



## ***Globe Telecom Releases its “my Business” Wi-Fi Hub Campaign Combining WG-500P Hotspot in a Printer Provided by Handlink***

## **CASE STUDY** **Telecom Carrier**

*Globe Telecom is one of major Telecommunication companies in Philippines. Among all services it provide including landline, broadband internet, personal mobile. Globe Telecom ranks No.1 penetration rate at household broadband segment. Globe Telecom aims to increase its overall market share by providing customized campaigns and differentiate services targeting specific customer segment over shine its competitor PLDT, The Philippine Long Distance Telephone Company.*

### **I. About**

With BYOD (Bring your own device) trend today and people are highly adapted to Wi-Fi. In Philippines, 78% of population between age of 15-29 is highly attached to internet. They love to hang-out at internet cafe thus more and more cafe, restaurant and salon owners are already or plan to provide Wi-Fi service to keep and attract more customers.

Globe Telecom has tailored a new service campaign, “mybusiness”, for its SME (small and medium business) customers which enable business owners to subscribe a package including broadband internet, unlimited landline and mobile phone calls meanwhile combines a hotspot in a printer which make Wi-Fi service resalable. Original subscribers are eligible to upgrade its service package.

A hotspot in a printer, WG-500P, provided by Handlink Technologies Inc. is key to this campaign as it is not only small in size , multi-functional but a Wi-Fi hotspot combining thermal ticket print-out.



### **II. Challenge**

1. In the capital city of Philippines, Manila, some of government and public venues have provided free Wi-Fi service for citizens. However due to internet traffic jam, users can hardly browse through websites but only sufficient to receive and send emails. Users' demand is hardly ever fulfilled.
2. Many small and medium business owners have planned to provide Wi-Fi service however the increase of operational cost may never be sufficiently compensated by more customer calls and higher sales. Therefore many small and medium business owners are reluctant to make action.
3. Some business owners has already provided Wi-Fi services, however, due to lacking authentication, bandwidth and security management support system. Naturally over-load concurrent users slow down internet speed, business owner faces poor quality of internet and risk of information security arises. Customers were not happy and neither was business owner.

## III. Solution

### Easy to operate

WG-500P is a Wi-Fi hotspot combines a printer, equipped with IP Plug and Play technology so there is no need to change any settings. By simply clicking on one button on WG-500P, a thermal ticket with a set of username and password will be printed out. Wi-Fi is accessible by key-in username and password or by scanning QR code which is too printed on the ticket.

### Bandwidth management

WG-500P support AAA (Authentication, Authorization, Accounting) control and layer 2 isolation which allows venue owners to separate private and public pathways. Even at peak traffic hour, venue owner's access to internet for internal usage or credit card payment will not be compromised. WG-500P also enable venue owners to set ceiling bandwidth usage for each devices thus fair bandwidth can be equally distributed to each customers.

### Flexible Billing

WG-500P support up to 10 billing profiles. It also support both time-base and volume-base billing system. This unique function allows venue owners to freely set and adjust its preferred pricing for Wi-Fi service and charge. Venue owners may wish to attract more customers by allowing 30 minutes free of Charge Wi-Fi service come along with any order of a drink , food or a hair cut, etc. Venue owner's cost for subscribe "my business" can not only be compensated by selling Wi-Fi tickets but to earn extra income.

### Information security

WG-500P support access control administration, SSL login Page and Dynamic DNS, each customer has a set of unique username and password which enable high level of security, furthermore, WG-500P allows remote real time control and management which enable administrator to monitor usage status via Session information page.

*Globe Telecom released "my business" package detail at its official website and Facebook on April 22, 2015. Over 8000 "like" and 300 "share" were gathered within only 3 days from its fist publishing, and it is a record high for Globe Telecom official Facebook. Away more than enough appreciations proof Globe has precisely predicted the market reaction. This new campaign "my business" received such positive feedbacks approved Globe Telecom has carefully listen to what customers expect and it replies by provide a package not only assist its customers' business and take a step forwards to help increase extra income. In return, small and medium business owners will become loyal customers to Globe Telecom and new subscribers are too convinced to switch to Globe Telecom. This triumph partnership between Globe Telecom and Handlink Technologies Inc. will soon spreads to other nations and industry of telecommunications. We believe this is only a starting model for many more partnership in the near future.*

**“ At Globe myBusiness, growing your business is our business. ”**

- said Mr. Erli Valdez, Head of Solutions and Portfolio Management of Globe Telecom

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