Wireless Global Congress
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NETWORK X

WGC EMEA

OCT 23 - 26 2023

WI-FI INNOVATION:
FOR OPERATORS, ENTERPRISE, PLACES AND THINGS

Paris Expo Porte de Versailles, Paris, France

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Tiago Rodrigues

President & CEO, Wireless Broadband Alliance

Opening Remarks

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Congratulations to all the winners. Thank you to all the participants.

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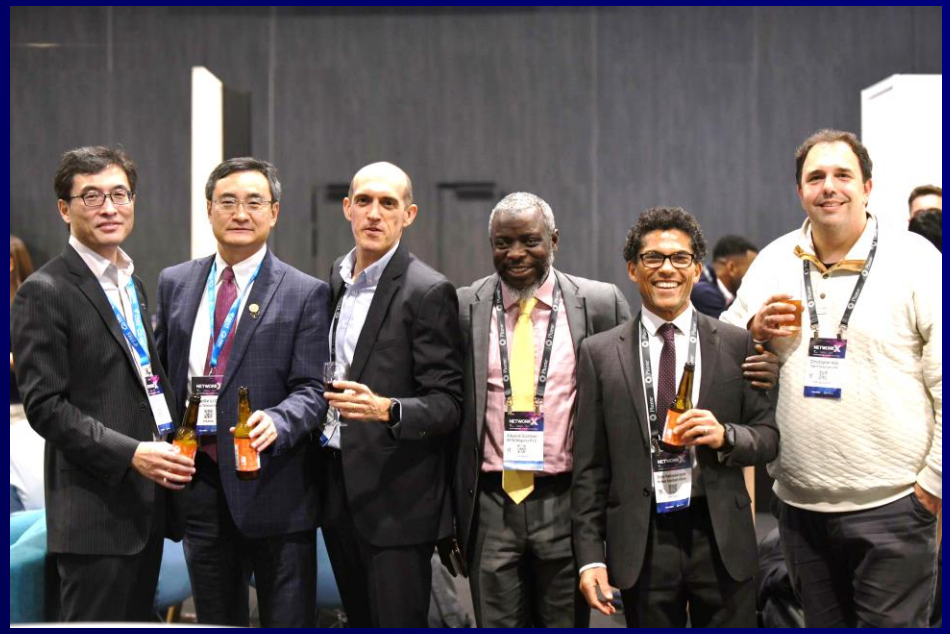

A Great Evening at the WBA Networking Reception.
Thank you Boingo Wireless and Cisco!

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WGC EMEA Speakers

Kevin Robinson
President & CEO
Wi-Fi Alliance

Dr Ali Bagheri
Inteligg

Dr. Angelos Mavridis
Board Advisor,
Sustainability, WBA

Johan Terve
Senior Marketing
Director, ENEA

Dr. Sarper Gokturk
Head of Research
Airties

Ganesh Venkatesan
Staff Wireless
Architect, Intel

Christian Gabetta
Managing Director,
Heights Telecom

Phil Morgan
CTO
NC-Expert

Bob El-Hawary
Executive VP Sales
Cognitive Systems

Time	Presentation
9:00 AM (CET)	**President & CEO Opening Remarks** Tiago Rodrigues, President & CEO, Wireless Broadband Alliance.
9:05 AM (CET)	**Wi-Fi® in 6 GHz: Advancing Sustainable, Global Connectivity** Kevin Robinson, President & CEO, Wi-Fi Alliance.
9:25 AM (CET)	**Revolutionizing Smart Buildings and Sustainable Societies with Wi-Fi and Wireless Applications** Dr Ali Bagheri, Inteligg.
9:35 AM (CET)	**Panel: Creating a Sustainable Future with Wi-Fi** Moderator: Monica Paolini PhD, Principal, Senza Fili. Kevin Robinson, President & CEO, Wi-Fi Alliance; Dr. Angelos Mavridis, Board Advisor, Sustainability, Wireless Broadband Alliance; Christos Ioakeimidis, CEO & Co-Founder, Inteligg

10:05 AM (CET)	**Wi-Fi Offload Reloaded** Johan Terve, Senior Marketing Director, Enea.
10:15 AM (CET)	**Operators: Optimizing Network Deployment and Management to deliver the Best Wi-Fi Experience** Moderator: Pedro Mouta, Sr. Manager, PMO, Wireless Broadband Alliance. Dr. Sarper Gokturk, Head of Research, Airties; Ganesh Venkatesan, Staff Wireless Architect, Intel; Christian Gabetta, Managing Director, Heights Telecom; Phil Morgan, CTO, NC-Expert.
10:45 AM (CET)	**Increasing ARPU with Wi-Fi Motion** Bob El-Hawary, Executive Vice President Sales, Cognitive Systems.
11:05 AM (CET)	**COFFEE & NETWORKING**

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Kevin Robinson

President & CEO, Wi-Fi Alliance.

Wi-Fi® in 6 GHz: Advancing Sustainable, Global Connectivity

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Wi-Fi® in 6 GHz: Advancing sustainable, global connectivity

Wireless Global Congress Europe
Kevin Robinson
October 2023

Proprietary | © Wi-Fi Alliance

Focus areas to support Wi-Fi Alliance mission

Drive next generation technology

Continuously improve quality of service for enhanced user experiences

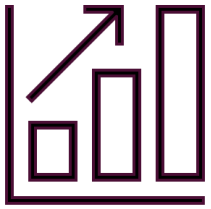
Ensure consistency, interoperability across devices

Integrate with complementary technologies for seamless connectivity

Ensure global 6 GHz spectrum availability, harmonization

Wi-Fi Alliance multi-year mission to advance 6 GHz innovation and opportunity

Drive the broad adoption of the full 6 GHz band (5925-7125 MHz)



