



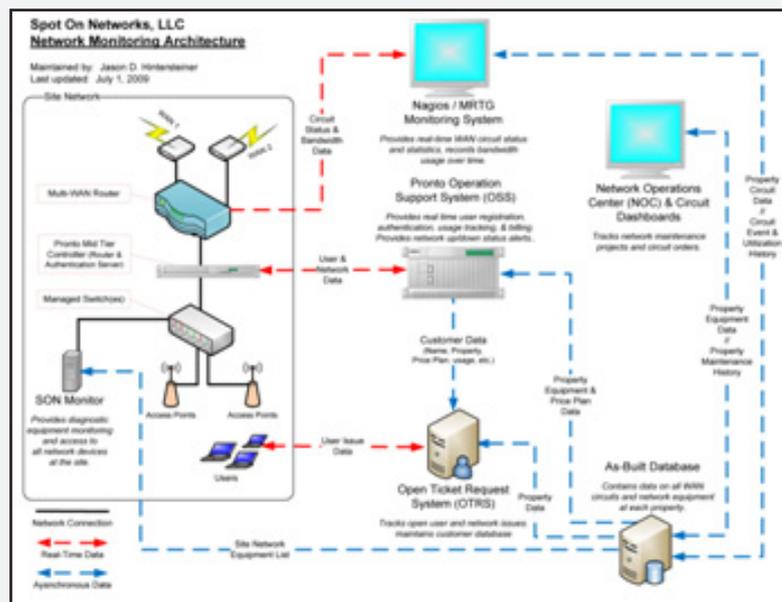
Case Study in Wireless Internet Service Provisioning



Introduction:

Pronto Networks, Inc. (“Pronto”) provides operations support systems (OSS) that enable network operators to deploy and manage public WLAN networks. The company offers its Unifi OSS Managed Services Platform (MSP), a software as a service (“SaaS”) platform, which handles provisioning, configuration, authentication, access control, security, pre-paid and post-paid billing, and roaming settlement for public WLAN networks through the use of various network controllers that manage and monitor Wi-Fi networks with disparate equipment and access points. Its solutions are deployed in various vertical segments, including wireless mesh networks, enterprise campuses, hotels, airports, conference centers, and multi-dwelling units.

Two of Pronto’s service provider client/partners, Spot On Networks, LLC (“SON”) of New Haven, CT and GuestWiFi (“GWF”) of New York, NY, were each providing high speed W-Fi Internet access to a different market segment. GWF currently services clusters of boutique hotels



such as Fairfield Inns and Holiday Inns, among others. SON services large property owners and managers of Multi-family buildings in large





cities on the East Coast, West Coast as well as in Houston, Dallas and Chicago providing service to tens of thousands of residents every day.

The level of service required to satisfy SONs customers, building residents and property owners/managers, required two premier elements:

1. Pinpoint problems and assign a SON network engineer to manage it.

SON designed and implemented a proprietary platform that monitors thousands of pieces of equipment, hundreds of different bandwidth backhaul circuits, and automatically assigns responsibility to a technician in SONs Network Operations Center.

2. Building residents and property owners/managers demanded calls to be answered by a live person.

SON hired employees and staffed its own 24X7X365 wireless customer support group.

Using proprietary software built on open source programs like Nagios, and standard off the shelf hardware, SON integrated both Network Operations and Wireless Customer Support platforms with the Unifi OSS SaaS software.

Branded Wireless Customer Support, Tier 1 and Tier 2 Network Operations.

Because GWF and SpotOn each utilize Pronto's Unifi OSS platform, the companies quickly ported GWF's 800 number and integrated GWF's hotel network locations into SON's Network Operations Center and Customer Service platforms such that SON now provides Branded Wireless Customer Support, Tier 1 and Tier 2 network operations services to GWF's hotel guests and owners/managers. Not only was integration smooth and quick, GWF has now seen a significant improvement in hotel Wi-Fi service scores at its locations. Because of the integration between the Unifi/OSS and SON's Customer Service





and Network Operation Center platforms, GWF network and equipment failures as well as any bandwidth congestion is recognized in real-time and SON proactively assigns responsibility to one of its Tier 1/Tier 2 network engineers. As a result, GWF hotel owners/managers and their hotel guests experience a higher quality of service.

GWF is now able to add significantly more hotels to its portfolio because Wireless Customer Support has greatly improved and the Tier 1 and Tier 2 support functions have been removed from its day to day operations. This has permitted GWF staff to focus on selling and installing Wi-Fi systems into more hotel clients.



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