



Introducing an End-to-End Managed Wi-Fi Service

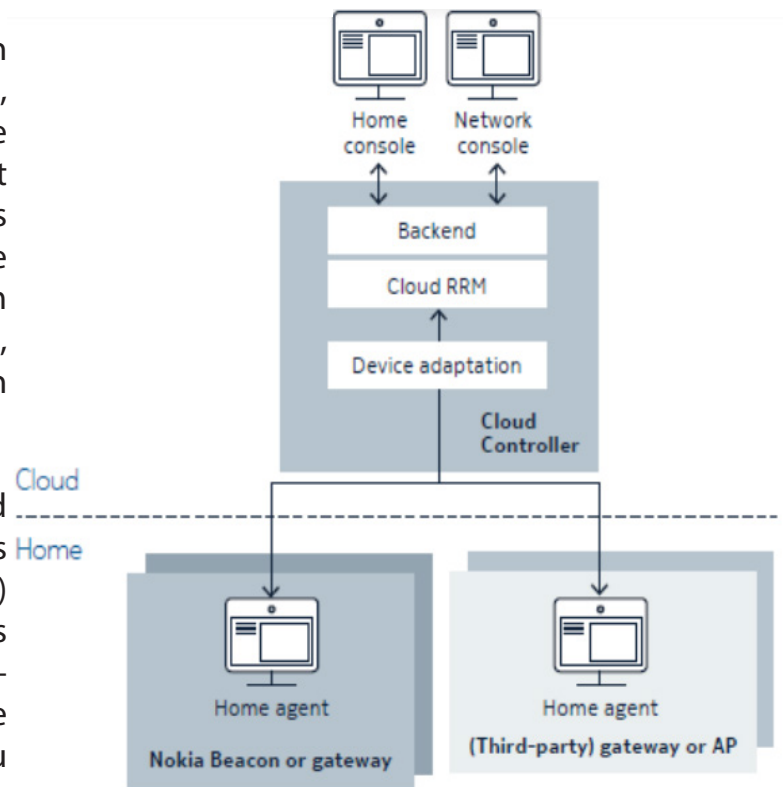


Wi-Fi is the most prevalent technology for connectivity, and it's a big operational expense for communications service providers. Helpdesks are swamped with Wi-Fi related issues, and to improve WiFi performance it takes a lot of constant adjusting of radio resource management (RRM) parameters such as load balancing, transmit power control, channel management and more. Customers think of their in-home network as an extension of your service even if they have their own WiFi router.

While this is a challenge for service providers, it is also a significant revenue opportunity. Customers are looking for a quality internet connection from all points of their home, and are willing to pay an extra monthly fee for a managed WiFi service. ZCorum offers a cloud-based platform that can overcome these RRM issues by optimizing Wi-Fi performance throughout the home and providing your staff with deep insight into the performance of the home network, allowing you to provide premium WiFi management service and support.

The WiFi Cloud Controller can be hosted on public cloud, private cloud or dedicated servers, and provides Wi-Fi management, radio resource management optimization, and Wi-Fi insight capabilities. This cloud-based approach enables the RRM algorithms to have a total view of the network, and can combine information from multiple Beacon APs for a complete view of APs, channels, clients and system performance—both real-time and historically.

The platform also allows you to optimize and manage a whole network of clustered access points (APs), such as in a multi-dwelling unit (MDU) or an entire community. The platform processes data from Nokia Beacon APs and applies cloud-based intelligent algorithms for radio resource management across the entire network so you don't have to.



Better In-home WiFi for your Subscribers

The Home Console is designed for supporting individual subscribers. It provides your helpdesk agents a real-time, holistic view of the customer's in-home network, allowing for easy identification of issues and quick resolution. A heat map displays the quality of the connection between the client devices and the Wi-Fi network, and a speed test can be triggered by the helpdesk agent for speed confirmation. A subscriber app also lets the customer check each devices' connection speed, and which devices are having connection problems.

The Home Console also displays the topology of the in-home network with the serial numbers and software versions of the individual APs. It shows the interference levels for the 2.4 GHz and the 5 GHz bands, and the cumulative broadband usage of the entire household is shown over time. The Beacons collect events for 30 days so your agents can look back and analyze any issue that may have happened during that time.