Emphasize the benefits of 6 GHz to meet aggressive connectivity goals

Sustainably advance global connectivity initiatives

Information Classification: General
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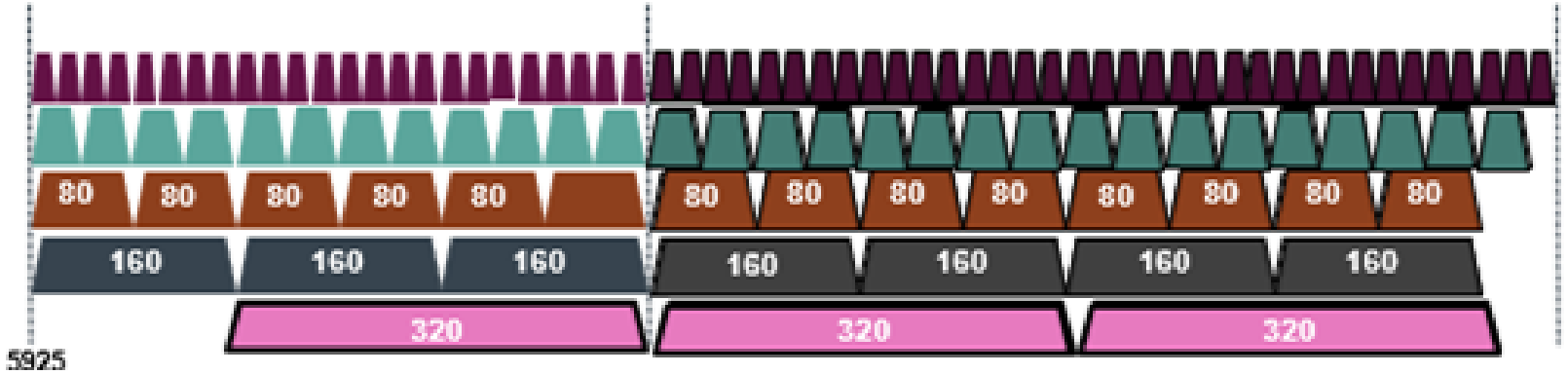
Driving broad adoption of the entire 6 GHz band: why it matters

6 GHz

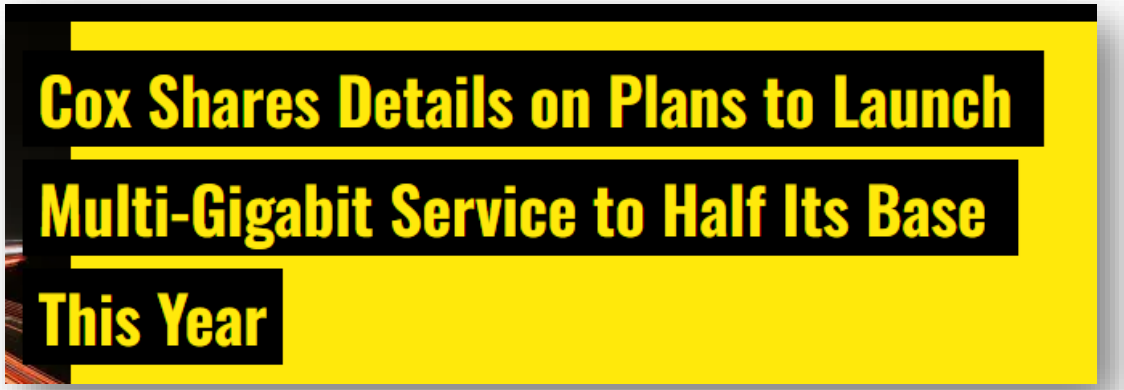


Without full access:

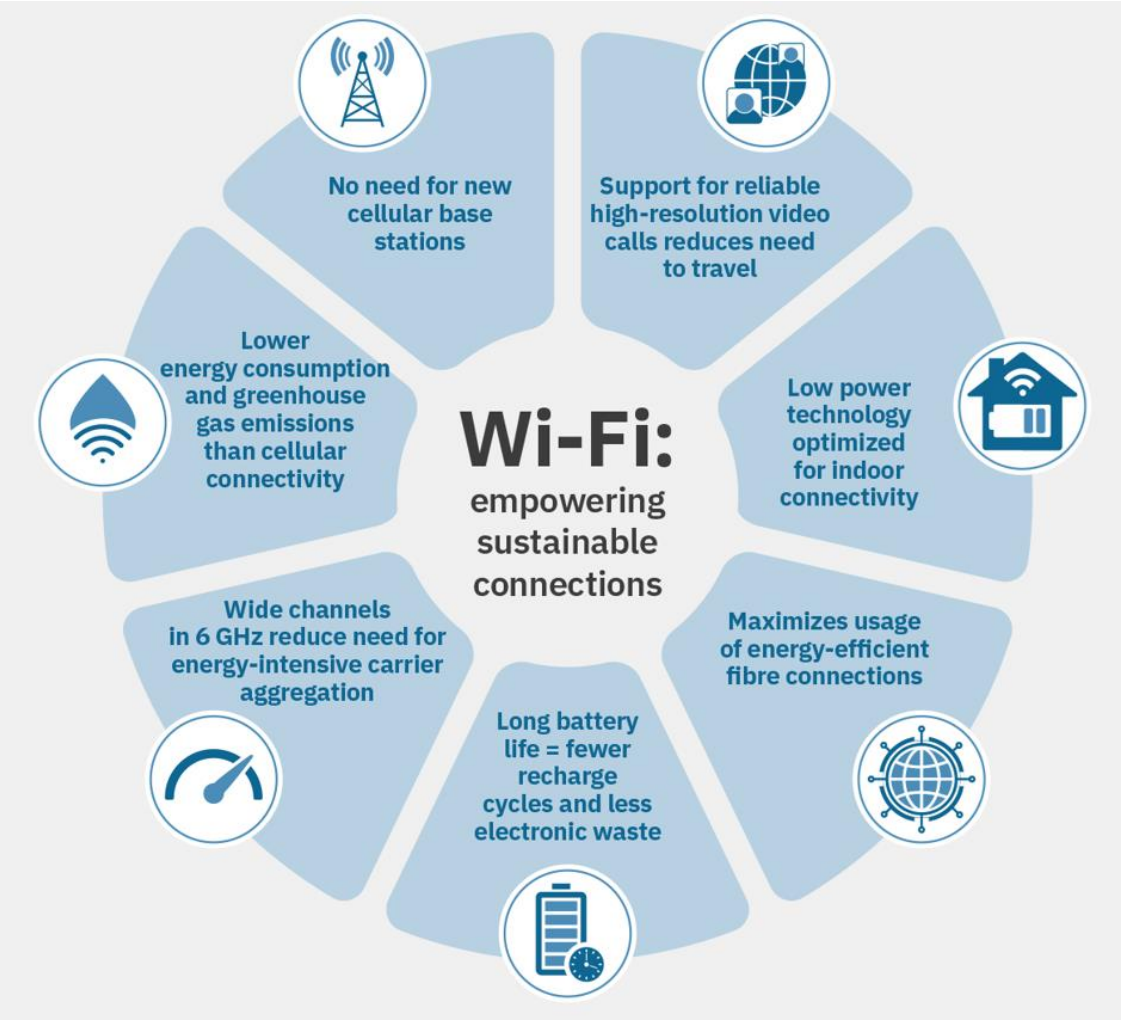
- Users left behind
- Degraded connectivity experience

Equal access promotes fair connectivity access for all

Wi-Fi necessary to deliver benefits of multi-gigabit backhaul investments



Wi-Fi sustainably advances global connectivity



6 GHz Wi-Fi + fiber is the most sustainable way to deliver connectivity needs

Wi-Fi in entire 6 GHz band advances sustainability goals in combating climate change

Scenario 1: Assigning the entire 6 GHz band to Wi-Fi

By 2030, Europe will see:

