
MOBILE WI-FI

Policy enforced Wi-Fi for moving vehicle applications



Background

The evolution of high speed LTE cellular networks and integrated LTE / Wi-Fi modems brings the opportunity for high speed Wi-Fi into moving vehicles. Operators of public transportation systems (buses, taxis, motorhome rentals) are beginning to offer Wi-Fi for their customers.

The challenge

LTE networks enable download speeds that allow large amounts of data to be consumed quickly. End users are constantly looking for Wi-Fi to offload data from their own data plans. This can result in costly data bills.

How do you offer a viable wireless service to your customers while mitigating or eliminating the risk of paying high bandwidth charges?

How do you leverage the service to enhance your brand, connect with your customer and generate more business?



Use Case Scenario – Taxicabs

The taxi company wants to offer free Wi-Fi to its passengers but doesn't want to have high data bills from the drivers using the service. They also want a branded service with the option to advertise or utilize loyalty promotions.

Colony software enabled them to:

- Block specific users from accessing the service
- Limit bandwidth per session
- Limit session by time
- Limit how many sessions are allowed in a given period (i.e.: 1 - 15 minute session per day)
- Block bandwidth intensive applications such as video streaming
- Branded captive portal



Use Case Scenario RV Company

The RV Company wants to offer a guest Wi-Fi service for use in RV's. The RV company wants to provide this as a pay per use option that will be another profit centre. To achieve this, they can't be exposed to overages in mobile data charges. They want a service that is easy to use for their guests and is easy to implement by their staff. They want to activate the service from the counter when someone rents an RV without having to manage pre-defined codes.

Colony's software enabled them to:

- Charge a daily fee for access based on any number of days
- Distribute one-time use access codes to guests that can be used across multiple devices
- Instantly create access codes from their existing reservation system
- Limit the amount of data a customer can use during their rental period
- Allow for paid top up of account after data thresholds are met
- Allow users to see how much data they have left every time they log in
- Restrict users from using their code on another RV

Use Case Scenario – Bus Line Motor Coach

Charge for access after a predefined data threshold is met
Block questionable content.

Colony's software enabled them to:

- Provide free access up to a predefined data cap
- Charge for access after the predefined threshold is met
- Provide options based on different data plans
- Offer free unlimited access for special groups
- Remember repeat visitors to offer a different experience
- Provide category filtering to eliminate questionable content
- Dual SIM support for travel across borders to eliminate roaming fees

Captive Portal for Customer Engagement

By providing Wi-Fi access, you create the opportunity to engage with guests, enhancing your brand. We work with you to create a simple customer portal to connect people to your network. Optionally, you can create fully customized content with personalized offers based on users and sites using your design and content. Surveys can also be added to get direct customer feedback.

Powerful Content Filtering

Mobile WiFi deployments use bandwidth from LTE wireless networks where unrestricted data usage can result in out of control costs. To prevent overage charges on LTE wireless networks, Colony provides bandwidth shaping to limit access based on your policies. Options include category-based filtering, web site blacklists or whitelists, and bandwidth throttling based on users and groups.

Analytics

In addition, Colony's cloudOne portal gives all businesses a view into their network to gain valuable information on data usage, new versus repeat users, sessions, the up / down state of the modem etc.



Software Features

Mobile Wi-Fi	Economy	Business	Notes
General			
Hardware agnostic	✓	✓	Compatible with Cradlepoint, Microhard and other leading integrated LTE / Wi-Fi modems
Basic Captive Portal	✓	✓	Basic captive portal, one design for all users
Custom Captive Portal	✓	✓	Multiple captive portals can be submitted for single modems or groups of modems - additional setup fees may apply based on complexity
Portal content consultation	✓	✓	We will work with your design teams on appropriate content - additional setup fees may apply based on complexity
Landing page redirect	✓	✓	Redirect all users to a URL of your choice post login
Private network	✓	✓	Set up private networks for employees or partners
Mon-Fri 9-8 EST Tier 2 support	✓	✓	Monday to Friday coast to coast escalations during business hours. Guest support is provided by the customer.
Dual SIM for cross border	✓	✓	Support automatically switching between SIM's when crossing borders to eliminate roaming charges
Authentication Options			
Click to accept T's & C's	✓	✓	You provide terms and conditions
Verified email address	✓	✓	We will ensure the e-mail address is valid on the mail server
Facebook login	✓	✓	Users login with social media account. End user data received from provider is retained (i.e.: email address, name, etc.)
Access code - one time	✓	✓	Single use

