

Fontech Revolutionizes Guest WiFi with its Latest Solution

- The simple solution enables small businesses, franchises, and retail branches to offer intuitive guest WiFi

28 FEBRUARY 2018. MADRID & BARCELONA. – At Mobile World Congress today, [Fontech](#), the technology arm of Fon and leader in WiFi solutions for operators and enterprises, has announced its upgraded Guest WiFi offering for service providers looking to target the small business segment. Vodafone Spain has already successfully deployed guest WiFi services in thousands of establishments thanks to Fontech's solution. This number is forecast to increase significantly in the coming months, growth which is facilitated by the simplicity of Fontech's plug and play solution.

Fontech's solution is suited to the needs of any small business or branch looking to offer guest WiFi services, regardless of their technical capabilities, thanks to new components that make it simple to set up and use. It is comprised of an **intuitive App** that enables business owners to customize the guest WiFi experience they want to offer and view network usage analytics, as well as a readily available, **off-the-shelf and powerful WiFi access point** that's simple to install. In addition, for the service provider deploying the WiFi service, **Fontech's cutting-edge WiFi Service Management Platform** facilitates easy management of multiple locations through a simple hierarchical structure. This centralized portal allows them to define and apply different business models, user experiences, and revenue schemes for each type of customer.

People expect to be continuously connected, and Guest WiFi can help small businesses to attract customers. In fact, IGR reports that businesses see a 72% success rate in increased sales after implementing free WiFi. In addition to meeting customer connectivity demands, the benefits that offering guest WiFi services brings to businesses are driving an exponential demand for a simple, ready-to-use solution that means they no longer have to share their private password with customers and can provide a secure and regulatory compliant service.

Operators are looking for new revenue opportunities, particularly within the lucrative area of digital services, and Fontech's small business solution completes operators' enterprise portfolio with a differentiating Guest WiFi service targeted at smaller offices, retail branches, and cafes and bars.

"Operators are facing competition from new OTT players that are eroding their income from staple offerings. Market saturation means that they are also facing a tough battle to gain new subscribers. They must consider additional business opportunities in order to survive," explained Alex Puregger, CEO of Fon. "The small business market represents a significant opportunity for operators looking for diversification through digital services, and we are delighted to be able to offer them the technology they need to tap into this new market. We have been working as a strategic partner with Vodafone Spain for a long time, and we are proud that our latest innovation is enabling them to meet the needs of an exponentially growing segment."

Based on over a decade of experience developing innovative WiFi solutions for the world's leading telcos globally, Fontech is focusing its efforts on the development of a Guest WiFi portfolio that meets the specific needs of a wide variety of industry verticals. The company will soon be launching their solution for the Hospitality sector, with other announcements on the horizon over the following months.



MEDIA RELEASE

About Fontech

Fontech, the technology arm of Fon, makes managing and operating WiFi smart and simple for operators and enterprises. Our portfolio of software-based solutions and team of experts empower our clients to deliver carrier-grade WiFi services in a secure, scalable, and uniquely flexible way, enabling an exceptional WiFi experience for their customers. We are the trusted WiFi software provider to top-tier global telcos and enterprises such as the Deutsche Telekom Group, SoftBank, Telstra, and Vodafone Group. More information at fontech.com

Fon is the global WiFi network. We pioneered residential WiFi sharing over a decade ago and, together with leading telcos, we've built the world's largest WiFi community of over 21 million hotspots. We are experts in keeping people seamlessly connected by aggregating residential and prime public WiFi footprints, as well as facilitating interconnection between WiFi networks. Our global clients include AT&T, British Telecom, Eircom, KPN, Proximus, Travel Club, and Virgin Mobile. Discover more at fon.com

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