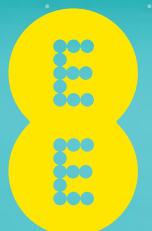


# TAPPING INTO THE CONNECTED CUSTOMER BUSINESS OPPORTUNITY



# 1. INTRODUCTION

We now live in a truly digital world where only the best-connected businesses will survive and thrive in this rapidly changing environment.

The convergence of superfast connectivity and big technology trends such as cloud computing, mobile, social and Big Data is a game-changer for businesses of all sizes.

In the workplace employees need to be able to access information at the swipe of a fingertip on whatever device they might be using, wherever they are located, whether that's in the office, off-site or travelling.

Businesses also need to be more responsive to a new breed of connected customer. Powerful computing and technology is no longer the preserve of big corporate IT departments. The tables have been flipped and consumers are now driving the adoption and use of technology. This consumerisation of IT has put mobile devices, apps, 4G and WiFi in the hands of everyone. And that means the customer is more connected than ever and spending increasing amounts of time - and money - online and from any location.

At home, at work, at play we all want to be connected. The average UK adult now spends more time using media or communications than they do sleeping and nearly two-thirds (61 per cent) of UK adults have a smartphone while 44 per cent of UK households have a tablet.<sup>1</sup> And we're doing more than ever before on them - the average user has 23 apps installed on their phone.<sup>2</sup>

The world has undergone a "mobile mind shift" and there is no going back, argues tech analyst Forrester.<sup>3</sup> Mobile is simply the 'new normal'.

When it comes to connectivity then 4G is at the heart of this digital business transformation but it's much more than just being faster at what you already do.

## THE THIRST FOR AND DEPENDENCE ON CONNECTIVITY AMONG A NEW ALWAYS-ON GENERATION OF CONSUMERS ALSO PRESENTS A BIG OPPORTUNITY FOR BUSINESSES ACROSS MANY SECTORS.

Of course there are obvious productivity and efficiency benefits but businesses should think much bigger than just equipping a workforce with email on the go.

The thirst for and dependence on connectivity among a new always-on generation of consumers also presents a big opportunity for businesses across many sectors. Nowhere is this more acute than the leisure industry where it can influence booking decisions. A survey of hotel guests found WiFi access now ranks higher than any other amenity, above even complimentary breakfast and free parking.<sup>4</sup>

The challenge is how to provide this connectivity, particularly for those leisure firms running operations such as camping and caravan sites or boats and barges. These kinds of businesses need to serve customers dispersed over a wide area and they are often located in rural areas without a fixed line broadband connection, which has traditionally been the only way to deploy a WiFi service in the past.

<sup>1</sup> <http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr14/uk/>

<sup>2</sup> [http://stakeholders.ofcom.org.uk/binaries/research/media-literacy/adults-2014/2014\\_Adults\\_report.pdf](http://stakeholders.ofcom.org.uk/binaries/research/media-literacy/adults-2014/2014_Adults_report.pdf)

<sup>3</sup> <http://www.forbes.com/sites/forrester/2014/06/24/succeeding-in-the-mobile-mind-shift/>

<sup>4</sup> <http://www.moonblink.com/wordpress/wp-content/uploads/Forrester-Winning-Customers-Hearts-Starts-With-WiFi.pdf>

That all changes with the emergence of EE's 4GEE Public WiFi — a business-grade managed service that enables leisure operators and other firms to use 4G WiFi to offer their customers a branded WiFi service that is quick to deploy, easy to use, fully supported and compliant with all the relevant UK legislation. And it's not only about it being a value-add service differentiator over competitors - in many cases it also has the potential to be a revenue generator that adds to top line growth.

## MOBILE IS SIMPLY THE 'NEW NORMAL'

In this paper we'll explore the business opportunity around the connected customer and show how to make it a simple, reliable reality.

## 2. CONNECTED CUSTOMERS - THE BUSINESS OPPORTUNITY

Whether it's keeping the kids entertained, staying in touch via social channels (three-quarters of UK Twitter users keep tweeting while on holiday<sup>5</sup>), responding to important work emails or watching movies or the football, people expect connectivity wherever they go.<sup>6</sup> Three-quarters of people even say one week without WiFi would leave them grumpier than a week without coffee!<sup>7</sup>

We've already mentioned the leisure sector as a prime example of this demand for connectivity among customers, and it's increasingly a deal breaker when it comes to booking holiday accommodation.

In this industry connectivity is no longer a nice to have, it's a must have to stay ahead of the competition and give connected customers what they want. It becomes a revenue generator, a value-add service differentiator and can boost the company's brand.

