



# WIRELESS-ENABLED VALUE-ADDED SOLUTIONS

## Wireless Access Providers' Association

Presented by  
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# About WAPA

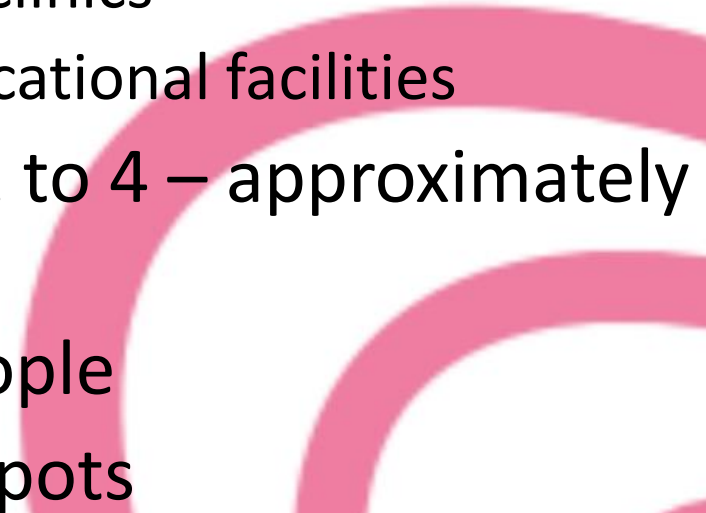
- Formed in 2006
- Non-profit organisation
- Volunteer Executive Committee
- Promotes technical and business best practices
  - Wireless Broadband Alliance (WBA) partnership
- Engages in policy work to promote spectrum allocation, wholesale, and enable SMMEs
- Over 200 members
  - Most members hold ECNS & ECS licences
- Average WAPA member: SMME providing extensive coverage in rural areas where there is no cost-effective alternative access means

# Who are WAPA members?

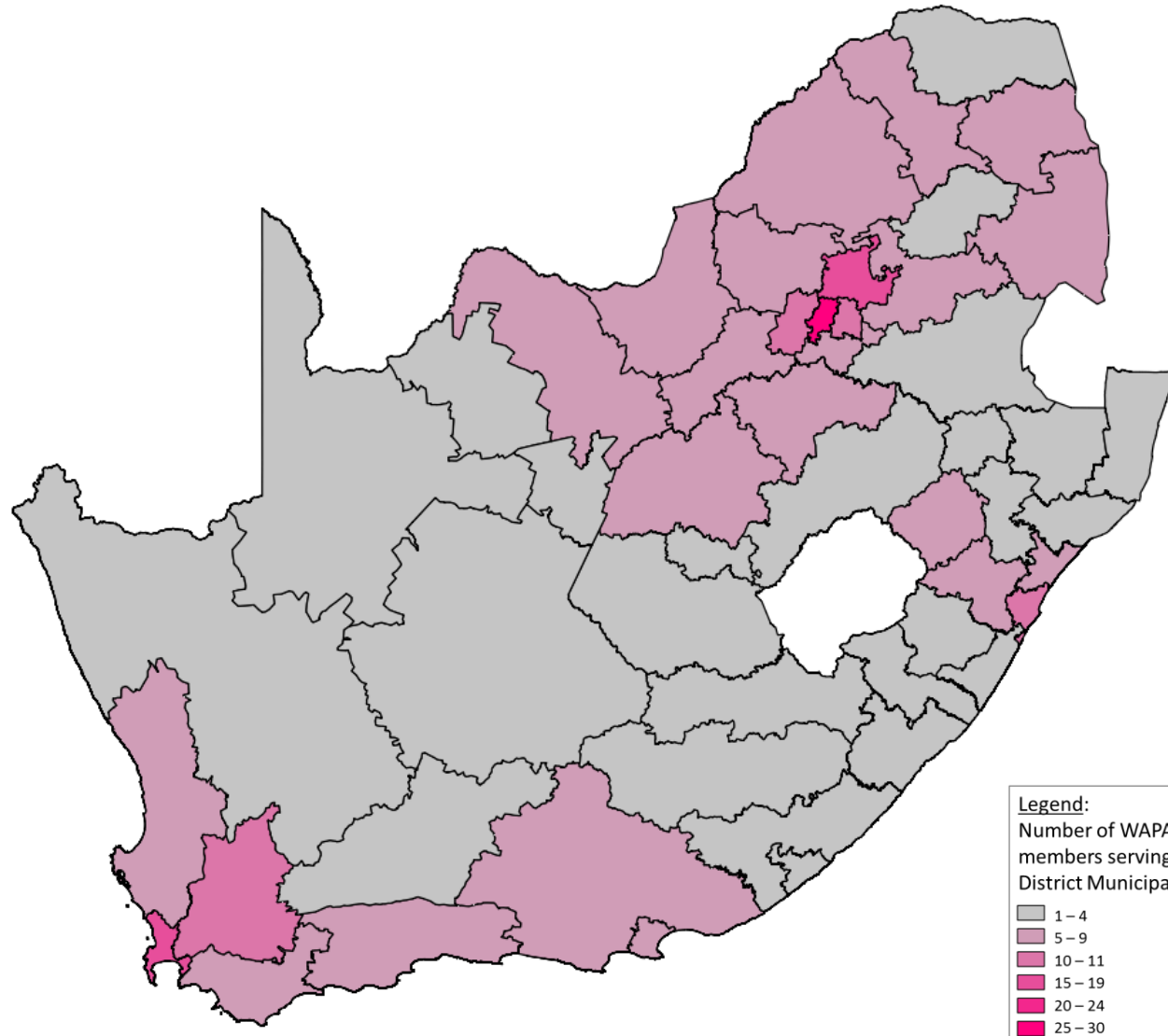
**Over 200 organisations representing:**

