

Managed Wi-Fi

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Plateau Background

- Who is Plateau
 - Cooperative
 - CLEC
 - Gigabit City Challenge
 - WISP
- Broadband Service Provider

WHY MANAGED WI-FI?

- Attack on Revenues
 - Declining voice lines
 - Free truck rolls aren't free
- Business Customers
 - Customers expect some type of solution
 - Growing demand
 - Makes it easier for the customer and techs
 - Competition
- Residential Customer Demand
 - Customer perception: Wi-Fi is the Internet Service.

Hardware Solution

- Hardware/Software selection points
 - Quality AP's
 - Remote Management
 - Flexible Programming
 - Additional Features
 - Low Cost
- Open Mesh Cloudtrax solution
 - Checked all of the boxes in our testing

Sales Solution

- Managed Wi-Fi is pushed and quoted during sales process.
 - Features and Benefits
 - No upfront capital outlay
 - MRC is “X” per AP
 - Plateau fixes or replaces the AP if needed.
 - AP configuration in the cloud
 - Splash page with Terms & Conditions
 - Remote monitoring and control
 - Password change as requested.
 - Monthly reporting.

Business Demand

- Business Customers for now
 - RV Parks
 - Hotel/Motel
 - Medical Businesses
 - HIPPA
 - Fitness Centers

BOTTOM LINE

- Stop offering a hardware solution and start offering a service solution.
 - One time small margin vs long term monthly recurring.
- Managed Wi-Fi adds incremental revenue to your broadband plans.
- Keep your customers and their customers happy.

MANAGED WI-FI

- Questions?