### Public WiFi and the law: 5 key regulations

While it's relatively simple for any medium-sized business to set up a wireless hotspot, either using fixed line broadband or a 3G/4G mobile WiFi unit, many are not aware of the risks of failing to comply with a raft of communications and data retention legislation.

Here are the main pieces of legislation anyone running a Public WiFi service needs to be aware of:

- Regulation of Investigatory Powers Act (RIPA)
- Anti-Terrorism Crime and Security Act
- Data Retention & Investigatory Powers Bill
- Digital Economy Act
- Data Protection Act

The 4GEE Public WiFi service from EE is a fully managed service and is fully compliant with all this legislation. It takes away the hassle and worry of dealing with any issues that might arise from it.

**CONNECTIVITY IS NO LONGER A NICE TO HAVE, IT'S A MUST HAVE TO STAY AHEAD OF THE COMPETITION AND GIVE CONNECTED CUSTOMERS WHAT THEY WANT. IT BECOMES A REVENUE GENERATOR, A VALUE-ADD SERVICE DIFFERENTIATOR AND CAN BOOST THE COMPANY'S BRAND.**

<sup>5</sup> <http://www.thehubcomms.com/infographics/infographic-how-twitter-users-tweet-while-on-holiday/article/324031/>

<sup>6</sup> <http://www.boardvantage.com/blog/blogpost.php/07-29-2014-Surviving-without-Wi-Fi-in-today's-work-world?p=30>

<sup>7</sup> <http://www.iconicdisplays.com/wp/WiFi-is-the-new-cigarette-infographic/>

### 3. MAKING IT HAPPEN

EE has years of experience providing Public WiFi and unlike other services on the market, we provide businesses with a quick set-up and easy-to-use managed service from the initial requirements capture to the final implementation, installation and set-up — and, of course, access to the biggest and fastest 4G network in the UK.

4GEE Public WiFi needs a 3G or 4G connection for it to work. The equipment consists of a 4G router with a SIM card screwed into it and the router is plugged or wired into the wall. This is delivered or installed by EE depending on the customer's needs.

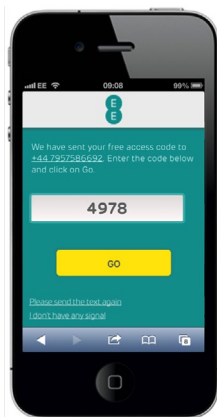
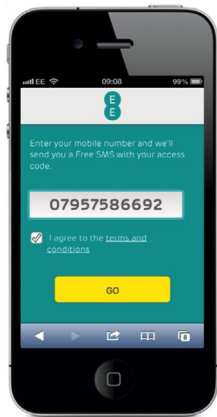
For the end user the service is fast and simple to use. They connect by choosing the WiFi network from the list of available WiFi networks on their mobile device. The name of the network (known as the SSID network ID) can either be EE WiFi or customers can choose to change it to something that reflects their brand. There are then two easy steps to get online.

#### Authenticate

Choosing the network brings up a branded landing page in the device's browser. Again businesses can choose whether this page carries EE branding or their own. The user is required to enter their mobile number (see image on the right). An access code is then sent by text message.

#### Access code

The user enters the four-digit access code sent to them by text message onto the next page (see image on the right), which automatically loads. This access code can be used on up to five devices.



**THIS REDUCES THE EXPOSURE OF A BUSINESS TO POTENTIAL COMPLIANCE BREACHES AND TAKES AWAY THE HEADACHE OF MANAGING AND DEALING WITH ANY REQUESTS FROM LAW ENFORCEMENT AGENCIES**

This authentication step for logging onto the network is important in terms of regulatory compliance. Even though it isn't yet mandatory to authenticate access onto a WiFi network, the Home Office has advised it is likely to become so in the next round of legislation. We believe it's a critical feature to ensure good practice and compliance now and it future proofs the business against potential changes to the law in the near future.

The service EE provides is also fully compliant with the Home Office data retention policy under the Regulation of Investigatory Powers Act. EE's government liaison department operates 24/7 and will manage the disclosure of communications data on behalf of any company using EE WiFi free of charge.

This reduces the exposure of a business to potential compliance breaches and takes away the headache of managing and dealing with any requests from law enforcement agencies about activity on their WiFi network.

## 4. MAKING IT WORK FOR YOUR BUSINESS

We have talked elsewhere in this paper about the competitive advantage, revenue opportunities and other business benefits of using 4GEE Public WiFi to connect customers.

