# CARRIERS

TELENT FOR NETWORK RAIL

- Superfast, free public Wi-Fi at 19 major UK stations

- Click-to-connect user journey

- Protects using Friendly WiFi™ content filtering

- Collects customer feedback via login success page

- Passpoint™ Wi-Fi provides station employees:

  - Automatic connectivity

  - Secure authentication

  - Frictionless internet logon

"It's the best public Wi-Fi I've ever used."

Network Rail station user, 2021

276.11
Mbps
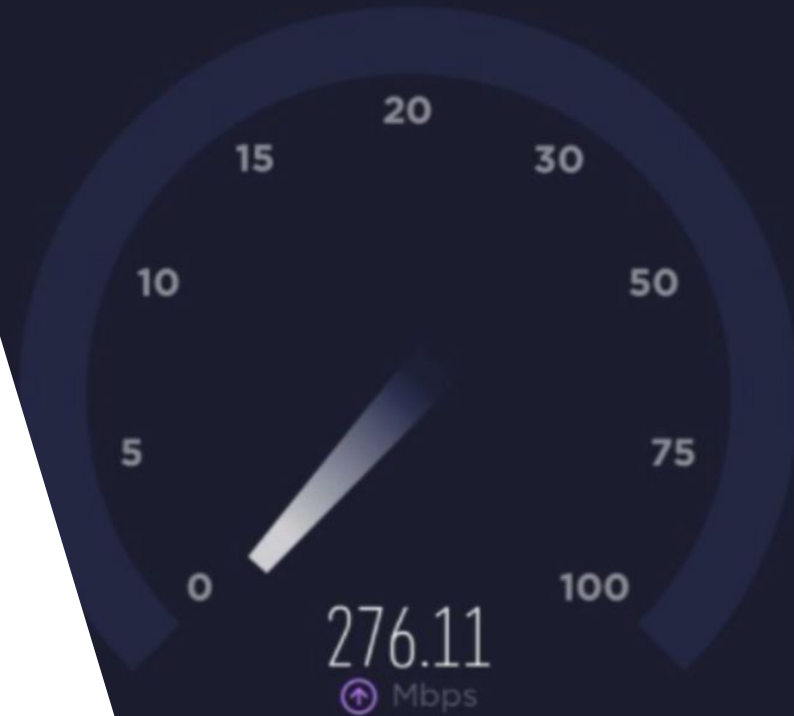
TELENT FOR NETWORK RAIL

IN THE NEWS: NETWORK RAIL SUPERFAST WI-FI

IMPROVING STATION WI-FI CAPABILITIES

Stuart Kirkwood, Group Property Director, Network Rail

Passengers at most Network Rail stations can now get free and unlimited Wi-Fi that is fast enough to support video calls and streaming. The new Wi-Fi service is being rolled out across Network Rail's managed stations nationwide – including London King's Cross, Birmingham New Street and Manchester Piccadilly. It'll be in place at all 19 of our locations by the end of 2021.

We want to be a company that is on the side of passengers and freight users, and free Wi-Fi has consistently been identified as one of the key improvements that would enhance the station experience, including in the most recent National Rail Passenger Survey.

Our new service is completely free and allows for unlimited usage which makes it accessible to all. It uses the latest industry technology of Wi-Fi 6 which is super-fast and provides the capacity for dense urban environments such as railway stations. This means that passengers can browse, play, stream and even download movies in the station whilst they wait for their train.

Coverage is provided in key public areas, such as concourses, platforms, forecourts, taxi ranks and mezzanines. This will allow people to stay connected as they move through the station and stop people congregating in areas where they are desperately trying to get cellular connectivity. Great indoor connectivity can transform how

people enjoy station spaces, and we have some beautiful Grade 1 and 2 listed buildings that we want people to enjoy.

All 19 stations are interlinked, so once you have logged in – using a simple process that doesn't ask for any personal details such as your name and email address – you will still be connected when you arrive at another one of the 19 stations; this creates a frictionless digital journey.

We hope that these kinds of details will create an improved and connected travel experience for passengers, which is particularly important to us as the transition to Great British Railways gets underway across the industry.

The user interface is designed from feedback from passenger focus groups, as well as inclusive design principles. The idea was to be simple, visually appealing and easy to navigate, thereby removing any barriers for those with impairments or just not technically savvy. The system has also achieved 'Friendly Wi-Fi' certification which is an advanced content filtering system to keep children safe online.