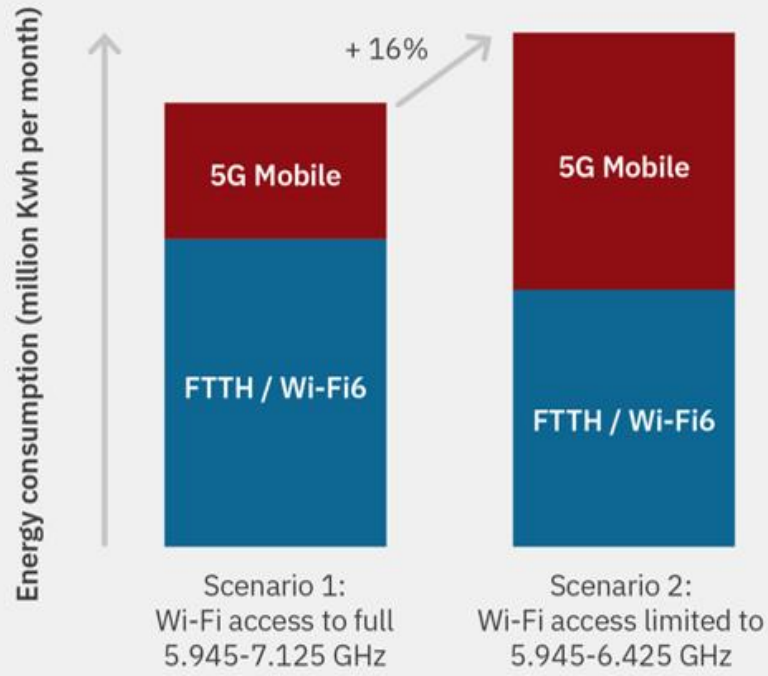
- Total FTTH/Wi-Fi energy consumption of **9,518 million kWh/month**
- Total mobile energy consumption of **4,088 million kWh/month**
- Total connectivity energy consumption would therefore be **13,606 million kWh/month**

Scenario 2: Assigning the upper 6 GHz band to mobile

By 2030, Europe will see:

- Total FTTH/Wi-Fi energy consumption of **7,849 million kWh/month**
- Total mobile energy consumption of **7,988 million kWh/month**
- Total connectivity energy consumption would therefore be **15,837 million kWh/month**

Energy consumption increases without full access to 6 GHz



Source: Sustainability Benefits of 6 GHz Spectrum Policy

Thank you

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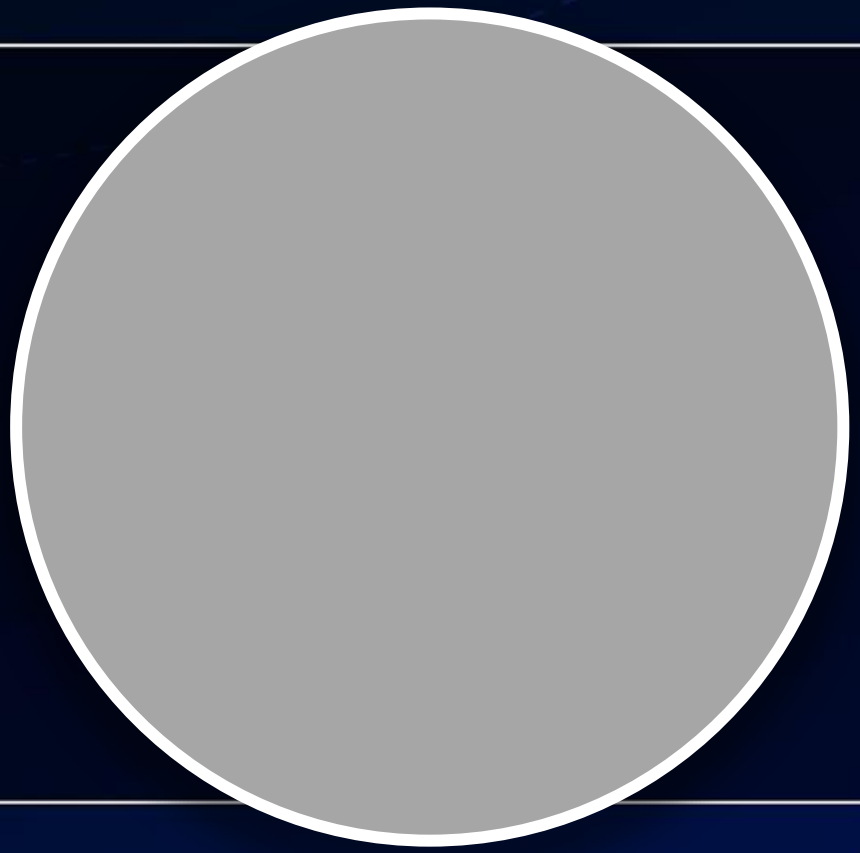

Dr Ali Bagheri

Inteligg

Revolutionizing Smart Buildings and Sustainable Societies with Wi-Fi and Wireless Applications

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Revolutionizing Smart Buildings and Sustainable Societies with Wi-Fi and Wireless Applications

Inteligg

We can revolutionize next generations' lives and habits

Wi-Fi and wireless communication revolutionized our societies

If they were cool technologies in the begining of 2000s, now we are building our societies upon them.

One great example smart buildings and smart cities

Smart Buildings and Cities

Why smart buildings and cities are crucial for sustainable developments?

What makes a smart system?
Infrustructures
Decision making

Do we have required infrustuctures and technology to go forward?

Wireless Applications in Smart Buildings and Cities

Wi-Fi network plays the role of neural system in our bodies

How our body works vs how a network works

transfering data between devices and servers, processeing, making decision, and sending command to devices

Wi-Fi Connectivity

Wi-Fi connectivity is a critical component of smart buildings.

It enables seamless communication and data transfer between various systems and devices.

With the increasing adoption of IoT devices, Wi-Fi connectivity has become more important than ever.

By providing reliable and fast Wi-Fi connectivity, we can ensure that all the devices in a building are connected and working together to achieve optimal energy efficiency.

Sustainable Societies

By adopting smart building technologies and leveraging wireless applications, we can reduce our carbon footprint and create a more sustainable future.

Smart buildings can help in: reducing energy consumption, improving air quality, and promoting sustainable practices.

Conclusion

Wi-Fi and wireless applications are essential components of smart buildings and sustainable societies.

We can create more efficient, comfortable, and sustainable environments for building occupants and Wi-Fi connectivity is our strongest technology in hand for building the infrastructures for this purpose.

The future of smart buildings is exciting, and it is up to us to leverage technology and build a better world.

Thanks!

Do you have any questions?