- 1. WISPs:** Wireless ISPs in both urban and rural locations
- 2. Wireless specialists:** Wi-Fi service providers, wireless technology & network planning specialists
- 3. Vendors:** Manufacturers, wireless technology importers, and distributors
- 4. Large players (fixed line and otherwise):** Fibre, fixed line, and wireless

# 2014 Census

- Approximately 300 000 subscribers, including broadband and voice
  - Free or discounted services
    - More than 200 hospitals and clinics
    - More than 4 000 schools/educational facilities
  - BBBEE Rating within Levels 1 to 4 – approximately 50% of WAPA members
  - Employ more than 4 000 people
  - More than 4 500 public hotspots
- 
- A large, decorative graphic in the bottom right corner of the slide. It consists of several thick, curved, overlapping lines in shades of pink and magenta, creating a sense of movement and depth.

# Our Members



# Wi-Fi: It's not either/or, it's BOTH

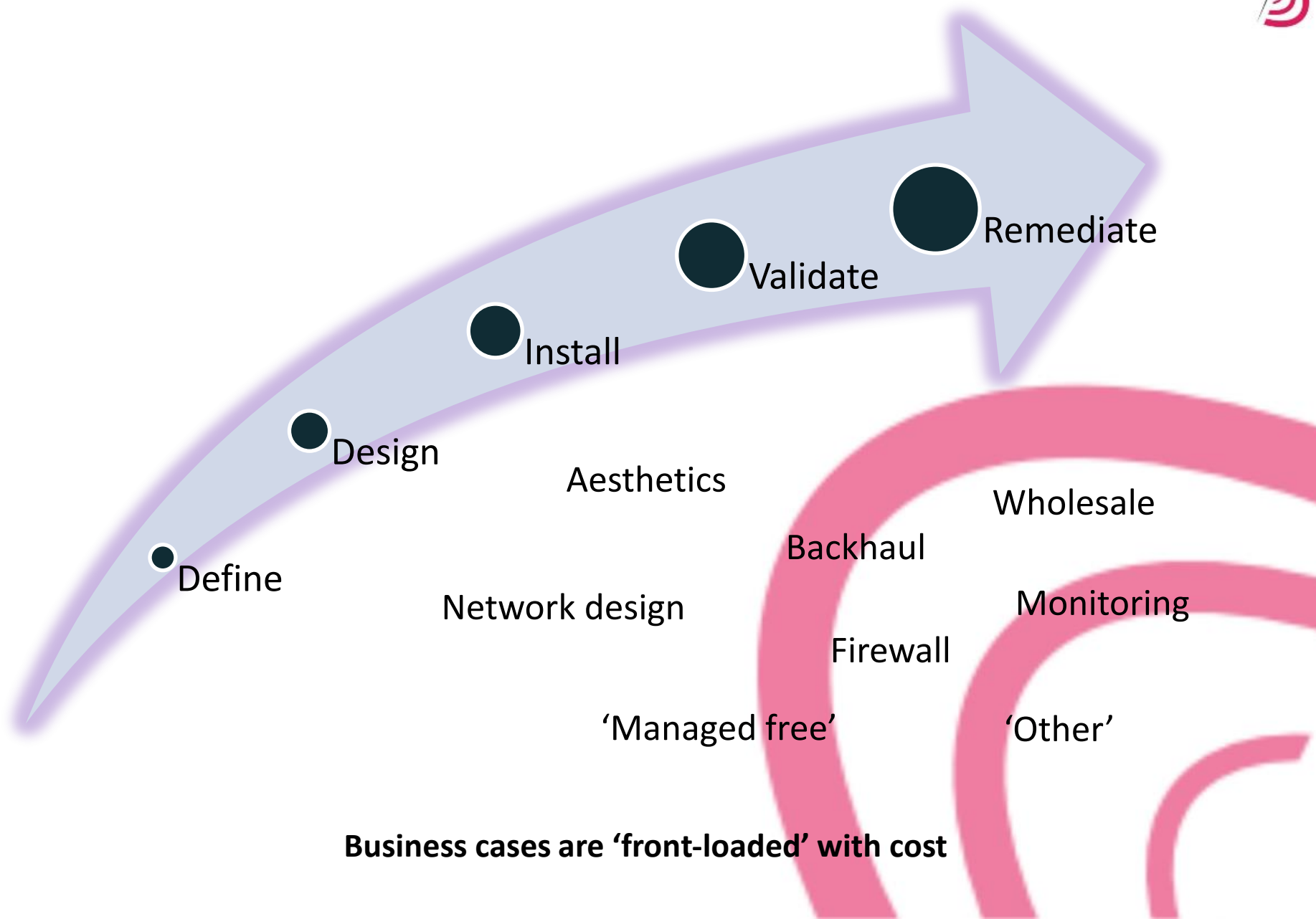


- Long-range
- Expensive
- Ubiquitous coverage
- Supports our mobile life



- Short-range
- Less expensive
- More device support
- Ideal for high-density, high use
- Supports our nomadic behaviour

# Carrier Wi-Fi is great ... but it's expensive!



Business cases are 'front-loaded' with cost

# Density is key for 'Offload'



## On offload economics in China:

“If you want a site for offload, how do you acquire it?”

“We pay for it.”