The coronavirus pandemic has demonstrated how digital connectivity is vital in our ever-changing world. It's a necessary utility to function and becomes even more important as our lives become even more fluid and digitally integrated. The Wi-Fi will benefit people where they are in stations with poor cellular coverage, those who have limited data on their mobile plans or those who just want super-fast speeds whilst they dwell in the station.

The new service is only part of the wider improvements we are making as we welcome passengers back to the railway. For example, at Edinburgh Waverley, there's been a complete refurbishment of the toilets, the installation of

a Changing Place facility and a new through-route connecting the East concourse (platforms 2-5) to the ticket hall.

We know that our stations – some of the biggest and busiest in Britain – are now destinations in their own right. While still predominantly filled by passengers waiting for their trains, they also attract passers-by who might want a coffee or something to eat, or to go shopping, or people who are meeting up with friends. We are committed to doing everything we can to make sure the station experience is as smooth and enjoyable as it can be for all our passengers, colleagues and station users, and providing free Wi-Fi is a key part of that.

VODAFONE

Vodafone UK

- Outdoor coverage in major city centre.

Vodafone Global Enterprise

- High street retail banking brand: Public Wi-Fi for 1.3k UK branches & corporate Wi-Fi at major campus
- Major energy supplier: Guest/contractor Wi-Fi for 7k users p/w on 35 sites & Enterprise authentication for staff
- Car dealerships: Wi-Fi network support at 147 dealerships
- Retail distribution centre: Staff Wi-Fi at 3 UK distribution centres

VODAFONE

"Our partnership with GlobalReach is playing a huge part in the delivery of this strategic initiative and is a great example of how Vodafone can engage with our partner to provide analytics through to our customers, which will enrich their customer experience with location; event-specific rewards and special offers."

XLN FREE WI-FI

- Guest Wi-Fi service option for SMB customers

- Value-added, tiered service:

  - Free guest connectivity for millions of consumers

  - Community Wi-Fi roaming

  - Branded captive portal for each business

  - User analytics

  - Platform potential to add secure Passpoint™ roaming

- 9,000 UK businesses live

Get more customers
77% of customers are more likely to visit a business that offers free Wi-Fi.

Drive Loyalty
68% of customers would keep returning to businesses that offer free Wi-Fi.

Simple Setup
No complex setup or configuration. We'll enable your router automatically.

LIQUID TELECOM AFRICA

- White label, cloud-based wholesale Wi-Fi service for carrier's business customers
- Fixed monthly fee enterprise service includes:
  - Branded guest Wi-Fi experience
  - New branding & advertising opportunities.
  - User demographics & engagement analytics
  - Supports user understanding & decision-making
  - No wireless LAN management or upfront installation costs for end customers
- Eight African countries

ONTIX FOR WESTMINSTER

- Partnership with carrier Ontix

- Hybrid cellular/Passpoint™ Wi-Fi service

- First ultra-fast Passpoint network in central London

  - Trafalgar Sq

  - West End markets

  - New West End Company

- Automatic, domestic roaming between networked hotspots

- Enhanced user experience for visiting AT&T subscribers:

  - Pre-installed Passpoint device profile

  - Instant connectivity & roaming

  - High-quality, free Wi-Fi calling saving data charges

- Shortlisted: WBA 2020 Awards - Best Network Technology

VIRGIN MEDIA FOR LUL

- Robust public Wi-Fi for the first time since 2012

- All 270 London Underground stations covered

- Better passenger experience:

    - Productivity while travelling

    - Combats boredom

    - Maintains communication

    - Supports journey planning

- 2 million+ daily sessions

- Wholesale Wi-Fi access to O2, EE & 3 customers

BRANDS/VENUES

LINKNYC

- 1.7K Link kiosks replaced NYC payphones:
    - Free, superfast public Wi-Fi
    - Phone calls
    - Access to city services
    - Advertising-funded
- Passpoint Wi-Fi profile via users' mobile SIM cards
- Automatic roaming between Link hotspots
- Enfranchisement & inclusion for local communities & homeless
- Cellular data offload for AT&T, providing extra capacity
- Other Link Wi-Fi services in Newark, Philadelphia & New Rochelle