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Inteligg.com

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Monica Paolini, PhD

Founder & President, Senza Fili

Moderator

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Panel: Creating a Sustainable Future with Wi-Fi

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Wi-Fi Offload Reloaded

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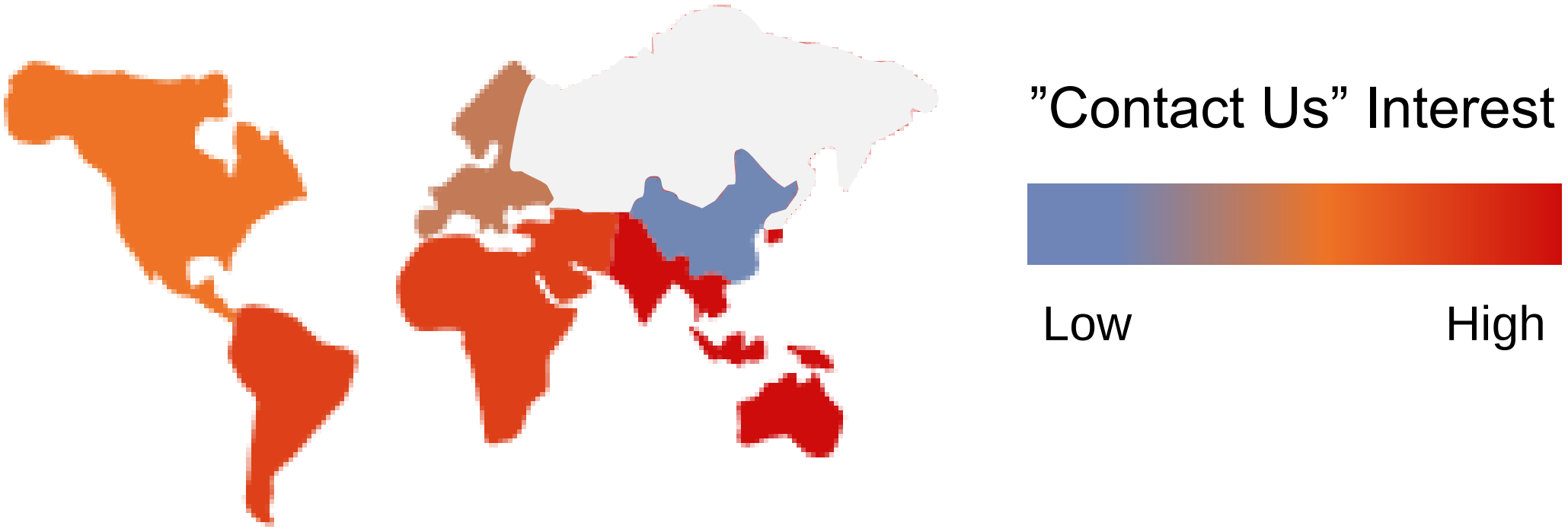
NEW LOGO – SAME WI-FI PEOPLE

Wi-Fi Offload Reloaded

Johan Terve, Senior Director of Marketing

Wi-Fi Offload Reloaded - It Is Like 2013 All Over Again!

More interest in the last 6 months than in the last few years!



Why – What Are the Types of Mobile Operators?

Increased interest also for our **Traffic Management** solution

4G operators need more capacity driven by video

- Some are closing down their 3G networks

5G operators finding it difficult and expensive to obtain indoor coverage

- Many MVNOs already have Wi-Fi networks and are building their own 5G core
- We expect this trend to also come to Europe

What are the Drivers?

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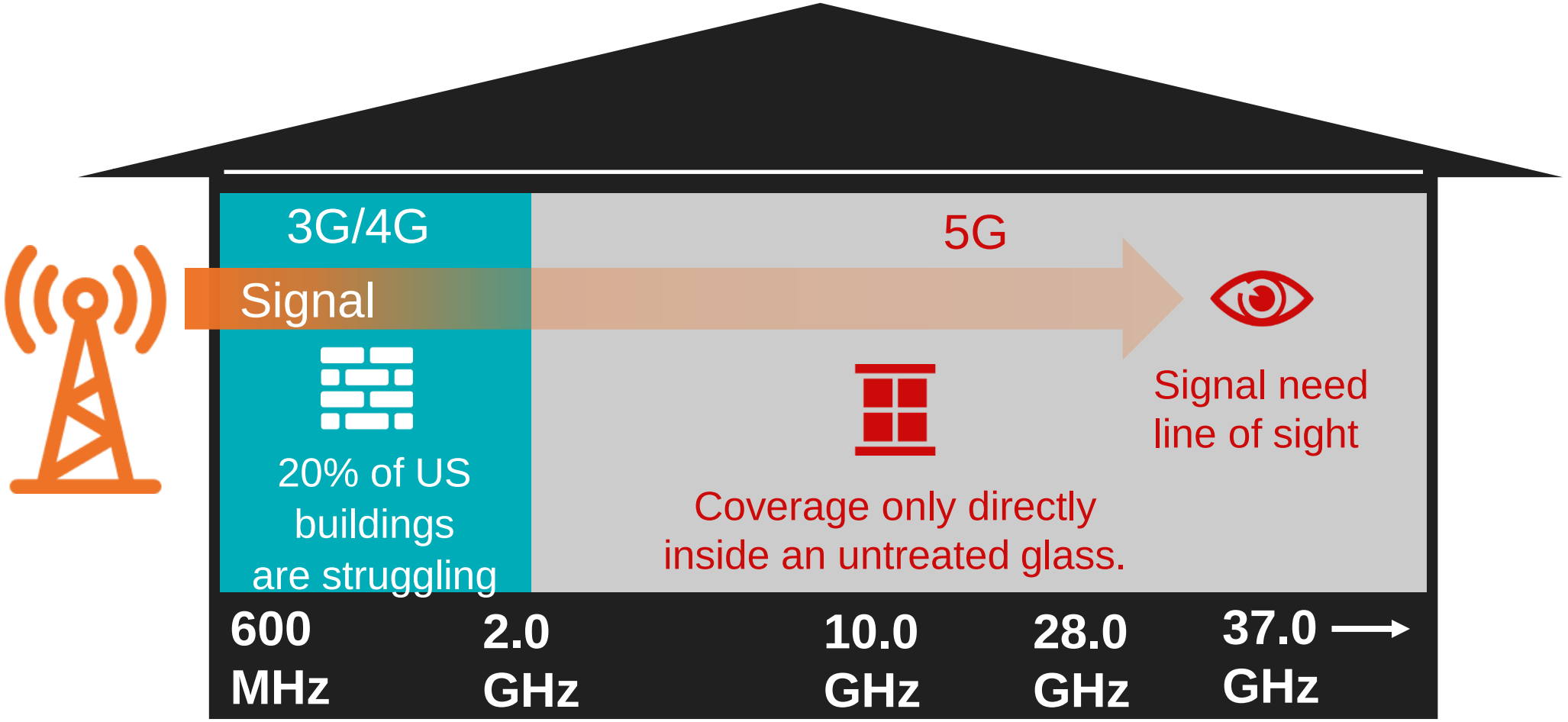
Indoor Coverage and Additional Capacity



The energy crisis makes buildings even “tighter”

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Cost Savings With Wi-Fi Offload

- Wi-Fi has a significantly lower cost per bit than cellular
- Even higher densification is needed for 5G
- Indoor solutions are costly
- Get paid for indoor coverage by selling B2B Wi-Fi
- Lower energy consumption in Wi-Fi

Use existing Wi-Fi

Additional SSID for Offload

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All Technology Stars Aligned For Operators!