Mobile Wi-Fi	Economy	Business	Notes
Access code - reusable	✓	✓	With or without expiry
Access code - by SMS	✓	✓	Access code can be sent to end user via text message
Active Directory		✓	Requires Microsoft NPS setup
Third party database		✓	Membership numbers etc.
Remember user	✓	✓	User only needs to log in once and is remembered
Data Usage / Content Control			
Category hostname filtering	✓	✓	Block porn, hate and file sharing sites
Custom hostname filtering		✓	Block specific domains
Block streaming	✓	✓	Block known video streaming sites including Netflix, YouTube, Vimeo and streaming within websites and apps (i.e.: CNN)
Block software updates	✓	✓	Block automatic software and app updates
Block social media	✓	✓	Block known social media sites (Facebook, Twitter, Instagram etc.)
Bandwidth/speed controls	✓	✓	Control how much data/bandwidth users have access to
Blacklist users by username	✓	✓	Block drivers / employees from accessing the Internet on multiple devices by account name
Blacklist users by MAC address	✓	✓	Block drivers / employees from accessing the Internet on a specific device
Session control by:			
Session length in minutes	✓	✓	Example: maximum 60 minutes a day
Amount of data used	✓	✓	Example: maximum 1 GB a week
Time of day	✓	✓	Example: stop all guest Wi-Fi at 9:00pm
Number of sessions	✓	✓	Example: maximum 2 sessions a day

Mobile Wi-Fi	Economy	Business	Notes
Analytics			
Loyalty: New vs. repeat	✓	✓	Distinguish between new and repeat customers
Dwell time	✓	✓	How long are people connected for
Time of day use	✓	✓	Look at trend data averages over 24 hours
Cross site comparison	✓	✓	Compare sites to each other
Device type	✓	✓	Understand demographics by profiling users' device type
Top users	✓	✓	Quickly see your top users
Paid access options			
Credit card clearing		✓	Major credit cards accepted. You decide on fee structures
Premium paid access		✓	Offer higher level of service for paid users (i.e.: no bandwidth restrictions)
Pay for more access		✓	Pay for more data or time after free thresholds reached
Engagement			
Custom content per site		✓	"Welcome back to Express Bus Lines. We hope you enjoy your trip"
Personalized welcome		✓	"Welcome back John"
Personalized & coupon		✓	"Welcome back John, you've traveled with us 3 times. 7 more trips to go until your 10% discount coupon"
Follow up e-mail campaign		✓	Send an e-mail follow up post login
Follow up SMS campaign		✓	Send an SMS follow up post login
Display Ads		✓	Pull from third party or your own inventory
CMS integration		✓	Integrate custom login page content creation with Content Management System
Survey users		✓	Collect additional data from users
Engagement logic engine		✓	Control triggers, content and targets via web based and API interface

Mobile Wi-Fi	Economy	Business	Notes
Customer reservation systems	✓	✓	We support integration with any third party system supporting XML or JSON interfaces. One time set up fee applies
Export data		✓	Export data using our JSON API. One time set up fee applies

Colony Networks

Colony Networks designs, develops and manages multi-location wireless networks. Our integrated, cloud-based applications proactively identify critical network issues and provide valuable insight into customer behaviour. Colony experts have provided wireless solutions for world-class telecommunications provider partners and FP 500 customers, including national telecommunications carriers, Best Buy and Citibank.

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