MAJOR COFFEE SHOP CHAIN

- Universal, high-quality user experience across all stores
- Simple, click to connect Wi-Fi user journey
- Captive portal & welcome page tailored to each store
- Store controls Wi-Fi 'opening hours'
- Easily-replicable model, rolled out as new stores open
- 10K+ locations US and Canada-wide
- Initial end-to-end service rollout to 280+ stores completed within two days

PREZZO RESTAURANTS FOR CELESTRA

- 256 Prezzo Group restaurants via MSP Celestra
- Scalable, guest & corporate Wi-Fi service
- Brand has full service visibility & monitoring control
- Service quality maintained through push notifications
- User analytics enhance understanding & marketing
- Insights enhance customer experience, influence longer dwell-time & spend
- Full reporting suite & data export capabilities
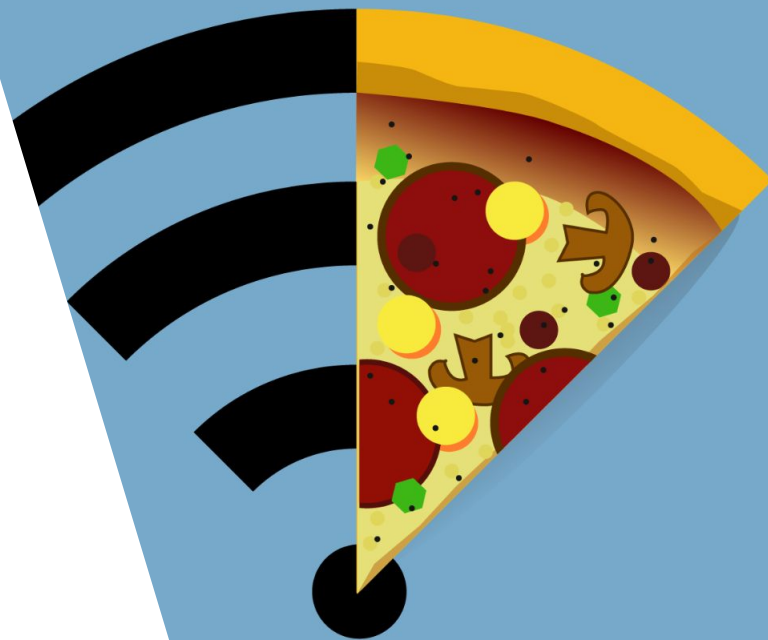
UK REGIONAL AIRPORT GUEST WI-FI

- Enhanced travel experience with high-quality Wi-Fi access

- Scalable, cloud-based service at three major UK hubs

- User chooses their login experience:

  - 1 hour free, no sign-up required

  - 4 hours free upon sign-up

- One-time registration

- Returning travellers remembered

- Analytics enrich the passenger experience with location-
and event-specific rewards & special offers

BIRMINGHAM AIRPORT FREE WI-FI

- Free passenger Wi-Fi
- Access offered in 30-minute slots inside the terminal
- Simple, browser-based login
- Improved frequent flyer experience: Returning passengers remembered
- UK's seventh busiest airport
- C.12 million passengers every year
- Hub for airlines including Ryanair, Qatar Airways, Air France, Aer Lingus, etc.

IN-FLIGHT CONNECTIVITY (IFC)

- Improved in-flight passenger experience

- Designed, built & delivered for a major satellite provider

- Flexible, GlobalReach-designed platform makes it easy to sell & buy on-board internet access

- Monetisation subsidises internet access costs

- Live on two international airlines

- GlobalReach is a member & chair of the Seamless Air Alliance Networking working group, improving standards in in-flight connectivity

