

## PARTNER SOLUTION OVERVIEW

# Aruba & Express Wi-Fi by Facebook

## With Connectivity Comes Opportunity

Access to reliable, fast and affordable internet is one of the greatest barriers separating developed areas from emerging markets around the globe. High-quality internet connectivity not only gives people a voice, but also creates opportunities to share knowledge that can strengthen both local communities and global economies.

In rural and unconnected areas, it's difficult for mobile network operators to meet increased demand for internet access and data-intensive content. Financial and infrastructure-related challenges often keep service providers from harnessing the power of the internet in rural and developing areas. Currently 35.3% of the world's population remains offline (Internet World, December 31, 2020).

Aruba's Edge Services Platform (ESP) enables service providers to build profitable and intelligent networks that are easy to deploy, manage, and scale. Aruba wireless 802.11ac (Wi-Fi 5) and 802.11ax (Wi-Fi 6) access points offer reliable connectivity for deployments of all sizes. To bring more people online, Aruba and Facebook Connectivity have partnered to help service providers tackle some of the challenges providing connectivity in unconnected regions around the globe and bring Wi-Fi to people where, and when, they need it.

## BETTER TOGETHER

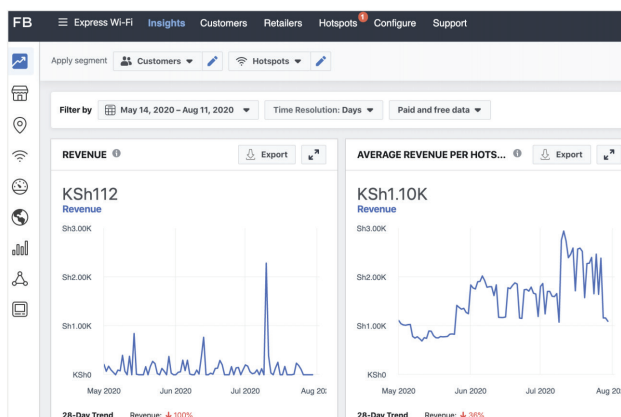


Figure 1: Express Wi-Fi by Facebook Insights Dashboard

### WHY ARUBA AND EXPRESS WI-FI?

- Enable mobile operators with an end-to-end solution for scalable and monetizable Wi-Fi
- Offer community residents convenient and easy-to-access Wi-Fi
- Aruba wireless infrastructure delivers high quality, secure connectivity that can be managed on-premises or in the cloud
- Certified joint interoperable

Express Wi-Fi by Facebook is an end-to-end SaaS platform that enables a service provider to manage and monetize their Wi-Fi networks. Together, the Aruba wireless and Express Wi-Fi certified joint solution tackles three major gaps that service providers face when it comes to building and managing a Wi-Fi network in areas lacking connectivity.

- 1. Coverage Gaps:** Wi-Fi networks increase mobile network coverage and offer a scalable solution to bring reliable Wi-Fi to areas that may not have been considered economically beneficial for mobile data infrastructure.
- 2. Usage Gaps:** Wi-Fi is more affordable for residents who may live within the coverage zones of a mobile network but are unable to connect due to prohibitive cellular data costs.
- 3. Capacity Gaps:** Over congestion on existing mobile networks in emerging markets results in slower or no bandwidth for subscribers. Wi-Fi can help scale bandwidth to cover these situations.

The joint solution enables internet service providers and mobile operators to provide connectivity to those who don't have reliable or affordable access to it, while at the same time enabling multiple monetization options. There are three aspects of the Express Wi-Fi platform that make this possible: a customizable captive portal for authentication, a retailer app to sell Wi-Fi data packs, and a management dashboard for centralized visibility.

