

WiFi Service Management Platform (SMP)

Alepo's robust WiFi SMP, a part of the Carrier WiFi Solution, is specifically built to address major challenges faced by WiFi operators to derive ROI and seamlessly integrate with existing networks, while reducing maintenance and OPEX.

Introduction

Worldwide, WiFi is increasingly seen as a pervasive and resilient network access technology, leading communications service providers (CSPs) to recognize its potential in terms of coverage, customer reach, and revenue. Today, CSPs are developing their businesses and network strategies to deliver and monetize high-speed WiFi services that compel customers, partners, and advertisers to rely on, and pay for, WiFi for all of their mobile needs.

CSPs understand that a successful deployment and ROI starts with a carrier-grade infrastructure that is both high-performing and cost-effective.

Benefits of Alepo WiFi SMP



Network Monetization

- Designed 100% for WiFi ROI
- Ready-to-launch business use cases
- Flexible offer creation with pre-integrated templates
- Full partner lifecycle management
- Built-in ad revenue tools
- Targeted local ads and offers
- Integrated voucher management system



Cost Reduction

- Lightweight, all-in-one WiFi management system
- Modern, user-friendly interface
- Drag-and-drop page designer
- Fixed, mobile or convergent network environments
- Integrated with Google Analytics
- Multiple deployment options



Seamless Integration

- 15+ years fixed-mobile convergence and IN integration experience
- Real-time policy control
- Carrier-grade and robust AAA
- Diverse real-world production deployments
- Validated IoTs with leading vendors
- 3GPP-ready and extensible

Features of Alepo WiFi SMP



Cloud-Based Carrier WiFi

Can be deployed in the cloud and procured as a SaaS model. This hosted solution features minimal upfront investment, instant deployment, rapid time to market, no requirement for physical infrastructure, and regular updates with zero effort. Alternatively, on-premise deployment is available.



WiFi Offer Catalog

A centralized portfolio management tool to ease operations with a simple point-and-click offer creation process and reduce the complexity of new plan configuration, helping operators to stand out from their competition with differentiated offers based on time, volume, user actions, and more.



Built-in Ad Server

Allows WiFi providers to display video or banner ads on a captive portal page, enabling ad-based revenue sharing models between providers and affiliates, including controls to ensure a video is watched completely.



Multiple Payment Options

Handles multiple modes of payment including online credit card payments, physical or virtual vouchers, mobile payments and seamless integration with leading payment gateways like PayPal, Visa, Mastercard, Amex.



Pre-Configured Customer Journeys

The WiFi SMP pages are designed using drag-and-drop modules and drop-in business logic. Pre-configured customer journeys are used to generate ready-to-go templates with quick time to market and reduced Opex. This holistic view and design of customer interaction ensure that every step of customer interaction maximizes customer satisfaction by presenting a fluid and customized interaction.



Modern Plugin-Based Architecture

Created using WordPress technology, an incredibly popular tool for building modern, responsive websites, Alepo WiFi Service Management Platform (SMP) or captive portal is easily customizable (without writing code) by a broad base of non-engineers and designers. Personalization is extensively simplified by the availability of an easy-to-install and vast library of inbuilt plugins and themes.



Affiliate & Partner Access

A scalable solution for an effective rollout of multiple B2B and B2B2C WiFi business models, containing built-in lifecycle management of partners and affiliates with revenue sharing tools, commissioning, partner-specific offers and vouchers. Limited role-based system access and an intuitive GUI with easy-to-brand captive portal pages per location help in further streamlining the solution.



Reporting and Analytics

A built-in enterprise-class business analytics platform (integrated with Google Analytics) with powerful mobile and browser-based analytics that can be displayed on dashboards to analyze business and performance trends and gain insights on survey feedback, views per click, views per video, location-based offers and more, helping operators make informed data-driven decisions.