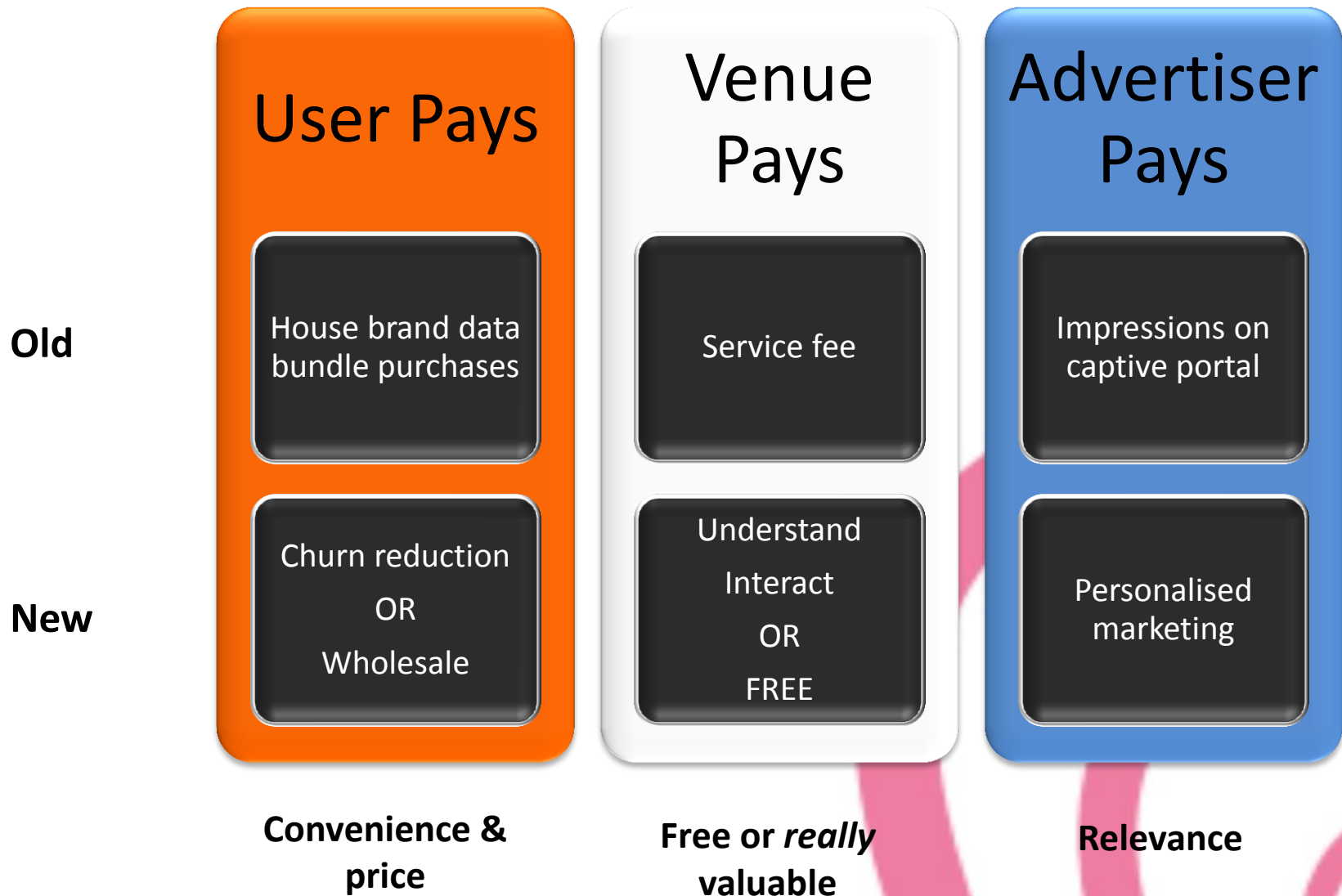
“And if your competitor wants it?”

“We pay more.”