Key to realising those benefits is using a business-grade service like ours that offers full support and takes away the headache of any technical IT issues with the equipment or network, something that is particularly important for medium-sized businesses.

There are other 'free' Public WiFi services out on the market but businesses should be very wary of the shortcomings and hidden costs of those. These often aren't managed services, don't offer 24/7 support (or they offer limited support at an additional cost), have variable network coverage and tend to use cheaper consumer-grade equipment.

Businesses need to be confident any Public WiFi service they deploy is something they can trust their brand and reputation on, especially if the service is being used for competitive advantage over rivals. That's why EE's fully managed business-grade service takes away that pain and overhead of set-up, management, monitoring and compliance. Here are some of the key benefits:

### Support

Medium-sized businesses generally don't have the IT expertise or budgets to deploy and manage a service like this, which is why EE takes care of it for them with a fully managed service.

All equipment, hardware, software and associated services, co-ordination of delivery, installation, configuration and customer acceptance testing of the solution is organised by EE on behalf of the customer as required. EE can install the equipment at the customer site or send the pre-configured and tested 4G routers directly to the customer.

The network is constantly monitored and fixes applied often in advance even of the customer needing to call in to our service team. They can also access specialist support through EE's service desk and if required an engineer will be sent on-site to fix an issue.

### Regulatory compliance

There are legal risks and regulatory requirements for operating a Public WiFi service and failing to comply can be costly.<sup>8</sup> One of the most high profile examples is that of an un-named UK pub chain that was fined £8,000 after a customer was found to have illegally downloaded copyright material over its open hotspot. In addition there are some key pieces of UK and European legislation that businesses must comply with:

- Part 11 of the Anti-Terrorism, Crime and Security Act 2001.
- Regulation of Investigatory Powers Act 2000.
- EU Data Retention Directive 2006/24/EC - Data Retention Regulations 2014.
- Data Protection Act (which will introduce much stiffer penalties as part of the proposed new EU General Data Protection Regulation currently working its way through Brussels).

**BUSINESSES NEED TO BE CONFIDENT THAT ANY PUBLIC WIFI SERVICE THEY DEPLOY IS SOMETHING THEY CAN TRUST THEIR BRAND AND REPUTATION ON**

<sup>8</sup> <http://www.zdnet.com/-/3039909136/>



EE's managed 4GEE Public WiFi service is fully compliant with all this legislation and takes away the hassle and worry of dealing with any issues that might arise from it.

## THERE ARE LEGAL RISKS AND REGULATORY REQUIREMENTS FOR OPERATING A PUBLIC WIFI SERVICE AND FAILING TO COMPLY CAN BE COSTLY

The authentication process for EE's WiFi service that requires users to log on using their mobile phone number is also important for keeping records of network usage in relation to the above legislation and it is likely to become mandatory in future legislation.

### Web filtering

This is particularly important for those businesses providing a Public WiFi service to families. It can be damaging to company reputation if it's not done properly and also poses a security risk. An investigation by a newspaper in 2013, for example, tested 129 Public WiFi hotspots around the country and found 32 of them, including coffee shops, bookstores, museums and a cinema, did not block access to adult content.<sup>9</sup>

A recent survey revealed that 51 per cent of organisations do not monitor guest networks for suspect applications, malware or malicious activities and 62 per cent do not monitor guest activity to limit bandwidth-intensive applications.<sup>10</sup> Our managed service mitigates these risks for businesses and ensures a high level of content filtering in the following ways:

- Internet Watch Foundation (IWF) – as we work with the IWF, 4GEE Public WiFi helps protect your employees and customers from illegal content while online.

- Friendly WiFi Service – we are also members of the Friendly WiFi Service, which means families and employees can surf the web, safe in the knowledge that 18-rated content can't be accessed.



### 4G coverage

Having reliable, fast connectivity and good coverage is probably one of the most important elements of providing customers with a Public WiFi service and EE's 4GEE Public WiFi rides on the back of the biggest and fastest network in the UK. EE 4G now reaches 87 per cent of the UK population - over 55 million people with more to come - and is the fastest UK network with up to 60Mb per second on our double speed service. Unlike many other operators we are also reaching previously unconnected rural parts of the country, such as Cumbria.

Crucially, we check there is the capacity and coverage required to run the 4GEE Public WiFi service and ensure the customer is aware of the network speeds available and the quality of service to expect.

