



WiFi for MVNOs – freenet Case Study

Mobilise Hotspots SaaS

Mobilise Technology
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Introduction

freenet is the largest network-independent telecommunications company in Germany, offering telecommunication, radio and TV, mobile communications, mobile Internet, and digital lifestyle services. It provides a portfolio of services and products primarily in the area of mobile voice and data services. freenet offers its postpaid and prepaid services under the mobilcom-debitel brand, as well as no-frills services under the klarmobil, freenet Mobile, callmobile, and debitel light brands.

The Challenge

freenet has been seeking to offer an integrated WiFi Service to its Mobile customers in Germany to:

1. Provide better connectivity and quality of service to its customers
2. Offer an alternative service to satisfy the customer ever-growing need for consuming more data.
3. Offer a unique and innovative service to its customers that would help differentiate freenet from other Service Providers in the market.
4. With the Roam-Like-Home commercial challenge for MVNO and the diminishing margins, freenet wanted to find way to reduce Data Roaming traffic while continuing to serve its customers and provide the connectivity they seek when travelling.

About Mobilise

Mobilise is a leading provider of SaaS solutions and consultancy services. Mobilise's core expertise is in providing software solutions and end-to-end consultancy to the telecommunications industry, as well as supporting companies who are looking to enter the telecommunications market or to build a mobile strategy. With a strong track record, deep industry knowledge and a team of specialists, we support our clients in building and executing transformational strategies.

Its product "**Mobilise Hotspots**" is a white-labelled consumer Solution as a Service, offering the end-user access to 65 Million Global WiFi Networks.

The service is aiming to productise WiFi allowing brands to quickly launch a WiFi offering without the usual overhead required to operate a WiFi service. With focus on creating an excellent user experience enabling users to access that service with only one click and then will automatically connect to any of the supported WiFi Networks without any additional action required.

The Solution

freenet has turned to Mobilise to offer a white-labelled WiFi solution to its customers as a value added service on top of their services. The service was seamlessly integrated into the digital channels of freenet with great attention to the user journey.

The service is offered in a form of a white-labelled mobile application, that users can download and activate with a single tap on an activation URL, then once the user is range of any of the 65 million global WiFi networks supported, the App will connect the user automatically.

Mobilise is also providing the solution as a managed service, which reduces any overhead on freenet for operating the service.

Benjamin Grimm, Head of Networks & Offers, freenet AG

“Following an extensive search of potential solutions and partners, we selected Mobilise and its Mobilise Hotspots solution to offer to our customers. With Mobilise’s Telecoms expertise and out of the box WiFi solution they were able to help us launch a premium service to our valued customers quickly, as well as manage the underlying technology with little overhead required from our side.”

Feedback has been positive, and customers are happy to receive a WiFi product that allows them unlimited access across the globe. For the freenet business, we have bundled the product in our high ARPU mobile tariff plans meaning we have been able to offer increased value to those important customers. At the same time, we have driven incremental, high value sales, and all at very reasonable additional costs.

We look forward to continuing to grow and evolve the proposition with Mobilise and find innovative solutions that would benefit our customers”