SEAMLESS
AIR ALLIANCE
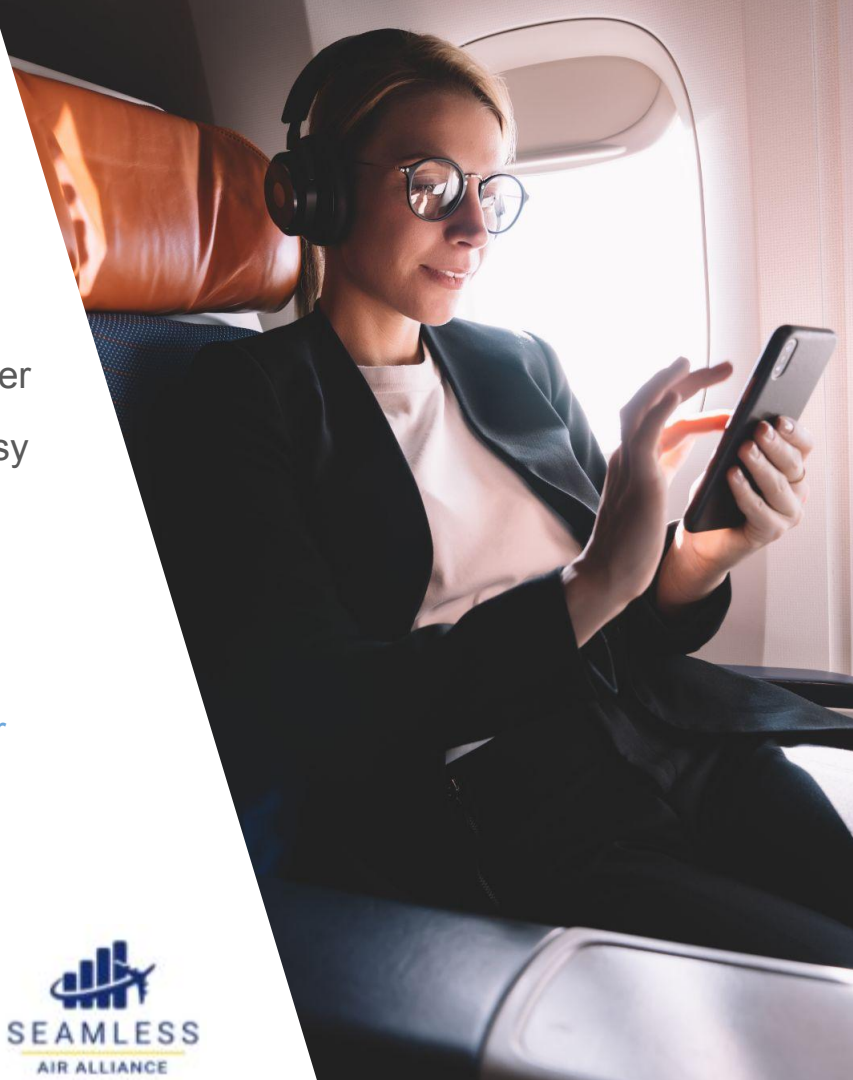
PRIVATE JET CONNECTIVITY

- Enhanced in-flight passenger experience for high-end clients
- Whitelabel, wholesale solution, for private jet companies through a major aviation satellite provider
- Flexible platform makes it easy for carriers to design & sell on-board internet packages
- Use cases include free on-board access by a Middle Eastern carrier on their National Day

