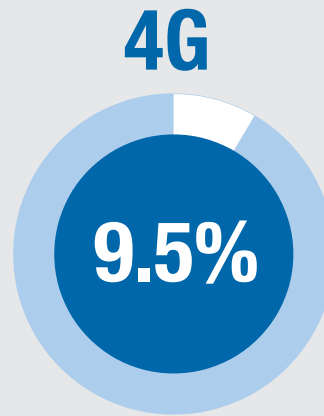
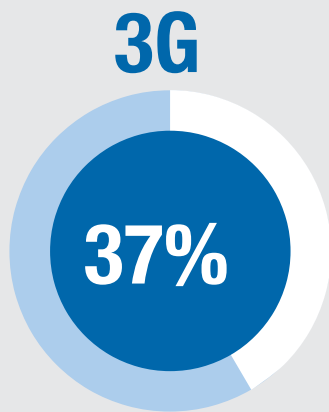


LTE + Wi-Fi Monetization

As next generation telecoms development is increasingly relying upon harnessing the power of data, a large number of telecom operators are looking forward to upgrading their networks 4G LTE and is fast gaining popularity as a favored technology, but when we scratch beneath the surface, operators are facing huge challenges for increasing their LTE reach and lure new subscribers. 4G Packs are quite expensive and also many users do not possess LTE compatible devices which cause a major setback for operators who have invested heavily in LTE network infrastructure and license. The limited LTE coverage also affects subscribers' wishing to switch to LTE. These challenges compel operators to find out suitable alternatives. LTE – Wi-Fi Monetization seems to be the best alternative looking at the Wi-Fi's budding demand.

KEY FACTS



Global Mobile Devices and Connection Share 2015

(source: Cisco VNI Mobile, 2015)

62%

Prefer Wi-Fi over mobile Data.

(source: The Society of Digital Information and wireless communication)

BARRIERS

to LTE network adoption and expansion



Low LTE Network Coverage



Lower Revenues from Low Income Populations



Higher Device Cost & Lower Availability

LTE WI-FI MONETIZATION

Operators can strategically monetize their LTE roll-out by bundling it with Wi-Fi, increasing its reach and affordability. They can offer the following Use Cases:



Enterprise Wi-Fi



Residential Wi-Fi



Hospitality Wi-Fi



Mobile Data Offload



Sponsored Data



Shared Wallet



Bundled LTE+ Wi-Fi



Application Specific Network Access

Two Approaches For LTE - Wi-Fi Monetization

Last mile: WIFI, Backhaul: LTE

After heavy investments in deploying LTE network infrastructure, Operators are keen in increasing their LTE subscriber base and reach. Using the backhaul LTE network and providing last mile data services through Wi-Fi proves to be the most advantageous solution. This helps the operator in reaching out to:

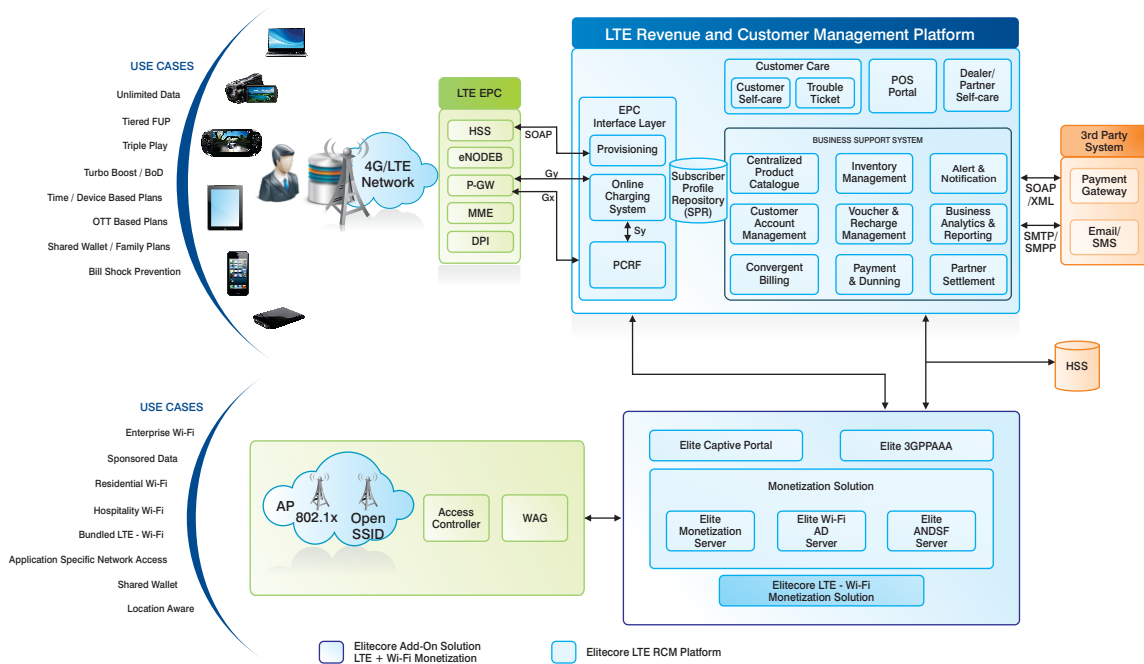
- › Walk-in Subscribers using services of a different operator.
- › Subscribers not possessing LTE compatible devices can exploit the Wi-Fi services using their Smart phones.