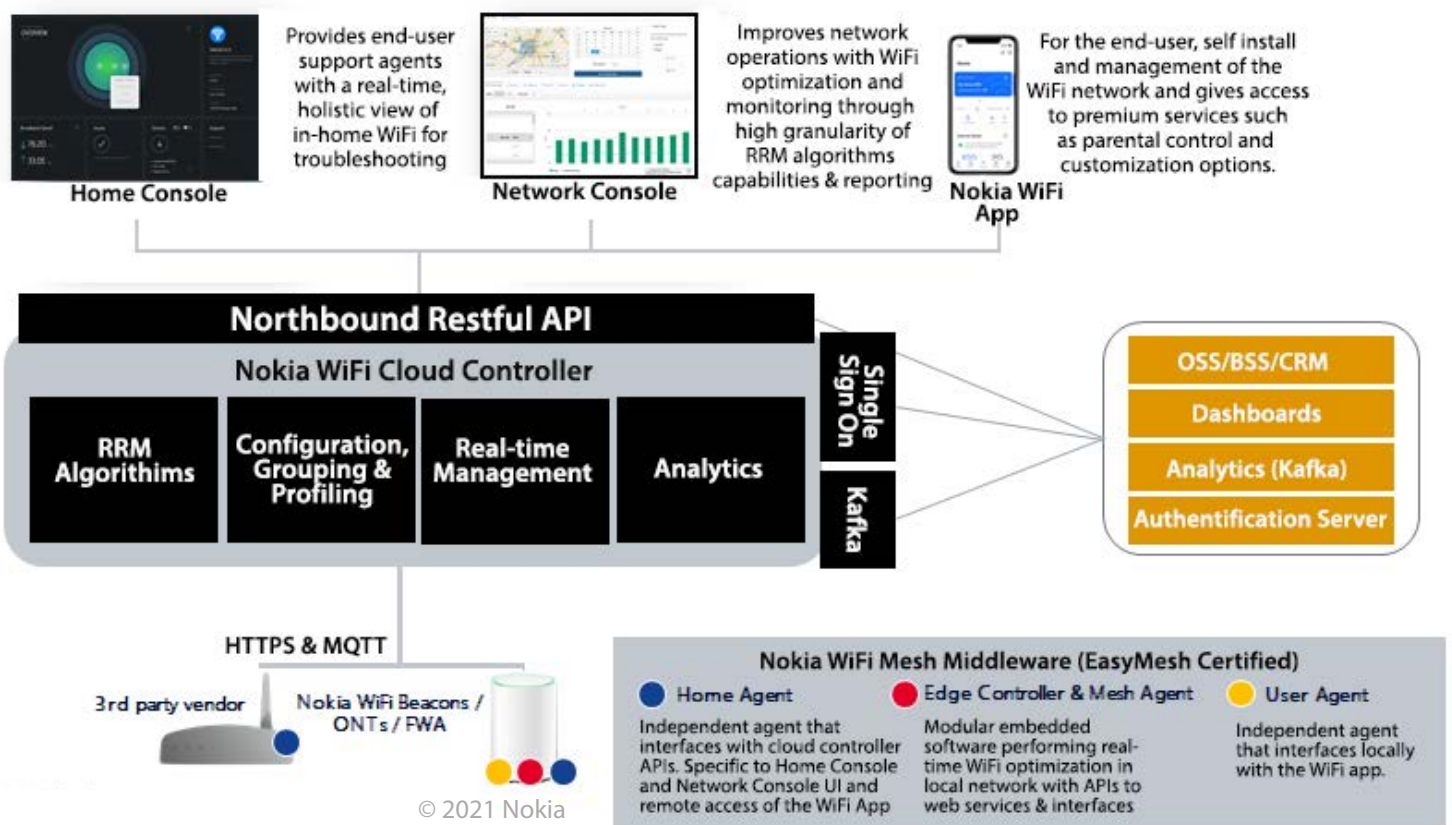
Efficient Management of Network-wide Access Points

The Network Console is designed for a network operations team supporting a larger network of Beacon APs. Through the Network Console a network engineer can manage the optimization features of the WiFi Cloud Controller, which maximizes the quality of experience (QoE) by automatically managing and optimizing the Wi-Fi network. You will be able to create configuration profiles for the algorithms and apply them to groups of APs, which can be adapted to different geographical scenarios and AP models. The Network Console provides a cloud-based, server-managed Wi-Fi solution that displays many different analytics, including:

- Proactive customer analytics (e.g. quality indicators, reports, AP rankings, etc.)
- Wi-Fi performance analytics at different levels: network-wide, AP model, AP, SSID, client device, etc

The Managed WiFi Solution

A suite of products that provide end-to-end, real-time WiFi management and optimization



Translating Capabilities into Benefits

CAPABILITY



BASE BENEFITS



END BENEFITS

Proactive Optimization -

RPM Algorithms

- Automatic optimization of the WiFi networks

WiFi Performance

- Aggregated throughput increase (i.e. increased capacity)
- Higher physical WiFi rates allocated
- Less noise and congestion events

Business Metrics

- Reduction in total number of customer care calls and cost
- Increased NPS due to better use connectivity experience (i.e. potential higher ARPU)
- Reduction in churn due to better network quality (i.e. higher number of customers)
- Less field technician customer visits (i.e. reduction of field technician costs)

Reactive Case Handling -

Real Time Visibility

- Holistic view of the real time WiFi network status of a single home

Solving Customer Tickets

- WiFi settings (passwords, SSIDs, etc.)
- Routers, WiFi Extenders onboarding
- Easy-to-solve performance issues (e.g. AP reboot, manual channel change, WiFi Extender wrongly positioned)

Business Metrics

- Reduction in Average Handling Time (AHT) (i.e. reduction in customer care costs)
- Increased number of First Call Resolution (FCR) calls Time (i.e. reduction in customer care costs)
- Less field technician customer visits (i.e. reduction of field technician costs)

Enhanced Visibility

- Availability of metrics at different granularity levels from the aggregation at network level to a specific WiFi client's CPE

Better Knowledge

- About your customers (using profiling)
- About the quality delivered to your customers

Business Metrics

- Increased NPS due to a better user knowledge (i.e. potential higher ARPU)
- More efficient marketing campaigns due to a better definition of the target (i.e. potential higher ARPU and lower marketing costs)

User Facing Apps

- Expose WiFi management and diagnosis capabilities to the subscriber

Value Added Services




- DIY resolution of problems
- Parental control / Content filtering

Business Metrics

- Reduction in total number of customer care calls (i.e. reduction in customer care costs)
- Less field technician customer visits (i.e. reduction of field technician costs)
- Introduction of value-added services experience (i.e. potential higher ARPU)

Contact Us

ZCorum
4501 North Point Parkway, Suite 125
Alpharetta, GA 30022
1-800-909-9441

 ZCorum.com
 Facebook.ZCorum.com
 Twitter.com/ZCorum