



...Commercial Models to help Wi-Fi proliferate



# Relevance of Wi-Fi well established.....

*Discourse now has shifted from whether or not → How and How profitably ( Commercial Model! ?)*

- 📶 ...Digital India requires rapid Broadband proliferation
  - **Access**, Affordability, Content



- 📶 ....“Affordable 4G/LTE plus WiFi will do it....



- 📶 ....Well recognized for future-fitness



# Some Lessons from Firefly's Experience.....

*Leverage Wi-Fi's strengths fully deliver Commercial success*

- 📶 Nature and Use cases for Wi-Fi deployment more multidimensional



- 📶 Commercial models must leverage the uniqueness of Wi-Fi capabilities

# Successful Commercial Models..

## *Pillar 1 -Universal Access*

📶 Location Partners?

📶 Monetization span?

📶 Users?



# Successful Commercial Models..

*Pillar 2 : Sweat Wi-Fi Assets more....Multi-Use Deployment for Multiple Stakeholders....*

- 📶 Service Providers ?
- 📶 Location Partner ?
- 📶 Advertisers / Marketers / OTT Players ?
- 📶 General Public



# Successful Commercial Models..

*Pillar 3 : Telco grade MDO ready, safe and secure trust worthy network...*

- 📶 Seamless Bundled Plans  
(2G+3G+4G+WiFi) will rule.....  
Wi-Fi must tap this
- 📶 Provides Anchor Use Case for  
commercial modelling

