



ARRIS Managed Wi-Fi™ Services Turn Homes into Hotspots for a Seamless, Cost-effective Mobile Experience

When a mobile consumer doesn't have the luxury of unlimited data plans and ends up exceeding certain limits, it can trigger expensive overage charges. But what if Wi-Fi Service Providers allow consumers to stream, surf and browse freely while roaming through apartment buildings, neighborhoods and public spaces without impacting their mobile bills?

Home-as-a-hotspot technology allows Service Providers to leverage their existing residential Wi-Fi gateways to deliver data that doesn't use up minutes from a mobile user's calling plan. Minimizing, or even putting an end to overage charges is a major benefit that can reduce churn, boost Net Promoter Scores and inspire long-term loyalty for Service Providers.

For one international Multiple System Operator (MSO), ARRIS Managed Networks has been the key to launching a Wi-Fi initiative that turns every home into a hotspot.

The Challenge: Allowing mobile customers to reduce costs by turning off overage charges

A leading Caribbean and Latin America (CALA) Telecommunications and Entertainment Provider delivers basic and enhanced video, broadband and fixed-line telephony to 1.7 million individual service subscribers across 24 countries.

For one island country, the MSO has built its first community Wi-Fi initiative by leveraging its existing deployment of more than 100,000 ARRIS gateways. The MSO, which does not have a Mobile Operator license

Benefits for Service Providers

- Comprehensive home-as-a-hotspot Wi-Fi platform
- Value-add capability for existing networks
- Fast time-to-market
- Comprehensive managed network services
- Fully hosted, with expert NOC-to-NOC support

WEB
www.arris.com

BLOG
www.arris everywhere.com

in the market, views this free service for its subscribers as a strong countermove against the competitive threat posed by Telecom Providers building out their own broadband networks. The MSO lets subscribers stream, surf and browse while roaming across Wi-Fi hotspots in the homes of other subscribers to avoid exceeding mobile data limits and paying additional fees.

The MSO chose the Wi-Fi managed services expertise of ARRIS to accelerate time-to-market, while minimizing required investments in infrastructure.

The ARRIS Solution: Managed network services for a seamless Wi-Fi experience

For years, the partnership between the MSO and ARRIS has resulted in the development of service features that meet the Service Provider's needs, based on industry-leading technology like Ruckus access points (APs), wireless access controllers, ICX switches, firewalls and virtual managed edge.

To launch the home-as-a-hotspot initiative, the MSO added a wireless access gateway server hosted in the ARRIS data center for connectivity to its existing gateways. Wi-Fi gateways within the residential cable modems support one common SSID that any subscriber in the vicinity can connect through to check e-mail or browse online. Mobile devices automatically and seamlessly perform handoffs between cellular and wireless networks. The Service Provider can control excessive usage, if necessary, by capping the amount of roaming data available per day, per subscriber or by reducing data speed.

ARRIS maintains the core at its hosted data center and leverages the MSO's existing wireless assets to create a centrally managed network that gives subscribers single sign-on Wi-Fi roaming. Managed Wi-Fi services from ARRIS include the Network Intelligence dashboard for monitoring, custom splash pages for onboarding, and tier 2 NOC-to-NOC support. Core management includes portal software; authentication, authorization and accounting (AAA); and device onboarding and troubleshooting.

The ARRIS Advantage: Expertise that continues to elevate the quality of experience

Service Providers in smaller markets embrace the ability to launch value-added offerings that rival those of large Mobile Operators without needing an engineering team of their own. ARRIS removes the burden from its customers by handling processes such as providing a central anchor point for IP addressing and managing blacklisting and handoffs between the cell side and home side networks.

WEB
www.arris.com

BLOG
www.arriseverywhere.com

The MSO can leave the complex details to ARRIS to ensure a superior quality of experience for consumers. For this Service Provider, ARRIS is a trusted, vendor-agnostic partner for proven technology and practical expertise in Wi-Fi access solutions.

The Result: Extended Wi-Fi connectivity and a plethora of new service opportunities

After launching the home-as-a-hotspot free service to 100,000 subscribers simultaneously, the MSO expects a significant positive response that will attract new customers through positive word-of-mouth. The operations team is confident that once the platform has delighted customers, affiliates across the Caribbean will roll out the capability in their countries.

But the opportunities don't end there. By re-using components like the AAA system and data services framework, the MSO's investment can be leveraged to cost-effectively implement a range of follow-on capabilities. Business-as-a-hotspot uses merchants, restaurants and other businesses to extend branded Wi-Fi data roaming to subscribers as they move about their communities. Other opportunities include mobile data offload, wireless backhaul and public Wi-Fi connectivity for venues, hotels and multi-dwelling units.

ARRIS and Ruckus have joined CommScope, offering enhanced capabilities and a wide breadth of products that allow this MSO to capitalize on new service opportunities as they emerge in other vertical markets.

To learn more about how ARRIS enables Service Providers to deploy Public Wi-Fi services, please visit [arris.com/solutions/carrier-grade-wi-fi/](https://www.arris.com/solutions/carrier-grade-wi-fi/)