

# Wi-Fi Mobilize.

International Carrier Sales & Solutions (ICSS)

Life is for sharing.



Mobile  
World

## Mobilize your customers' Internet experience.

The smartphone and tablet proliferation has changed market conditions dramatically. The number of leisure roamers is forecast to overtake the number of business roamers over the next two years. Mobile subscribers demand high-speed access to the Internet – whenever they want, wherever they are, and as simple as possible.

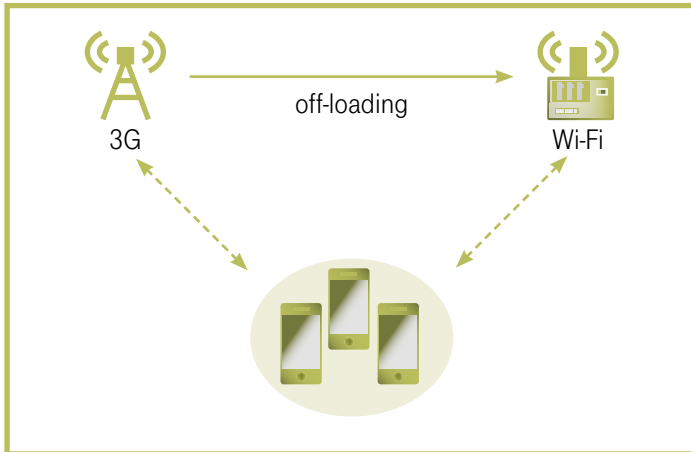
Nevertheless, there are still challenges to be met in order to fully meet customers' expectations. Today, hardly any operator is not thinking about integrating Wi-Fi into its offering in some form or another. Deutsche Telekom ICSS's Wi-Fi Mobilize solution provides the best possible customer experience of the mobile Internet.

## A new dimension to mobile data.

In view of the current market conditions, Deutsche Telekom ICSS, in partnership with iPass, has put together a solution to address the current and future Wi-Fi needs of mobile operators and their subscribers. "Wi-Fi™ Mobilize\*" is a complete solution that integrates seamless authentication, the client experience, and global hotspot access into an operator offering.

ICSS provides the mobile operator with a client for authentication and authorization in the home operator administration center. The client is operator-branded and operator-configured and can be easily downloaded by your subscribers, enabling you – as an operator – to create a unique and delightful user experience.

## Wi-Fi Mobilize: a flexible solution for mobile operators

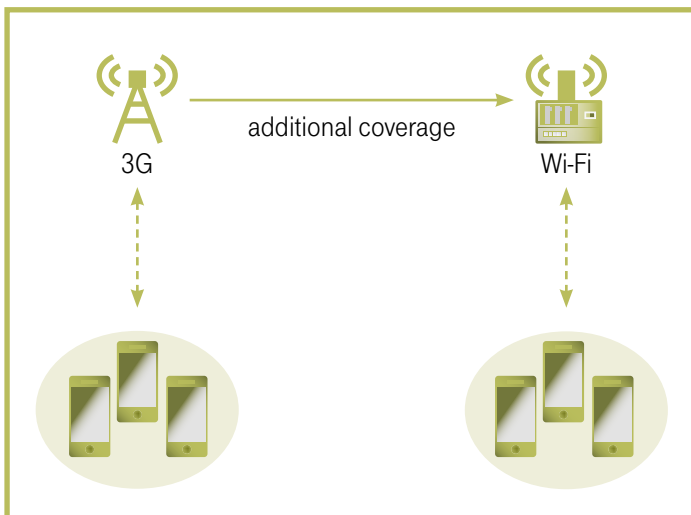


### Domestic offload

When mobile data traffic is exploding and threatening to exceed the capacity limits in your network, take advantage of our alternative offer: reduce the load on your network by connecting to Wi-Fi. This is a speedy, reliable and cost-efficient option that helps you to create a superior user experience.

