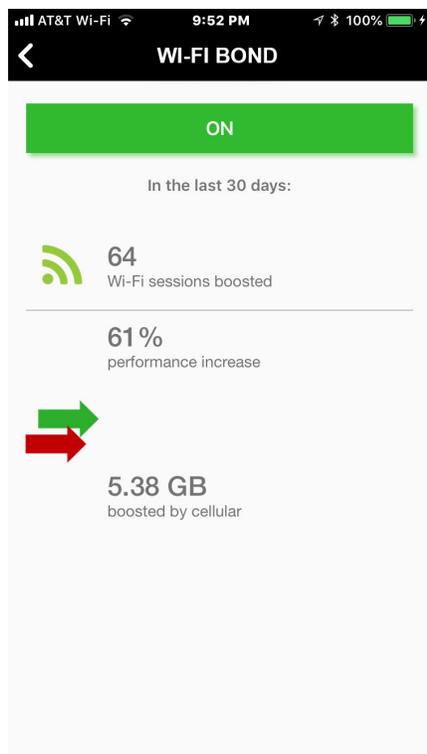


MOBOLIZE Use Case: Bond Can be Key to Reducing Network Burden

Manage Network Traffic and Performance on the Device With Technologies That Offload Traffic for Wi-Fi First Strategy



The Problem

It's a Netflix, YouTube, Amazon streaming video world. It's also a *Roam Like Home* world in the European Union where users can't be charged extra roaming costs when traveling outside their home base, impacting operators' profits. In 2017, the first year of *Roam Like Home*, operators experienced a 30X increase in roaming data. It's a world where networks are overloaded not just when users stream big events that tax a network, but for daily binging habits. Users love "unlimited plans" but are disappointed when videos stop or buffer, or they're throttled by the operator. But buildout network investment is expensive, especially when investing in 5G. Users may spend 70% of their time on Wi-Fi networks, but when that network is slow or unresponsive, or they enter dead zones where mobile devices won't smoothly hand off to cellular, they often switch back to cellular. That results in increased usage of the operators' network and poor customer experiences with stopped or buffered data.

The Solution

Wi-Fi offload is a growing strategy for operators who want to give users the best performance. Wi-Fi network usage can take the burden off cellular networks but mobile operators have never had any control over Wi-Fi to provide their users secure, optimized and seamless connections between cellular and Wi-Fi networks. With Bond, mobile operators can now improve data performance and have a balanced use of both cellular and Wi-Fi networks. Bonding helps mobile users smoothly move in and out of Wi-Fi and the cellular network so devices won't hang onto unresponsive Wi-Fi blocking the connecting to cellular. The benefit is higher network performance for the operator based on a Wi-Fi first strategy. That results in better customer retention and lower network burden.

At-A-Glance

- Provides a seamless connection between Wi-Fi and cellular networks which increases 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.
- Requires the benefit of Mobolize's SmartVPN® to bring traffic through its data engine, or proxy
- Easy to deploy SDK on both Android and iOS devices, not on the network.