LTE to Wi-Fi Offload

A successful union of Wi-Fi and Cellular technologies such as LTE can help the operator to judiciously use the optimal technology for specific data application at the user end. For eg. Large Data applications are downloaded once the user is connected to Wi-Fi.

Elitecore LTE – Wi-Fi Monetization Architecture

It's a future-ready platform comprising of 3GPP AAA, Captive Portal, Monetizing Server, ANDSF Server, Wi-Fi AD Server & Elitecore DPI. The solution is highly interoperable and can be integrated with 3rd party components supporting innovative business models along with multiple off-the-shelf, use cases. Elitecore LTE – Wi-Fi Monetization Architecture has been built around a flexible framework to support carrier-grade ecosystem and enables operators to tap new revenue opportunities with rapid and cost effective deployments.



Key Features

• 3GPP Compliant Carrier Grade AAA

- › Authentication for Diameter and Radius networks through a single converged AAA
- › Subscriber profile look up and its authentication from multiple subscriber database
- › Programmable AAA with support for on-site customization plug-in adaptor
- › Trusted (LTE) and Untrusted (Wi-Fi) Network handover with Seamless Access and Authentication.

• Captive Portal: Web Based Authentication portal for Subscriber self service

Mobile App (Elite Connect): Elite Connect Mobile App is available for Android and iOS. It provides Secure Subscriber Authentication to Wi-Fi network, Real-time plans usage and subscriptions and Push Notifications for Wi-Fi availability.

• Advertisement Platform: With capabilities to offer profile & Location specific personalized Ad display/promotions.

- **Location based promotions**
 - › Partnership with various promoters/advertisers
 - › Real time notifications for advertising
 - › Location analytics
- **Interfaces supported:** The solution supports Wx, 3GPP compliant SWa, SWm, S2b and S6b interfaces for carrier grade network performance.
- **Intelligent Connectivity:** ANDSF & Passpoint Compliant Hotspot 2.0
- **Subscriber Analytics:** Business intelligence through dashboard reports by using historical trends and Insights

Business Benefits

- **Product Plans:** It allows the operator to provide the same set of services which are already available in existing LTE network
- **Ubiquitous LTE Coverage:** Operator can use Wi-Fi as alternate technology to LTE where LTE radio coverage is weak
- **Bundled Services:** Operators can allow its subscribers to use free Wi-Fi when they opt for bundled LTE plans.
- **Cost Reduction:** LTE-WIFI Monetization allows operator to grow their network into rural / distant area and save on OPEX cost
- **Enhanced Customer Experience:** With packet core network integration an operator can enable improved visibility and control over Wi-Fi traffic.
- **Service Continuity:** It assures that applications are not affected when the user device moves between different Wi-Fi networks as the same IP address is preserved.

LTE Wi-Fi Monetization

	<ul style="list-style-type: none"> • Enterprise Wi-Fi: Using LTE as backhaul, operators can serve Enterprise users by providing Wi-Fi as last mile connectivity. This helps the enterprise; meet their objectives of increased mobility and reduced cost of communication.
	<ul style="list-style-type: none"> • Residential Wi-Fi: Operators can cater to the needs of Residential Customers and enhance their user experience by providing connectivity across multiple devices owned by those individuals.
	<ul style="list-style-type: none"> • Hospitality Wi-Fi: Hospitality Wi-Fi business model enables operators to capture the fast growing Hotel & Hospitality Industry.
	<ul style="list-style-type: none"> • Mobile Data Offload: It offers operators a carrier grade platform to enable mobile data offload to Wi-Fi networks alleviating congestion on cellular networks, addressing the challenges of authentication, billing and integration with Mobile core while catering to different business case scenarios.
	<ul style="list-style-type: none"> • Sponsored Data: Under Sponsored Data, various corporations can pay a fee to operator's for the right to stream data to your phone without impacting your monthly data plan. This also helps the advertisers to push location specific advertisements which help them increase customer awareness about their product, eventually leading to higher sales.
	<ul style="list-style-type: none"> • Shared Wallet: Enterprises or Families can opt for Shared plans where they can share the data from the same pool of data assigned to them. The last mile connectivity is Wi-Fi and backhaul network is LTE.
	<ul style="list-style-type: none"> • Bundled LTE + Wi-Fi: Operators can offer bundled plans where subscribers will use mobile data when they are not in range of a Wi-Fi hotspot. When they come in the range, they can use free unlimited Wi-Fi with the same applicable QoS policies.
	<ul style="list-style-type: none"> • Application Specific Network Access: Specific Application that require higher bandwidth can be accessed on subscribers device only when he is connected to free Wi-Fi. This helps the subscriber in prevention of bill shock.

About Elitecore Technologies

Elitecore Technologies is a Carlyle Investee global IT company. It is the provider of Billing & Revenue Management Solution- Crestel, Carrier Wi-Fi Solution and Core Network Session Control Software-EliteAAA and NetVertex - Policy Manager to enable Next Generation Voice, Video and Data Services offered by Tier 1 to Tier 3 Telecom Operators / Service Providers over Wireline or Wireless Networks. For more details, visit us at www.elitecore.com



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