Better in selecting the best network

2012 — Passpoint (HS 2.0)

Seamless and Secure Wi-Fi Access

2019 — Wi-Fi 6

Deterministic Wi-Fi in areas with many devices

2020 — Wi-Fi 6E

Spectrum for Wi-Fi tripled

2020 — OpenRoaming

Seamless Global Roaming

2024 — Wi-Fi 7

Speed+ , Latency-

More accepted by 3GPP people

ENEA

OpenRoaming the Silver Bullet for Neutral Host

AAA @ IDENTITY PROVIDER (IDP)

AAA @ ACCESS NETWORK PROVIDER (ANP)

Can prioritize MNOs over other IDPs

OPENROAMING™

Issues OpenRoaming Certificates

MNO 1

MNO 2

MNO n

SHOPPING MALL

SIM Authentication

Bilateral Settlements

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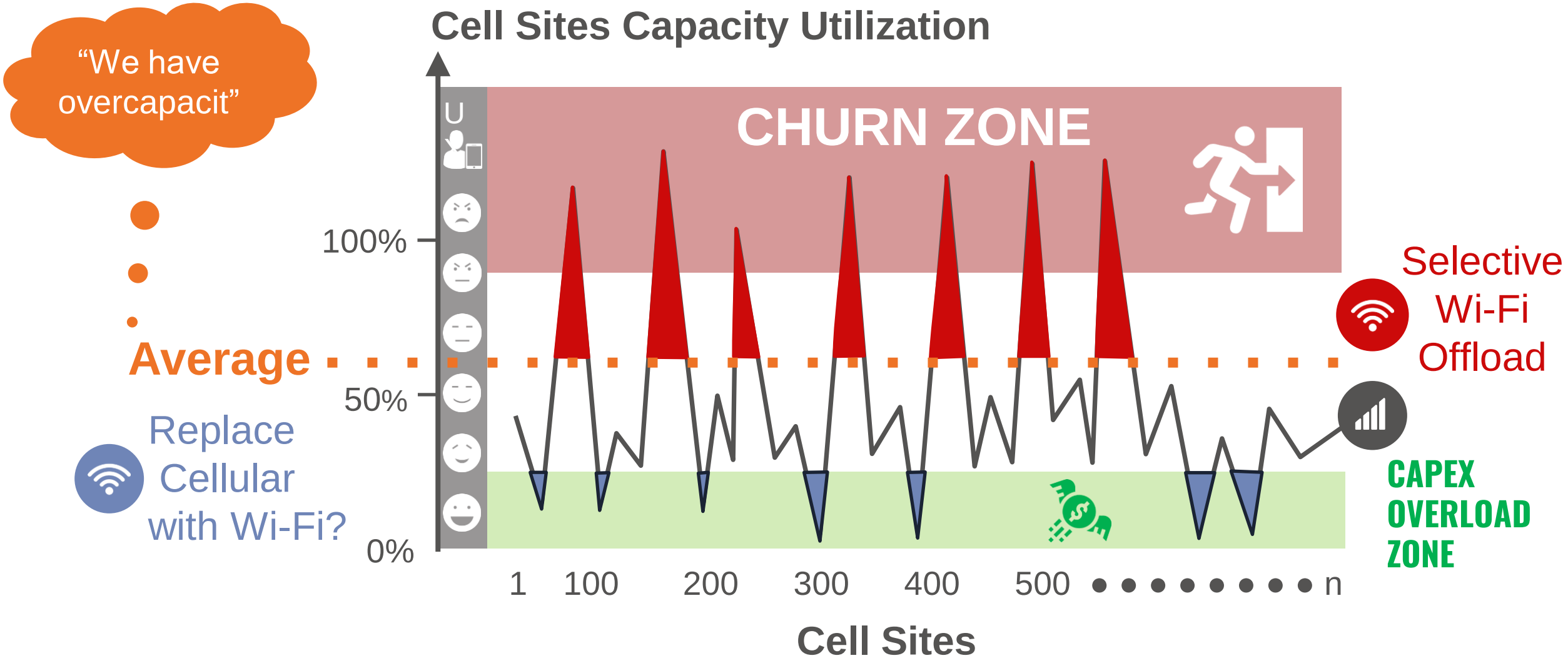
Don’t Let the Mobile Network People Mislead You!



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Don’t be **Surprised.** Be **Ready.**

With cloud-native software for

Cybersecurity

- Messaging Security
- Signaling Security
- Embedded DPI

Core Network

- 4G / 5G Data Layer
- Data Management
- Traffic Management

Wi-Fi & IoT

- Carrier Wi-Fi
- Wi-Fi Offload
- IoT Connectivity

#BeEneaReady

See us at stand C28

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Pedro Mouta

Senior Manager, PMO. Wireless Broadband Alliance.

Moderator

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Panel: Optimizing Network Deployment and Management to deliver the Best Wi-Fi Experience

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Bob El-Hawary

Executive Vice President Sales, Cognitive Systems.