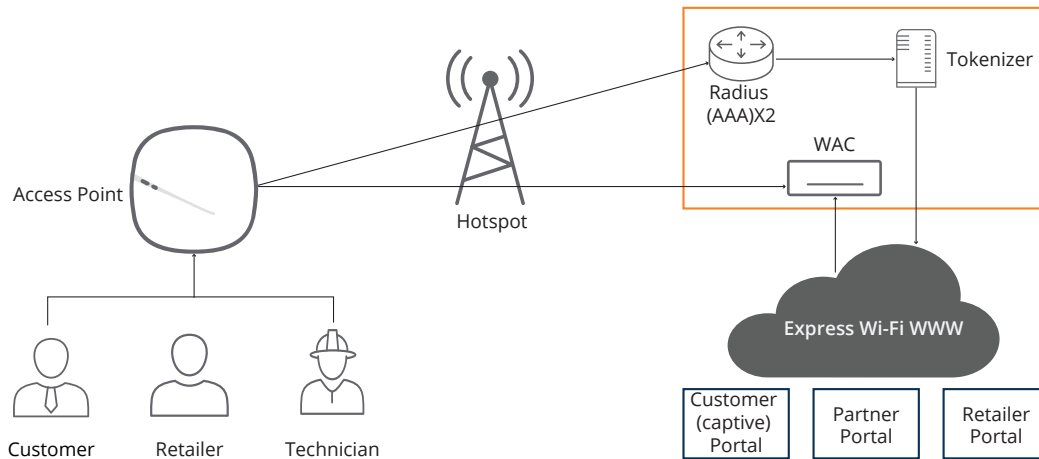


Figure 2: Aruba and Express Wi-Fi by Facebook joint solution diagram

### Monetization Options:

- **Ads** - Banner and video that are viewed by customers when they are connected
- **Customized captive portal** - Increase brand awareness and show promotions
- **Vouchers** - These can be purchased in bulk by business like hotels, hostels, doctors' offices, and cafes to add value to their location by offering people Wi-Fi while in their space
- **Time-based and/or volume-based data packs** - Create the perfect data packs for power users or kick-off Wi-Fi in new communities
- **Fixed-subscription home or small business Wi-Fi** - Offer Wi-Fi to homes or businesses located near your hotspots

### CERTIFIED INTEROPERABILITY

We've taken the guesswork out of monetization in public Wi-Fi environments by certifying the interoperability of Express Wi-Fi with Aruba wireless infrastructure. The joint solution is quick to set up and delivers great, reliable Wi-Fi experiences to end users. Deployment is made easy with a low-touch set-up process. Once a Service Provider deploys Aruba wireless and opts in for Express Wi-Fi, an email invitation will lead a mobile operator through profile and network set-up. The process of launching Express Wi-Fi can be as quick as three working days. Once the XWF service is launched, it is easy for end customers to create an account and start using the internet.

**1** You can register from the captive portal that pops up when you connect to the network, on the app or at <https://hughes-mx.expresswifi.com>

**2** After you enter your phone, you will receive a 4-digit Express Wi-Fi PIN code in an SMS which you will enter to complete your sign in.

**3** Enter your 4 digit PIN and tap **NEXT** to continue to your registration. Tap **Resend SMS** if you didn't receive your PIN.

**4** Before your account page, you'll see the option to download the free Express Wi-Fi app. If you're connected to the Express Wi-Fi network, you will be able to download the app without any data charges.

**5** This is your balance page. Here, you can see how data you have remaining, get help, and access the Options menu.

Figure 3: Express Wi-Fi End Customer Set-up



## SUMMARY

Together, Aruba and Facebook provide monetized Wi-Fi access for Service providers, leveraging Aruba wireless infrastructure and Express Wi-Fi by Facebook. The solution offers reliable internet access in unconnected communities, monetization levers, and a simple to use management and analytics dashboard.

To learn more about Facebook Express Wi-Fi, please visit:  
<https://www.facebook.com/connectivity/solutions/express-wifi>

## DEPEND ON FACEBOOK CONNECTIVITY



Facebook Connectivity works collaboratively with partners to develop and deploy innovative technologies and business models to bring more people online to a faster internet.

<https://www.facebook.com/connectivity/> 1 Hacker Way, Menlo Park, CA



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