ONBOARD CREW CONNECTIVITY

- **High-speed crew connectivity** on thousands of vessels
- **Simple-to-use** platform accessed by crew & their families to buy internet access options
- Supports **welfare & communication**
- Counters **boredom & depression**
- No smart-boxes, no administration & **no interference** with the vessel's bandwidth
- Vessels **control internet access** times, allowing crew to rest
- Designed, built & delivered for a major satellite provider
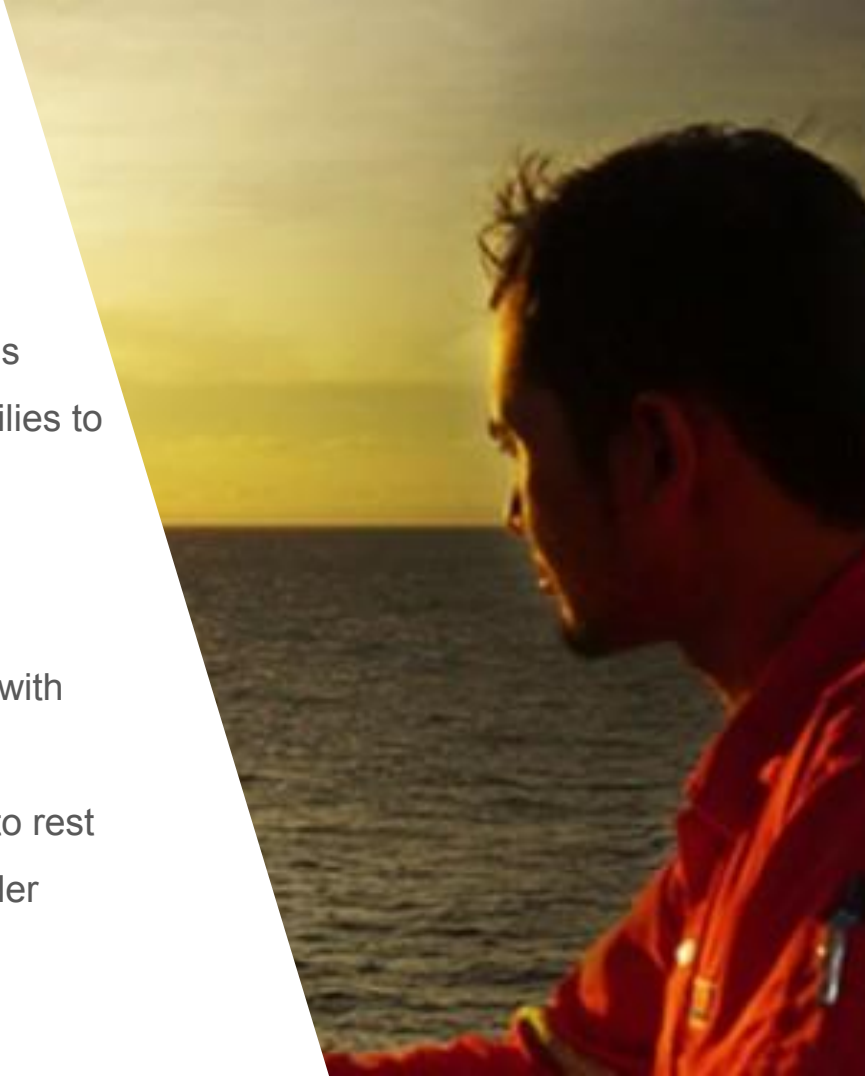
USE CASE: MERCANTILE HOTEL

- High-performance, automatic guest connectivity
- Enabled by Passpoint™ profile guests download to their devices via QR code or booking reservation
- Instant connection in hotel lobby & 90 luxury guest suites

"High quality Wi-Fi continues to be important for our guests. Adding seamless Wi-Fi connectivity using Passpoint, gives our guests the experience that they would get at home.

It's easy for our team to manage & there's no need for front of house staff to spend time handing out passwords. I'm confident it will boost guest satisfaction & give us a new guest engagement channel."

Joshua Herron, Director
Platform Technology & Business Intelligence, Innisfree Hotels

NETWORK RAIL FRIENDLY WI-FI

- Content filtering implemented on public Wi-Fi service at 19 major rail stations
- Part of family-friendly, inclusivity policy
- Supports the UK Govt's Online Harms Bill
- Removes illegal child abuse, terrorism & suicide content
- Supports the rail industry to reduce 4,912 suicide deaths (source: ONS 2020): A significant number on railways
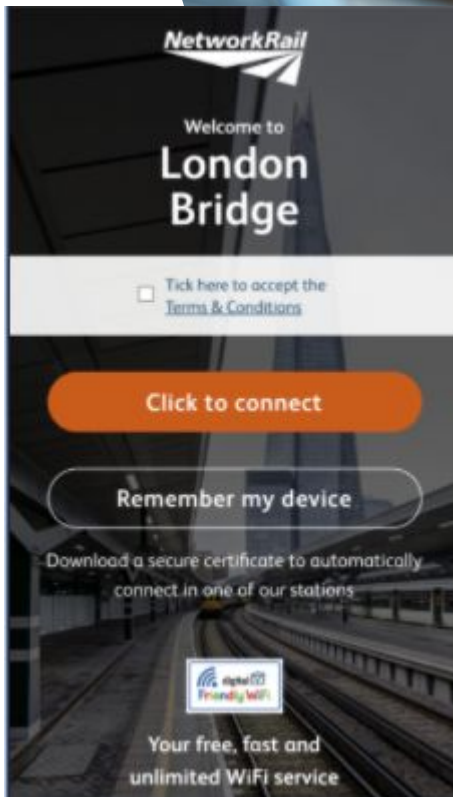
COMMUNITY RAIL WI-FI

- Free, community Wi-Fi service
- GlobalReach user provisioning & authentication delivered through Lumen's Internet Protocol Virtual Private Network
- Used by ScotRail for its free guest Wi-Fi service
- Highly-scalable: 1.2 million+ users at 60 stations (2014-2016)