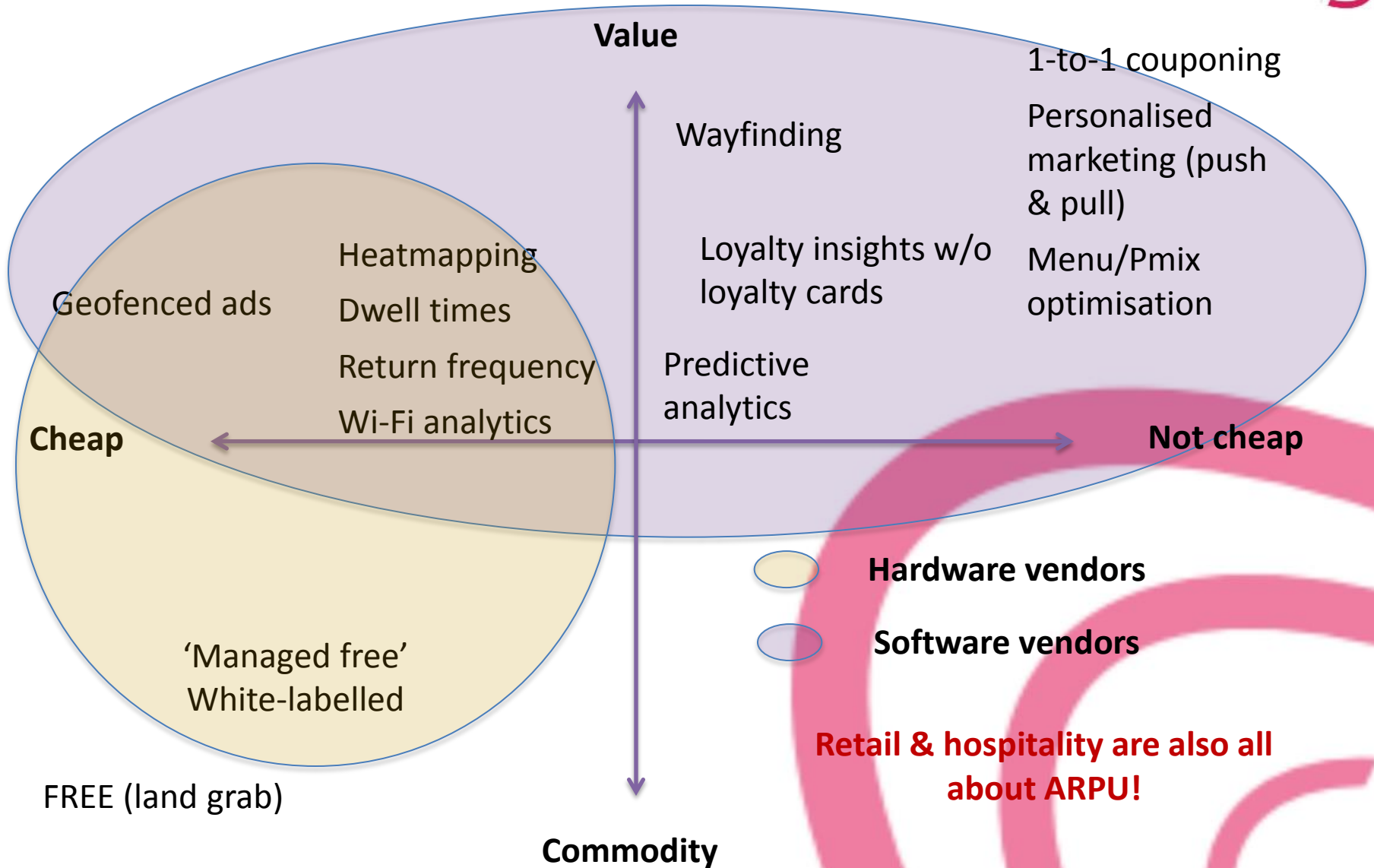




# How Wi-Fi monetisation is changing



# Lots of scope for new business models



# Segmentation 101

## Business Intelligence

- Structured data
- Subset extracted & analysed



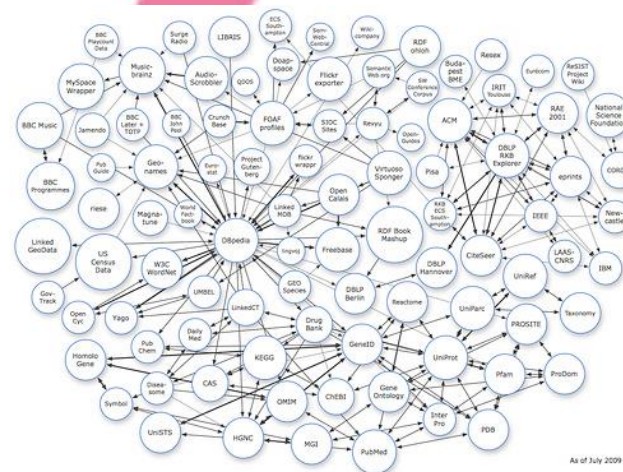
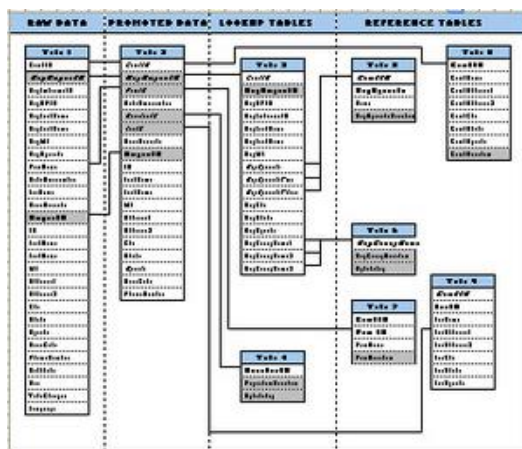
- Top down
- Define segments & group customers
- Decide how to communicate

## Data Science

- Raw data & 'dark data'
- Social interactions
- No information discarded
- Data intersections
- Machine learning & number crunching

