

A complete WiFi monetization and offload solution that adapts to any strategy and context.

What it is

Alepo Carrier WiFi consists of:

- Alepo WiFi Service Management Platform (SMP): a virtualized presence management and monetization platform that supports any number of partners, affiliates, and independent operators.
- Alepo Captive Portal: a WordPress-based captive portal designer and presentation layer.
- Alepo AAA: carrier-class AAA deployed by Tier 1 operators worldwide.

What it lets you do

WiFi can support many carrier business objectives. It serves as a monetization channel, builds brand loyalty, attracts business users, supports M2M use cases, alleviates network congestion, and can be a bridge to 5G or the last mile for it. Our high-performance carrier WiFi provides one single platform to support each of these objectives. It addresses cost, security, and integration challenges while providing short-, medium-, and long-term return on investment (ROI).



WiFi Offload

Seamlessly deliver consistent, high-speed data services over a mix of different network types while reducing delivery costs. Highlights of our solution:

- Hardware agnostic
- Multi-protocol authentications
- Highly extendible



WiFi Monetization

Transform WiFi networks into strategic revenue streams:

- Deliver on-the-go internet to existing customers via quad play and multiaccess plans
- Create WiFi economies with reseller and affiliate partners (such as hotels, stadiums, and airports)
- Acquire casual users, boosting market share and brand awareness
- Enable two-way, international WiFi roaming agreements
- Choose from use cases: sponsored WiFi, premium WiFi, affiliate management



5G and WiFi

WiFi can be a bridge to and from 5G:

- It allows you to deliver high-performance networks in underserved areas as you build 5G use cases such as M2M and virtualized self-managed networks for businesses. All while modernizing your network architecture to be more service-based and open so it is ready for 5G.
- Conversely, WiFi can offer last-mile technology for 5G. Using 5G as backhaul while providing services to legacy devices and to homes via WiFi.



Carrier WiFi



WiFi Calling or Voice over WiFi (VoWiFi)

Let users make and receive calls (and send text messages) over a WiFi network instead of a traditional mobile network:

- Deploy using public hotspots or home WiFi, without having to invest in your own WiFi infrastructure
- Expand network coverage
- Provide alternatives to OTT players like Skype and WhatsApp
- Ensure seamless handoff from cellular to WiFi calls, and between VoWiFi and VoLTE networks
- Support both untrusted and trusted WiFi networks (ePDG and TWAG agnostic)

How it lets you derive ROI

Loaded with revenue-enhancing features, Alepo WiFi SMP:

- Focuses on the three main pillars of the WiFi service monetization process: contextual advertising, customer experience, and partner management.
- Lets you create multiple captive portals while enabling your affiliates to do the same.
- Enables you to create a range of offers suited to different customer needs.
- Supports unique business models that can be used independently or in combination with one another.

Alepo Service Management Platform

| | | |
|-------------------------------------------------------|-------------------------------|--------------------|
| Captive Portal | Payment Management | WiFi Offer Catalog |
| Partner Management | Built-In Advertisement Server | Self-Care Portal |
| Voucher Management | Reporting and Analytics | Location Mapping |
| Carrier-Grade Alepo AAA with Real-Time Policy Control | | |

Alepo WiFi revenue models

- One-time WiFi passes
- Pay-as-you-go vouchers
- Subscription plans
- Bundles with mobile data or home internet plans
- International WiFi roaming
- Reseller and affiliate models
- Promotional ads
- Intelligent marketing

