

Plug-and-Play Public WiFi for Service Providers

Public WiFi offers several benefits for service providers:

- Increase broadband customer loyalty with complimentary hotspot WiFi for current broadband subscribers
- Increase brand awareness and attract new broadband subscribers with WiFi hotspots for the general public
- Add new high margin revenue streams by offering managed WiFi services to business customers



Cisco Meraki massively increases operational efficiency for service providers

“We can manage thousands of access points through one cloud dashboard, which makes this widespread infrastructure easy to handle. Our customers can set up a quality hot spot in seconds and don’t need technical skills to do so.”

– Dirk Backofen, Vice President Business Marketing, Telekom Deutschland

Service providers offering public WiFi using Cisco Meraki



Higher margin revenue streams across multiple types of customers

Existing SP customers

Offer complimentary access to WiFi hotspots for existing broadband or cellular customers

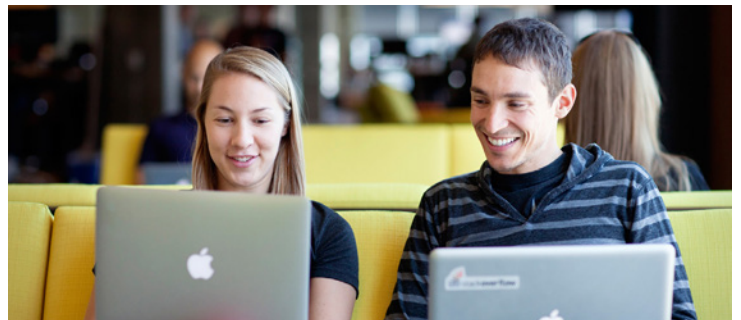
- Current customers can use data allowances from their home broadband or mobile data plans on the hotspot WiFi
- Integrate hotspot login with SP AAA servers so current customers can connect using their existing broadband credentials of pre-approved devices



General public

Offer access to WiFi hotspots for the general public

- Promote your brand with easy-to-use splash page tools built right into the Cisco Meraki Dashboard, or build something completely custom hosted on your own web servers
- Provide hotspot access with flexible options, e.g. free introductory period, followed by pay-per-use access or subscription
- Monetize free access by selling advertising space on the WiFi hotspot splash page



Local businesses

Offer a fully managed WiFi service to local businesses

- Launch managed staff and guest WiFi networks with an easy-to-understand flat monthly subscription fee, e.g. \$X per AP per month
- Configure branded guest WiFi for local businesses seamlessly with built in custom splash page configuration
- Deploy public hotspot WiFi and managed business WiFi using the same APs to consolidate on hardware costs



Rapidly scale across cities, countries, and continents

- Configure network settings for thousands of APs in minutes
- Zero-touch provisioning means Cisco Meraki APs require neither on-site network configuration nor pre-staging, only physical installation
- AP installation does not require a skilled network engineer but can be completed by lower cost technician or even self-installed by the customer
- Create master configuration templates to save time maintaining wireless networks across multiple physical locations
- Add limitless coverage to new cities, countries or continents by simply plugging in more APs