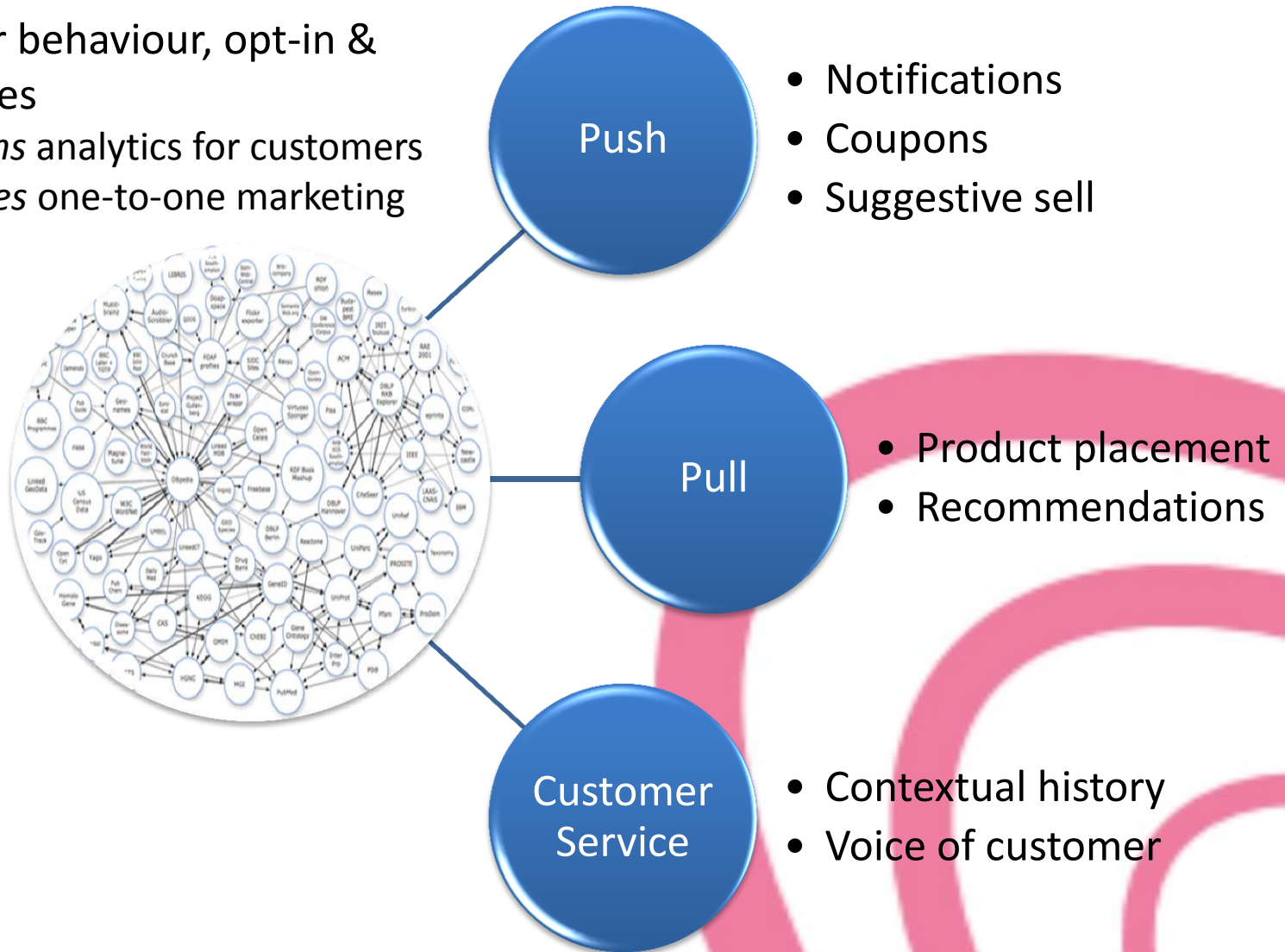


- Bottom-up
- Data creates segments
- Behaviour informs messaging



# The world of mass customisation

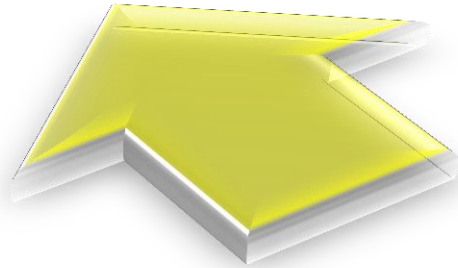
- Customer data *creates* customer segments
- Consumer behaviour, opt-in & preferences
  - *Informs* analytics for customers
  - *Enables* one-to-one marketing