Increase ARPU with Wi-Fi Motion

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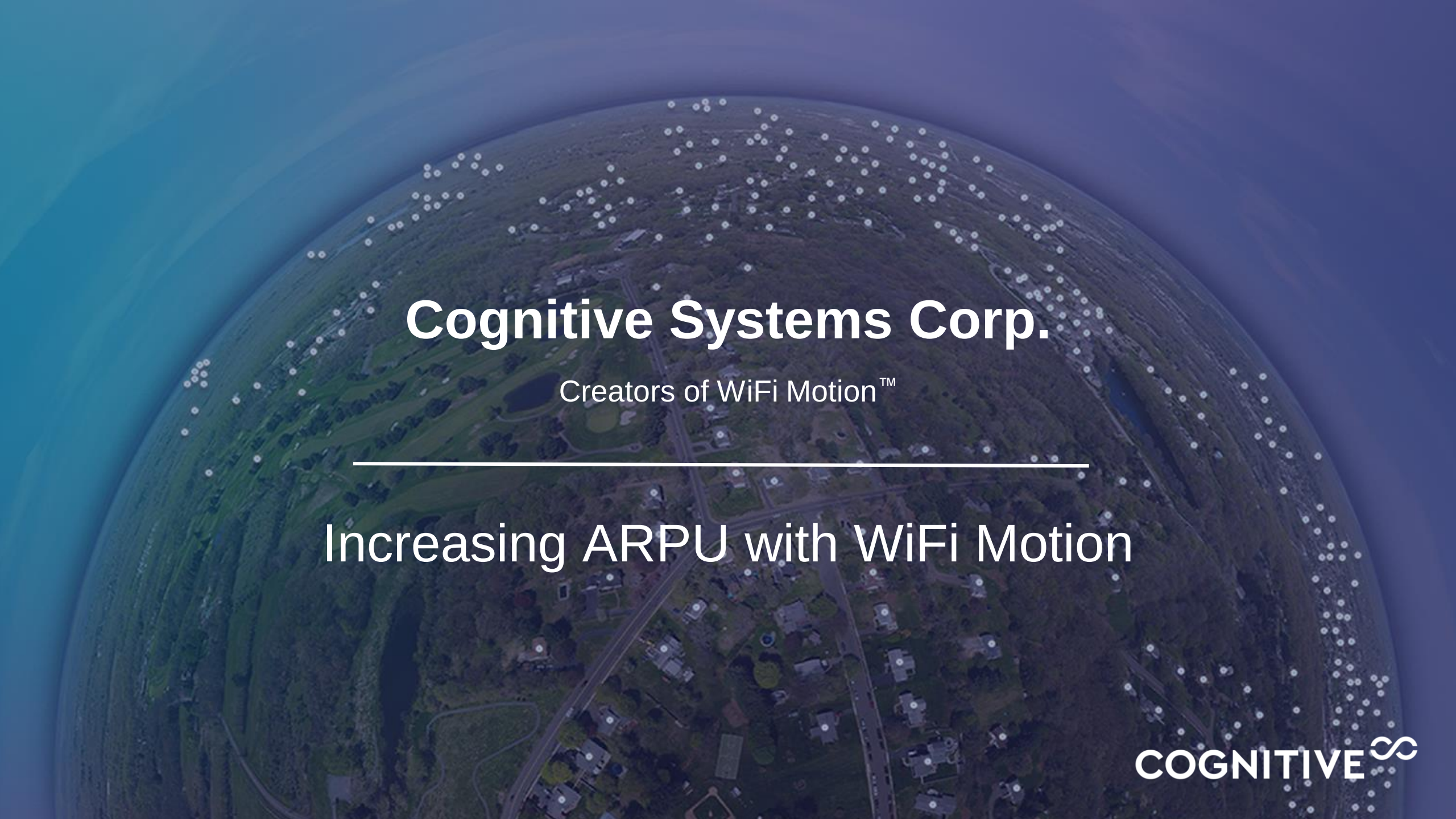

Cognitive Systems Corp.

Creators of WiFi Motion™

Increasing ARPU with WiFi Motion

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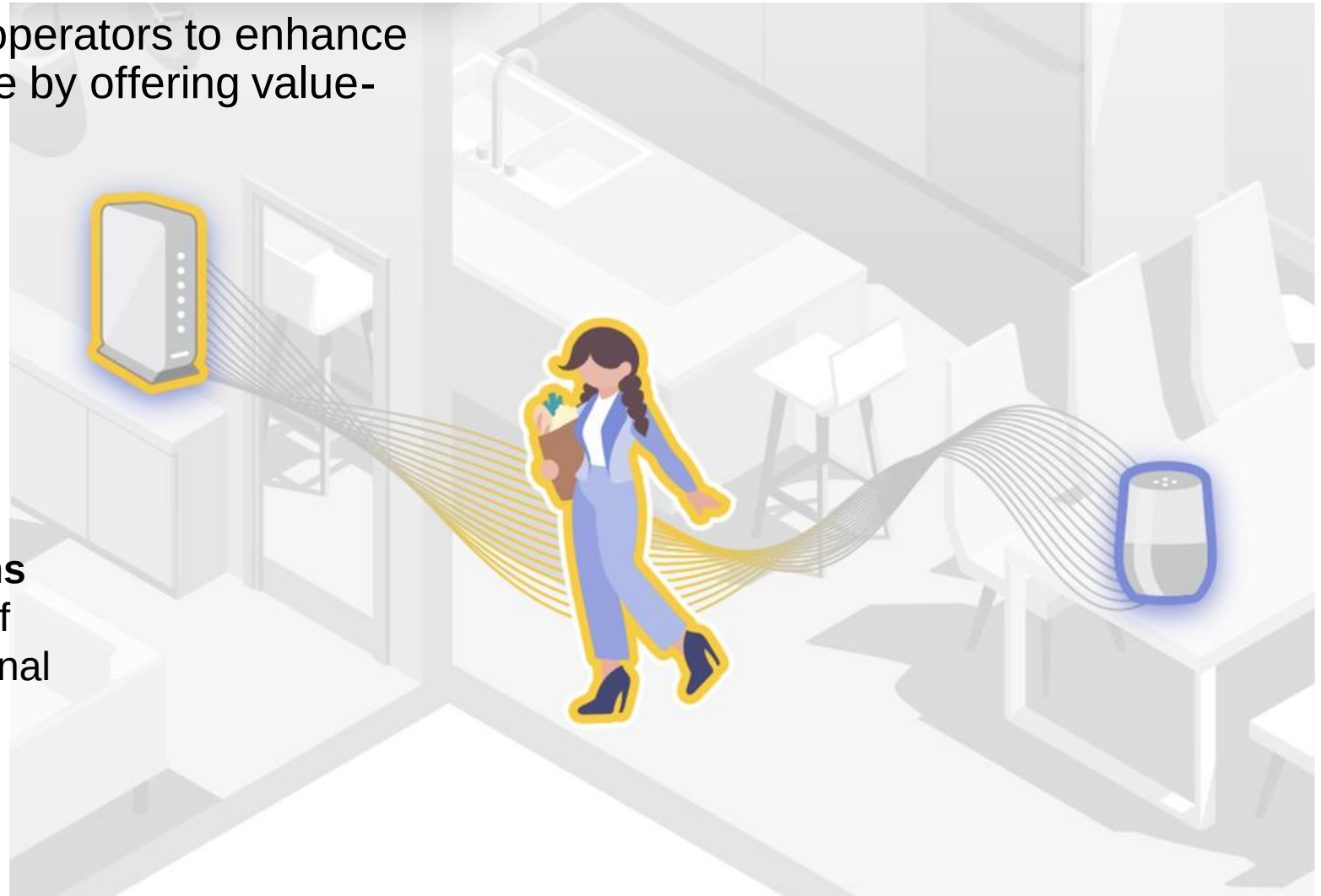
The Solution
WiFi Motion as a Platform

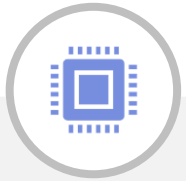
A seamless channel that empowers operators to enhance customer retention and boost revenue by offering value-added services.



