

MOBOLIZE Use Case: Take Users Out of Dead Zones for Better Offloading to Wi-Fi or Cellular

Providing Seamless Connections in Dead Zones Helps Improve Network Performance and Control Operator Costs



Today's Challenge

A challenge for today's mobile operators is to keep users seamlessly connected to their data connections as they move amongst the array of Wi-Fi and cellular networks. For example, users leave home and go to work, forcing their mobile devices to stay connected to important data (streaming music and video, apps, websites, and GPS) as they contend with the multiple Wi-Fi networks the device knows (home, rapid transit, city, coffee shop etc.) and the constantly available, overlapping cellular network. But mobile devices don't do this well. They hang onto Wi-Fi networks even when past the service range or in obstructed areas. There is no smooth handoff between Wi-Fi and cellular to maintain a constant connection, resulting in dead zones where data connections are lost or reloaded. It's also where users are frustrated because they blame their mobile operator for the lousy service.

New Opportunity

For the mobile operator, managing dead zones is an opportunity to not only increase user satisfaction with a fast, smooth handoff between Wi-Fi and cellular connections, but also better manage network usage policies for a Wi-Fi first or cellular first strategy. In addition, margins can be improved by increasing the mix of Wi-Fi and cellular data usage for unlimited plans instead of dreaded throttling. Bond increases mobile device performance by seamlessly and intelligently managing a smooth handoff between Wi-Fi and cellular connections to take users out of dead zones and assist in better network management and data usage. Plus, the software is resident on the mobile device so there is no impact on the physical network or need for network servers.

At-A-Glance

- Provides a seamless connection between Wi-Fi and cellular networks to increase data performance and quality of experience for customers
- Delivers the fastest possible mobile data experience based on operator and user policies
- Customization of usage policies enables either a Wi-Fi first or cellular first strategy
- Improves margins by increasing the mix of Wi-Fi vs. cellular data usage, especially for unlimited plans
- Network neutral with no impact or management issues for the operator's Technical or Network Departments
- SDK is easy and fast to deploy via an existing or standalone App on both **Android and iPhone** devices
- Requires the benefit of Mobolize's SmartVPN® to bring traffic through its data engine, or proxy