

# Use Case: Individual Wi-Fi Subscription



**RAISE ARPU, REDUCE CUSTOMER CHURN, AND GENERATE NEW SUBSCRIBERS**

## What Is the Value of the Individual Wi-Fi Subscription?

Service providers can deploy Wi-Fi hotspots directly in public locations such as cafes, shopping malls, and other public areas or as a managed service to enterprise customers. The Service Provider or the enterprise can then open new revenue opportunities by charging a subscription fee for the Wi-Fi access to the end subscribers. Of course, the Wi-Fi access can be provided to both new and existing customers and the subscription fees can be tiered for occasional or regular Wi-Fi users and levels of bandwidth speed. The service can be added to an existing subscription plan or made available to new customers, raising average revenue per user (ARPU) or generating new revenue, respectively. For existing subscribers, the service also helps to differentiate the provider and potentially enhances customer loyalty and lowers the operators' overall customer churn.

## What Problems Does It Help Solve?

The Individual Wi-Fi Subscription could be bundled with existing subscriber plans or offered as an a la carte service to Wi-Fi users. By providing Wi-Fi access, service providers can extend the end subscriber relationships that already exist by providing Wi-Fi outside of their regular service areas (i.e., residences, cellular subscribers) to public hotspots or hotzones. For Wi-Fi users who are not existing customers of the service provider, the Wi-Fi hotspots provide the provider with an opportunity to attract new subscribers.

In addition to helping consumers connect to the Internet and generating new revenue, service providers also have the opportunity to provide additional revenue once users are connected, including mobile advertising based on locations and context and upsell opportunities for faster bandwidth or longer Wi-Fi access. Lastly, the service provider could apply location analytics to better understand crowd dwell times, traffic patterns, areas of crowding within the Wi-Fi venue, and other things. These analytic reports can be sold to the venue as an additional monetization opportunity or used to streamline the physical operations within the venue.





## What Do I Need?

The Individual Wi-Fi Subscription requires intelligent Wi-Fi network technologies that provide location intelligence and supplement it with policy, charging, and subscriber data management. Cisco solutions that enable you to deliver the Individual Wi-Fi Subscription along with many other revenue-generating services include:

Cisco Solution	Description
<a href="#">Cisco Service Provider Wi-Fi Solution</a>	Service providers can offer ubiquitous services and benefits across Wi-Fi networks for the Individual Wi-Fi Subscription for users who would like occasional or frequent Wi-Fi access. Once connected, 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).
<a href="#">Cisco Quantum Policy Suite</a>	A comprehensive policy, charging, and subscriber data management solution that allows service providers to control and monetize their networks and to profit from personalized services. The solution supports the rapid and efficient deployment, management, and monetization of basic and advanced service offerings, such as service tiers, personal price plans, prepayments and a growing array of application-based services.

## What Are the Benefits of the Individual Wi-Fi Subscription?

- Generate new revenue from subscribers and new consumers who frequent the Wi-Fi coverage area
- Advertise brand to new subscribers
- Upsell additional services based on the use of analytics
- Target Wi-Fi hotspots based on high traffic, high demand areas

## 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 real-time network and application intelligence to offer innovative, revenue generation 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>.