Improved KPIs
Reduced churn, increased growth, increased growth, and enhanced user engagement

Unlock New Revenue Streams
Creates a path to a multitude of consumer upsells and operational value added services

Cognitive’s Story



Founded the Wi-Fi Sensing market by building a robust IP portfolio and forging strategic partnerships with the world's leading Wi-Fi chipset vendors.

Partnering with a network of distribution partners
2M+ deployments

Closed direct commercial deals with multiple Tier 1 ISPs
7M+ deployments

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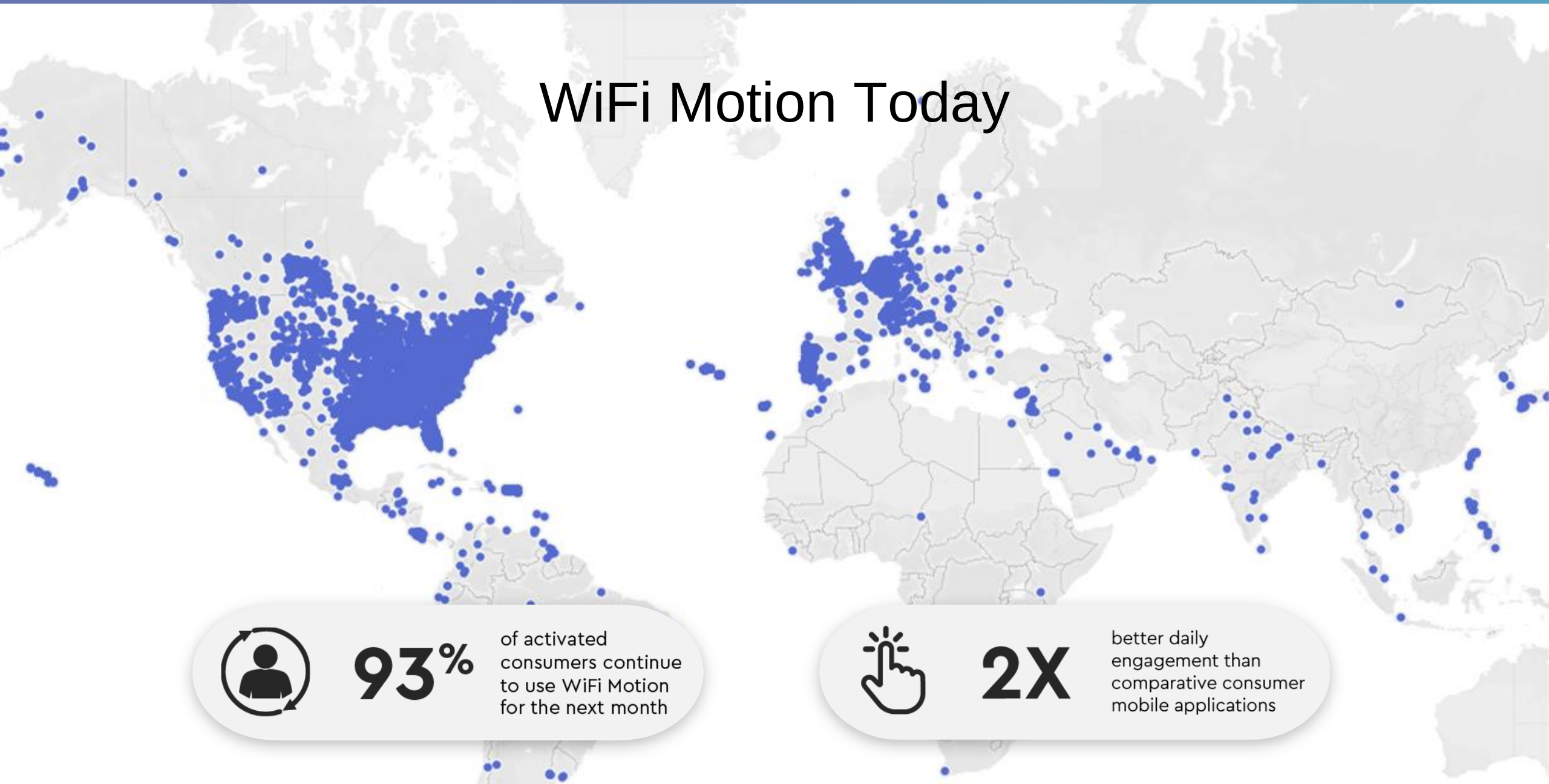
WiFi Motion Today



93% of activated consumers continue to use WiFi Motion for the next month

2X better daily engagement than comparative consumer mobile applications

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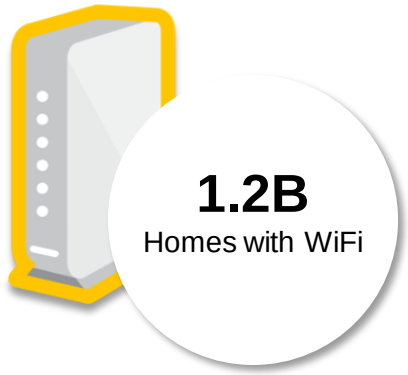
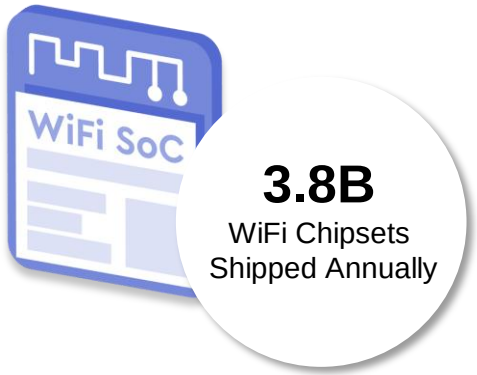
WiFi Motion SW Platforms

	WiFi Access Points	WiFi client SoC
		
Applications	• Security • Health • Eldercare • IoT • Networking Tools	• Security • Health • Eldercare • IoT • Sleep monitoring
Open Source	prpl, OpenWrt, RDK, OpenSync	
Operating Systems	Linux	freeRTOS

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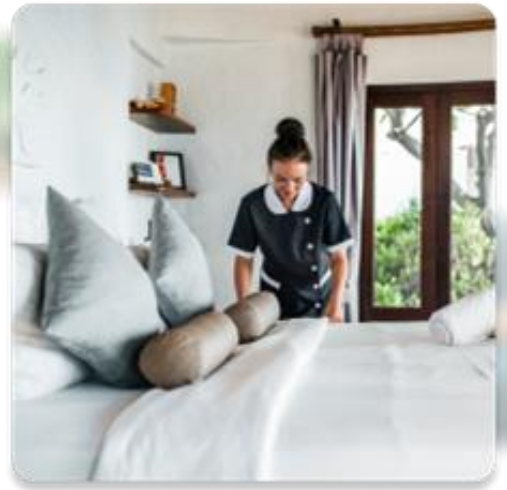
WiFi Motion is Unlocking a **World of Possibilities**