ESTATE-WIDE WI-FI AT GOODWOOD

- Large UK outdoor venue

- Estate includes racecourse, house, outdoor events space

- C. 450,000 visitors p/a

- Wi-Fi authentication, analytics & reporting

- Custom captive portals, over access points for different events

- Drag & drop functionality, used by marketing & IT teams

- Central management through simple dashboard

- Real-time & historic user insights blended with location-based data supports sponsor's ROI analysis & future engagement
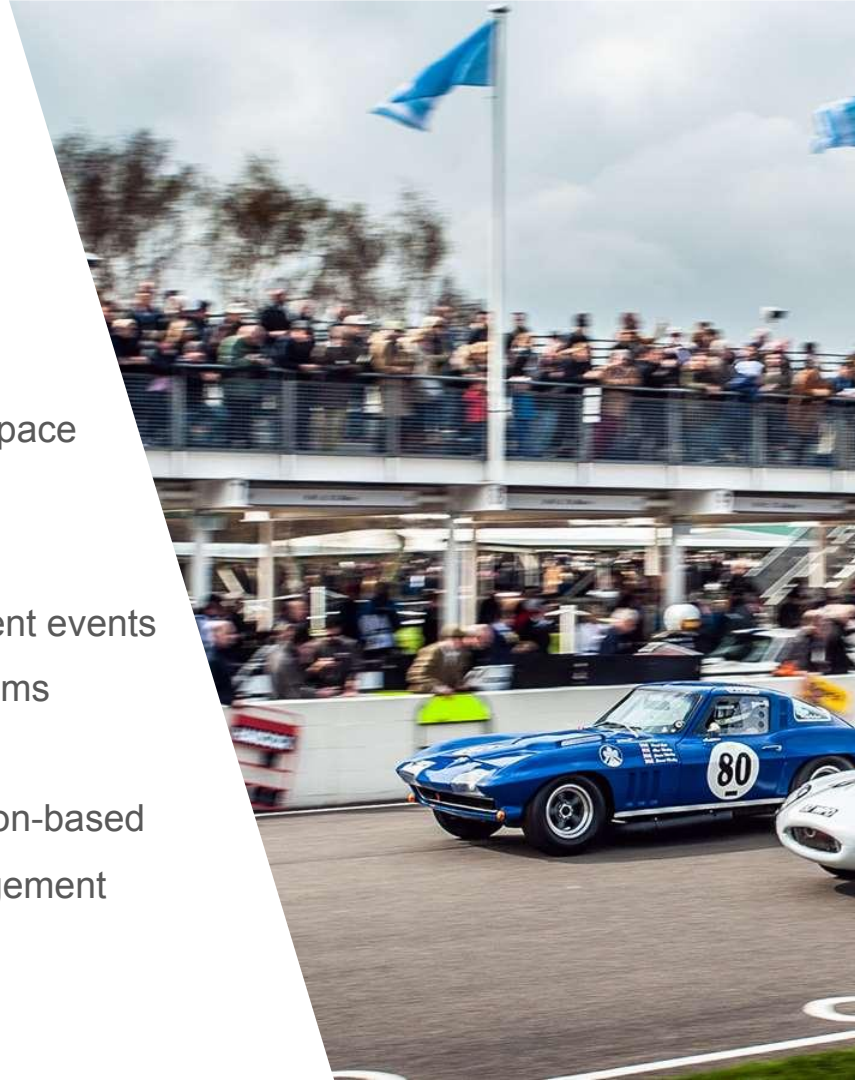
FIRST MUNICIPAL PASSPOINT NETWORK

- First large-scale municipal Passpoint™ service

- Automatic & secure connection for residents & visitors

- Seamless roaming on San Jose & San Francisco network

- 100,000+ sessions a day (at peak)

- Used for largest WBA Passpoint demo, with 20+ 'real' interconnections with carriers & operators

"With unprecedented cooperation, we have developed the world's largest municipal deployment of Hotspot 2.0 technology that is open to the public and available to anyone with a supported device."

Flavio Aggio, CTO, City of San Francisco

CITY ROAMING PROJECT

- Wireless Broadband Alliance World WiFi Day initiative
- Goal to accelerate global, affordable wireless connectivity
- Free, automatic & secure roaming over public Wi-Fi networks, August-September 2016
- Available to customers of 20 international operators
- Highly-scalable GlobalReach captive portal & Wi-Fi AAA & Passpoint OSU