# Traditional approaches to Carrier Wi-Fi

**Infrastructure**

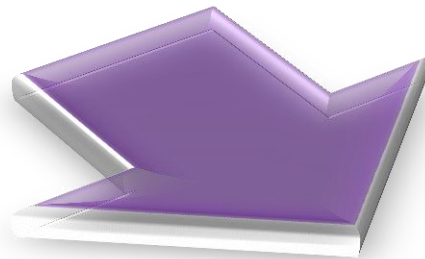
**B2C**



Capex avoidance  
(hetnet)

Wholesale

Churn reduction



Venue solutions

Advertiser solutions

**Software & Services**

**B2B**



# It's not either/or, it's BOTH



Capital

Telecommunications  
expertise (RF,  
networking, kit)

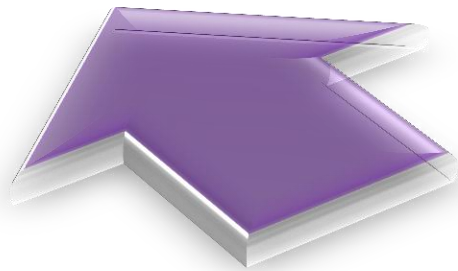
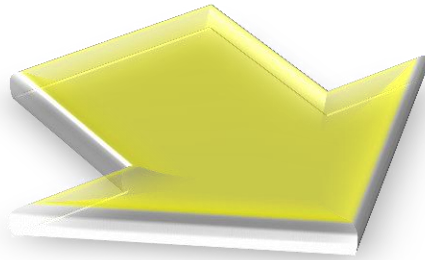
Wholesale

