are innovative, revenue-generating applications and services that:

- Drive profitable data revenues by providing user personalization and seamless, secure heterogeneous access across 3G, LTE, and Wi-Fi networks
- Evolve your network into a platform for both direct and third-party partner monetization
- Enable you to establish profitable new business-to-business-to-consumer (B2B2C) revenue models
- Help you enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more

To help deploy mobile Internet solutions efficiently and successfully, Cisco Services offers consulting for design, implementation, integration, and support.

For more information, please visit: <http://www.cisco.com/go/mobile>.