

# Fontech's Guest WiFi Solution

Fontech's solution covers every aspect of guest WiFi service management, including access control, user experience, business models, and monetization options. The solution works seamlessly with Ruckus Wi-Fi Controllers to deliver a secure and legal compliant WiFi platform that can be leveraged for marketing, analytics, customers engagement.

With Fontech's Guest WiFi Solution, Service Providers (SPs) –including Telcos, Managed SPs, WISPs, and Integrators- have the power to manage guest WiFi services for all of their very different clients from a **unique and centralized** platform. SPs can customize the end-user connectivity experience and provide venue owners with a set of valuable analytics on user behavior, network performance, and other aspects of the service.

Fontech's solution helps **SPs** make the most of their WiFi deployments, because **venue owners from different verticals** can leave to them the management of their guest WiFi infrastructure so that they can focus on their core businesses. And Fontech's Guest WiFi Solution offers additional benefits and advantages to both groups:



## SP benefits and advantages

- High-value customer acquisition (enterprises, SMBs, municipalities, etc.)
- Maintenance and operational cost optimization
- Increased revenue
- Reduced churn
- Agility through an off-the-shelf and ready-to-use solution
- Fully customizable solution
- Centralized, integrated, cloud-based management of multiple sites, allowing for easy software updates and problem solving
- Easy integration of the solution into service portfolio
- A one-solution-fits-all approach with specific features for each vertical
- Pay-as-you-grow (high scalability)



## Business owner benefits and advantages

- Insights on customers and their behavior through usage statistics
- Greater number of reviews in social networks such as TripAdvisor
- Customers to stay longer at venues
- Increased property value
- Offer a professional, cloud-based guest WiFi service
- Easy, secure, and customized WiFi access for customers
- Advertising options for promoting products and services to increase sales
- Multiple authentication options adapted to different legal requirements
- Network monetization - promo codes, time-based passes, etc.
- Mobile app available for venue owners

## Guest WiFi solution at a glance

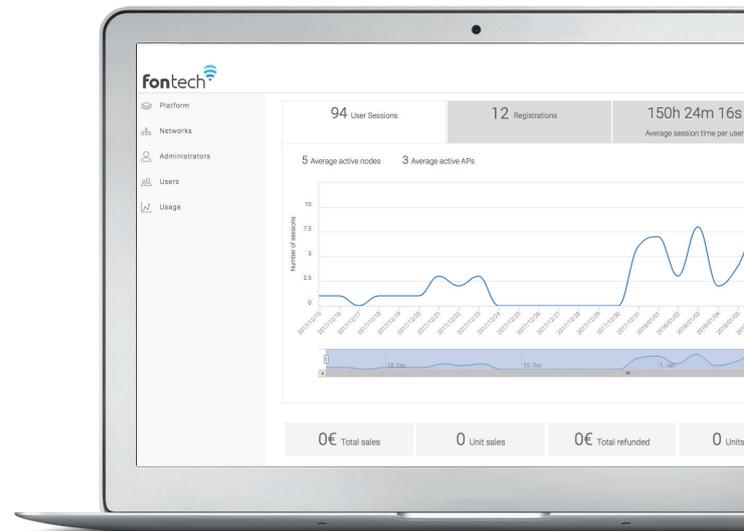
Fontech's solution covers every aspect of guest WiFi service management, and includes:

### WiFi Service Management Platform (WSMP)

WSMP is the cornerstone of Fontech's Guest WiFi Solution. With it, business owners and SPs can manage, operate, and monetize carrier-class WiFi services on hotspot networks from one unique platform.

Our powerful and flexible WSMP has many advantages:

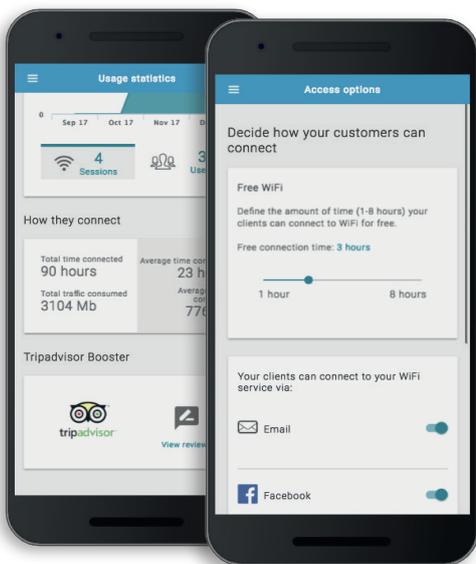
- Deployment versatility: cloud-based, licensed, or hybrid
- Open and pluggable: API-based, ensuring easy integration
- Highly scalable & available
- Interoperable: WSMP is designed to work flawlessly with Ruckus technology, and it can operate as well with hardware from other vendors
- Multi-tenant and multi-hierarchy support



### Professional services

Fontech's Guest WiFi solution is a complete off-the-shelf solution. If SPs need additional features, our highly qualified and expert Professional Services team can analyze the requirements and give customized solutions to fit specific needs.

Fontech's team of experts can also provide support in a wide range of tasks including the selection of the most appropriate topology and deployment approach, tailoring the integration to specific infrastructure and business systems, and choosing the best monetization strategies and services for end customers, among other tasks.



### Merchant App

One of the key activities of our Professional services team is the development and customization of the Merchant App. This app allows venue owners to easily customize their guest WiFi portal from their mobile devices. Compatible with iOS and Android, it allows for basic operations such as changing the access modes and customizing the captive portal look and feel. The Merchant App also provides end user with a basic set of statistics.

### Managed services

Fontech's team can also assist SPs with day-to-day activities. These optional services can be tailored to their specific needs and requirements.

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