B2B vertical focus

Software & mobile

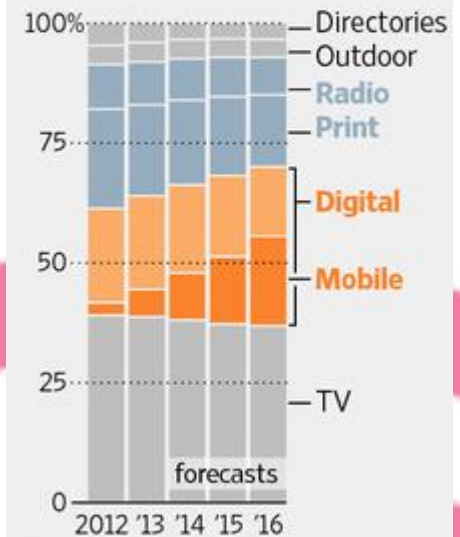
Advertising

**Capitalise on new sources of income while  
changing offload economics**



## Digital Dollars

Mobile-ad spending is expected to take share from other media.



Source: eMarketer  
The Wall Street Journal

... but also ...

Capital

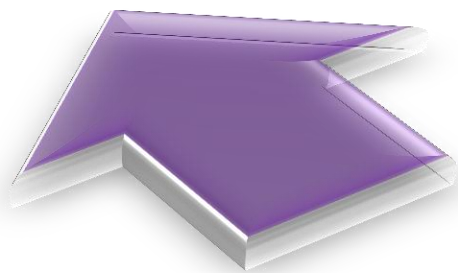
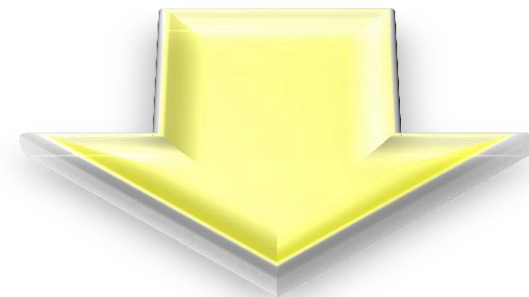
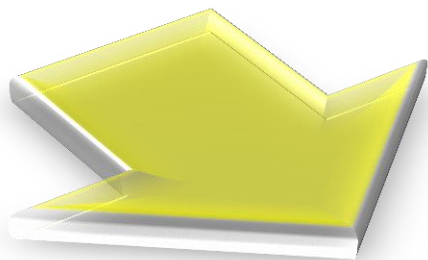
Telecommunications  
expertise (RF,  
networking, kit)

Wholesale

B2B vertical focus  
Software & mobile  
Advertising

LBS to drive  
Loyalty &  
Retention

**Combining new business models with data-science-driven  
customer insights is a win-win-win**



# Partnerships are key to success





# How far is too far?



TECHNOLOGY

## What Secrets Your Phone Is Sharing About You

Businesses Use Sensors to Track Customers, Build Shopper Profiles

Email Print Save Comments



REPUBLIC OF SOUTH AFRICA

## PROTECTION OF PERSONAL INFORMATION BILL

### Shops can track your phone

2014-02-21 05:30

Washington - Should shoppers turn off their smartphones when they hit the mall? Or does having them on lead to better sales or shorter lines at the cash register?

IN DEPTH

### Retailers tracking customers via Wi-Fi suggests that privacy really is dead

Not only does your smartphone track you, it lets others track you — like retailers in their stores

» 1 Comment



By Taylor Armerding

November 22, 2013 — CSO — "Privacy is dead — get over it," has been a mantra of private investigators for years.

But continuing revelations about how many different ways personal privacy is still disappearing are still enough to unnerve people. It is not just about the trail everybody leaves from the websites they visit, or from security cameras in public places. It is also about smart cars. It is about the cellular towers that serve their smartphones. And it is now also about their friendly brick-and-mortar retailer.

- *Informed* consent
- Offer *value*
- Allow complete opt out
- Only gather personally identifiable information when necessary
- Do not on-sell specifics



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