

A Central American ISP launches public WiFi services using **Alepo's WiFi Service Management Platform**

Over 1.3 million accessed the client's public WiFi in the first three months, making the service a nationwide success.

Operator Requirements

Aiming to provide consistent and high-speed internet connectivity to the province's population, the client wanted Alepo to fulfill the following expectations:

- Provide a turnkey WiFi solution that is scalable, future-proof, standards-compliant, and easily integrates with existing infrastructure
- Enable the launch of public WiFi services within an accelerated deadline
- Meet stringent regulatory requirements
- Implement WiFi Service Management Platform (SMP) to manage and monetize WiFi journeys
- Support a survey-based journey for casual users, granting them direct access when they revisit
- Generate reports with data gathered from the surveys, as well as BI insights
- Implement a payment gateway

Project Background

The client is a leading internet service provider (ISP) of broadband, IPTV, and IP telephony services in Central America. As one of the country's largest ISPs, it ensures it stays ahead of the curve to meet evolving customer needs by implementing robust and advanced network infrastructure.

With growing demand for high-quality internet in public places, the client won a competitive process to introduce public WiFi in the country. The project was part of a WiFi initiative by the local telecommunications regulator to bridge the digital divide by improving connectivity. The client decided to partner with Alepo for the project, given its expertise in deploying ROI-driven carrier WiFi solutions in the region and around the globe.

Alepo's Solution

Alepo proposed a carrier WiFi solution that met all of the client's unique business requirements, for which it delivered the following components:

- WiFi Service Management Platform that includes:
 - Voucher management module
 - Affiliate management module
 - Alepo captive portal
 - Alepo advertising module
 - Alepo reporting module

- Alepo AAA Server
- Alepo AAA EMS

Solution Highlights

Alepo ensured the project could be launched within the tight deadline set by the client and met all of the compliances required by the telecom regulator. The solution's key features include:

Advanced capabilities to launch and support advanced free and paid services, including the provision to launch more services in the future such as premium plans for existing subscribers.

Cloud-based solution runs on Amazon Web Services, reducing capital expenditure while providing seamless integration with access controllers.

Flexible AAA is scalable and highly available, ensuring seamless data connectivity for users.

Integration expertise to guide the client's internal teams to seamlessly implement the solution.

Custom reporting and comprehensive analytics to help the operator drive business success.

Business Use Cases

- Location-based vouchers
- Button click journey for repeat visitors
- Premium plans for subscribers
- Custom report of users' MAC addresses
- Free internet for first-time users on filling a survey

Project Outcomes

Alepo was able to compile and meet all regulatory requirements, ensuring a smooth and timely rollout of the public WiFi offering. It customized the platform

and configured custom reports to meet the client's requirements of logging all users' MAC addresses. Key project successes include:

Swift service uptake

The client's free WiFi has made a significant impact in the Central American province in which it operates. The service proved hugely beneficial for residents, given the low broadband connectivity in the country's urban as well as rural areas. In the first three months, over 1.3 million new users signed in.

Custom WiFi journeys

Casual users are directed to complete a survey the first time they access the service through the captive portal. On completing of the survey, they are granted access to the internet for a predefined period. The users' MAC addresses are saved, and when the same user attempts to login a second time, they are directly granted access.

Increased data consumption

Alepo's advanced WiFi SMP equipped the operator with rapid service monetization capabilities, helping drive WiFi revenue and ARPU. Post-deployment, over 5K users are completing the survey every day, indicating 5K unique sign-ins per day.

Improved market share and brand loyalty

Delivery of high-quality internet in public places helped bridge the digital divide in Guanacaste, helping drive brand loyalty and enhancing the customer experience.