#### Major benefits:

- Shift of data traffic from overloaded 3G macro coverage to Wi-Fi hotspots seamlessly
- Improved user experience especially indoors
- Achieving higher retention through win-win with consumers



### Wi-Fi monetization

Enrich the offering to your customers by providing them with additional coverage. Moreover, let them experience the flexibility of the solution by granting them access to the mobile Internet, whether 3G-based or using a Wi-Fi network. Our solution conveniently improves end users' connectivity experience and you – as an operator – can take advantage of additional revenue opportunities.

#### Major benefits:

- Providing subscribers with a wider range of high-speed mobile Internet options
- Positioning Wi-Fi as a value-added service in a mobile Internet plan
- Adding revenues to one's own Wi-Fi network through smartphones and tablets



### Roam-out

Based on the authentication solution, our offer is complemented by an additional roam-out possibility. With this service, operators gain instant access into a rich network of hotspots throughout the globe. Extend your footprint with one separate agreement instead of several agreements with a multitude of partners.

#### Major benefits:

- Providing subscribers with a larger roam-out footprint with minimal effort
- Creating innovative roaming packages especially for different customer segments and avoiding bill shocks
- Additional retail roam-out revenue

## Meet your customers' needs for seamless mobile Internet communication with ICSS's Wi-Fi Mobilize.

### Unique user experience:

Subscribers mostly have to identify themselves over unwieldy web portals before switching to public Wi-Fi. With our client for authentication and authorization to the Wi-Fi platform, the subscriber enjoys maximum user experience:

- Most handsets and tablets are supported
- Seamless authentication and handover to Wi-Fi
- Hotspot prioritization and hotspots finder (GPS)
- Users have positive association and experience with Wi-Fi

### Unlimited coverage:

A weak indoor signal causes poor customer perception of service quality. Our Wi-Fi Mobilize solution enables you to substantially extend your footprint due to the access to the largest Wi-Fi network. The network includes hotspots at all major locations worldwide. Profit from our dedication to constantly furthering the development of our global Wi-Fi coverage.

### Increasing profitability:

Higher costs driven by higher traffic consumption exacerbate the continued profitability of MNOs. With Wi-Fi Mobilize, operators can offload macro networks, providing their users with a wider footprint for data roaming and creating additional wholesale revenues.

### Expansion of data roaming:

Consumers often refrain from extensive usage due to the high costs associated with data roaming. Driving down the costs for data roaming will encourage your subscribers to more intensively use the mobile Internet.

### Broadening mobile offering:

Wi-Fi as a component of the mobile offering:

- Connecting to Wi-Fi as alternative after reaching the 3G limit
- Using Wi-Fi as a fast and reliable alternative to 3G when speed matters
- Shared traffic among cellular and Wi-Fi ensure full speed on both networks

## Benefits for mobile operators and their subscribers

### Operator benefits from Wi-Fi Mobilize:

- Integrate Wi-Fi into offerings
- Enhance user experience
- Collect additional revenues

### Consumer benefits from Wi-Fi Mobilize:

- Convenient Wi-Fi experience
- Additional data access anywhere
- One bill and usage control

## With Wi-Fi Mobilize rely on solid partners.

### Deutsche Telekom International Carrier Sales & Solutions

International Carrier Sales & Solutions (ICSS), an integral part of Deutsche Telekom's International Businesses unit within the Europe organization, is the global communications enabler of the Deutsche Telekom Group and more than 700 external customers worldwide.

As one of the largest carriers in the world, ICSS provides global voice communication, Internet connectivity to millions of eyeballs, and global roaming and messaging on next generation platforms, as well as smart content distribution, media exchange, and virtual carrier solutions.

The international customers of ICSS experience seamless service provisioning, including global reach and the highest quality.

The variety of solutions provided by ICSS is based on an expanding ultramodern infrastructure: Deutsche Telekom's international network.

### iPass

Founded in 1996, iPass manages mobile connectivity for large enterprises and global carriers through mobility and cloud services.

With thousands of enterprise customers, iPass is a leading provider of enterprise mobility services which simply, smartly, and openly facilitate access from any device on any network, while providing IT with the visibility and control necessary to support the demands of the enterprise workforce.

iPass also provides in-country and international Wi-Fi offload and roaming services robust enough to support both the business and mass market requirements of telecom carriers.

For further information, see  
[www.wifimobilize.com](http://www.wifimobilize.com)

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