### Branding control

Branding and PR is crucial for all businesses. That's why, unlike competitors, EE allows businesses to brand the wireless network ID (SSID) with their company name and also the landing pages during WiFi sign-up with their company logo. The managed service provides a range of template login pages to do this. Alternatively businesses can choose to simply take it as an EE-branded service, with customers seeing the EE name and logo on the network ID and landing pages.

When you take the branded WiFi service, our terms allow us to share your WiFi customer contact details with you, providing you with an opportunity to develop targeted marketing activities to your customers.

<sup>9</sup><http://www.mirror.co.uk/news/uk-news/hardcore-porn-available-free-through-2835868>

<sup>10</sup><http://www.watchguard.com/news/press-releases/watchguard-helps-hotels-and-restaurants-around-the-world-secure-wi-fi-networks-and-prevent-malware.asp>

### Data usage controls

Companies will typically want to limit the amount of data that customers can use over the Public WiFi network over a given time. EE's managed service helps them do this by providing vouchers that can be sold to the customer giving an access window for a certain amount of data over a specific period such as one day or a week. The vouchers contain an access code that customers need to log on to the network and can be used by up to five different devices (MAC addresses), meaning a whole family can use it.

## HAVING RELIABLE, FAST CONNECTIVITY AND GOOD COVERAGE IS PROBABLY ONE OF THE MOST IMPORTANT ELEMENTS OF PROVIDING CUSTOMERS WITH A MOBILE PUBLIC WIFI SERVICE

### Reporting

It's important for businesses to know how customers are using the network. EE produces standard usage reporting on a monthly basis, using a number of elements such as total sessions, total users and new users.

### Business-grade equipment

While EE's specialist support will always be there for any problems, 4GEE Public WiFi uses top-of-the-line enterprise-grade hardware to make sure it is rarely needed.

The Mikrotik 4G Public WiFi router supports both 3G and 4G networks and is a versatile access point that provides a scalable 4G connection. That means fast, secure, auditable usage from the users that connect to the service.

Range is also crucial to 4GEE Public WiFi and this is another area where the enterprise-grade hardware excels. The range provided by the Mikrotik router is among the best in the industry, thanks to the flexibility of the 4G and WiFi antennas, which are external and detachable. Because they are detachable, the antennas can be placed up to 50 metres away from the router – providing maximum flexibility for your business.

### Rapid set-up

With our rapid delivery to sites, set-up service and 24/7 management, we also enable customers to get up and running quickly. It's an ideal solution for temporary office set-ups or retail pop-ups<sup>11</sup>, or even where fixed line feasibility may be an issue.

4GEE Public WiFi enables agility and efficiency so companies and organisations can not only carry on with business as usual but also develop new opportunities.

<sup>11</sup>[http://ee.co.uk/content/dam/everything-everywhere/documents/Pop-up%20business%20PDFs/EE%20Pop-Up\\_Retail\\_Economy\\_Report.pdf](http://ee.co.uk/content/dam/everything-everywhere/documents/Pop-up%20business%20PDFs/EE%20Pop-Up_Retail_Economy_Report.pdf)



## 5. SUMMARY

Powerful technology is now in everyone's hands and the world has undergone a 'mobile mind shift'.

What we have shown here is that the same technology allows certain businesses to serve customers in new ways, even in rural or hard-to-reach locations.

The availability of 4GEE Public WiFi is a business-grade enabler. It allows companies in sectors such as leisure and retail a Public WiFi service that is easy to deploy and use, fully supported and compliant with all UK legislation.

4GEE Public WiFi doesn't just mean better serving customers who expect a connection at all times or a branding opportunity for a business. It can be the difference between someone using your facilities or not, and a revenue generator too, contributing to the bottom line.

EE underpins this service with unmatched 4G coverage and robust equipment as well as an approach that is sensitive to both customers – for example, families who want the peace of mind of web filtering – and business owners who want control over branding and usage, plus regular reporting on how the service is being used.

All these elements, working together, mean 4GEE Public WiFi is a game-changer for the medium sized businesses and its customers.

### Connecting your customers: 10 benefits of managed 4GEE Public WiFi

- Revenue generation and/or service differentiation for your business
- Fully compliant with laws and regulations
- Branding opportunities
- Full technical support
- Web content filtering
- Data usage controls
- Quick to deploy, easy to use
- UK's biggest and fastest 4G network
- Reporting, plus customer contact details (if you take the branded option)
- Business-grade equipment

Contact your Account Manager to see what 4GEE Public WiFi could mean for your business, or call 0800 0790869.



RootMetrics® overall UK network performance award winner

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