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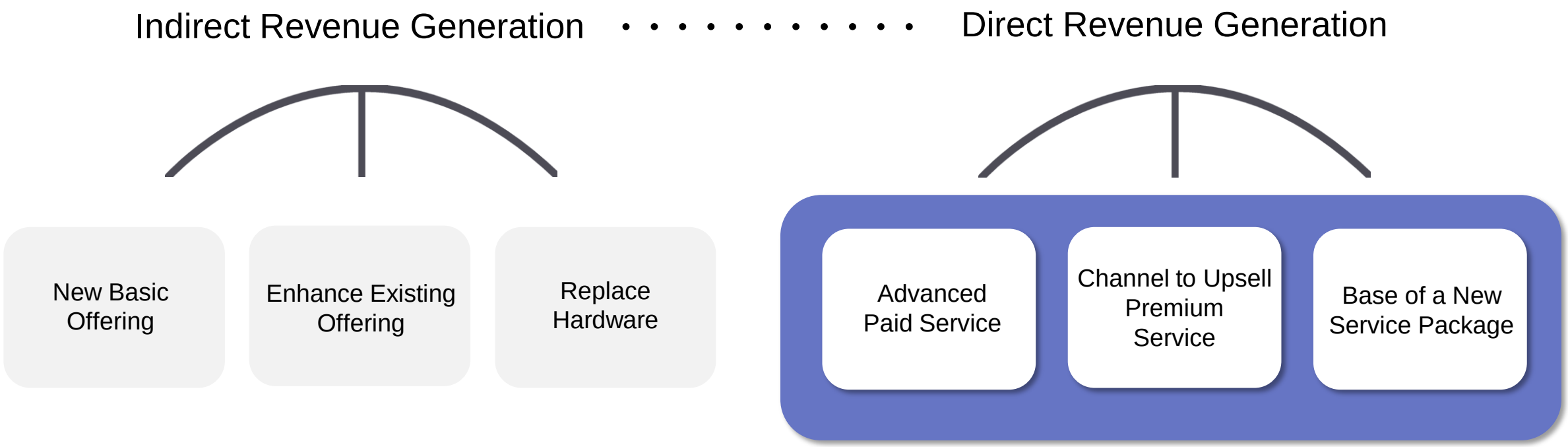
Exploring Go-To-Market Options



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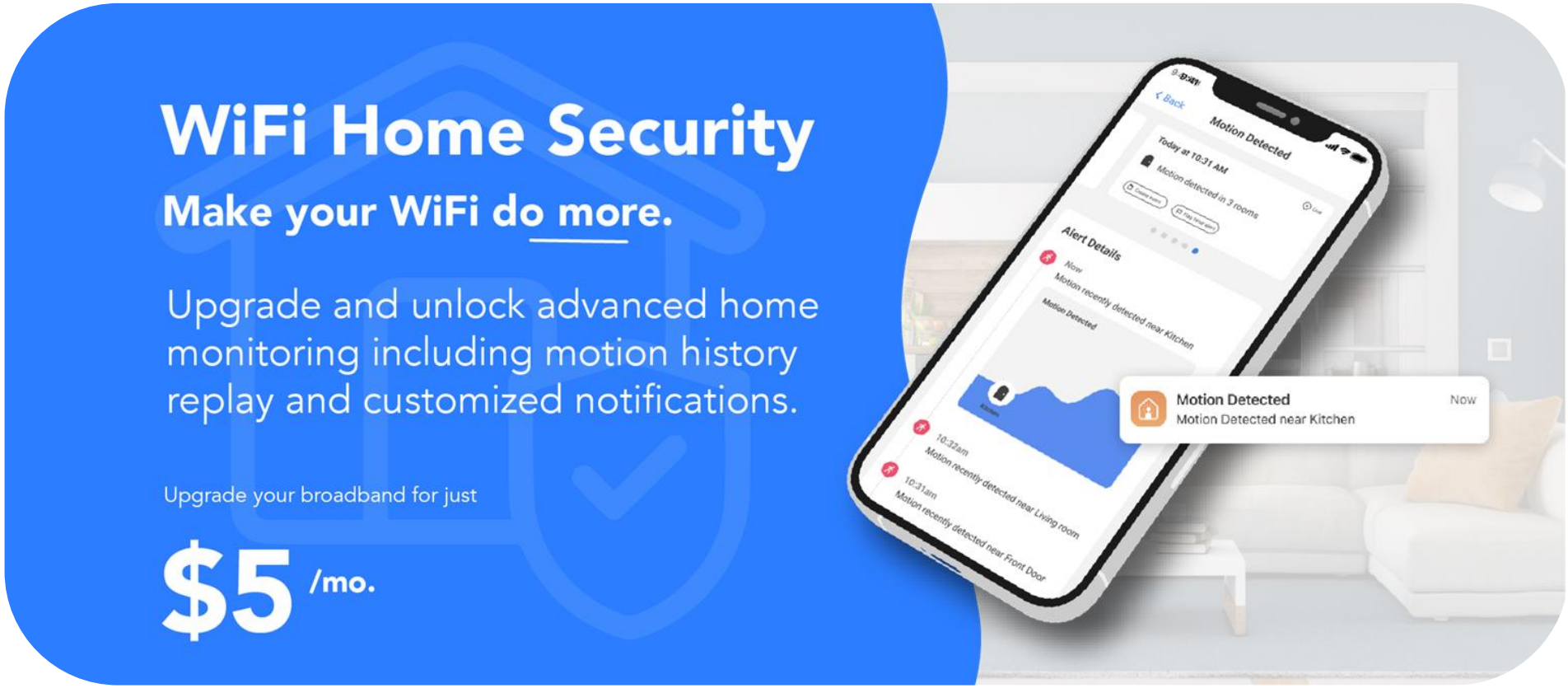
Advanced Paid Service

Create unique and cost-effective solutions with WiFi Motion's insights and alerts and the existing home devices



Example ad

Advanced
Paid Service

Channel to Upsell
Premium Service

Base of a New
Service Package

COGNITIVE

Channel to Upsell Premium Service

Foster an engaged and active customer base to promote premium feature upgrades

Example ad

Advanced Paid Service

Channel to Upsell Premium Service

Base of a New Service Package

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Base of a New Service Package

Enter new markets or add valuable package tiers with advanced insights and behavioral trends.

Example ad

Advanced Paid Service

Channel to Upsell Premium Service

Base of a New Service Package

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One Platform

Endless Combinations

WiFi Motion platform
from Cognitive

Product A

Product B

Product C

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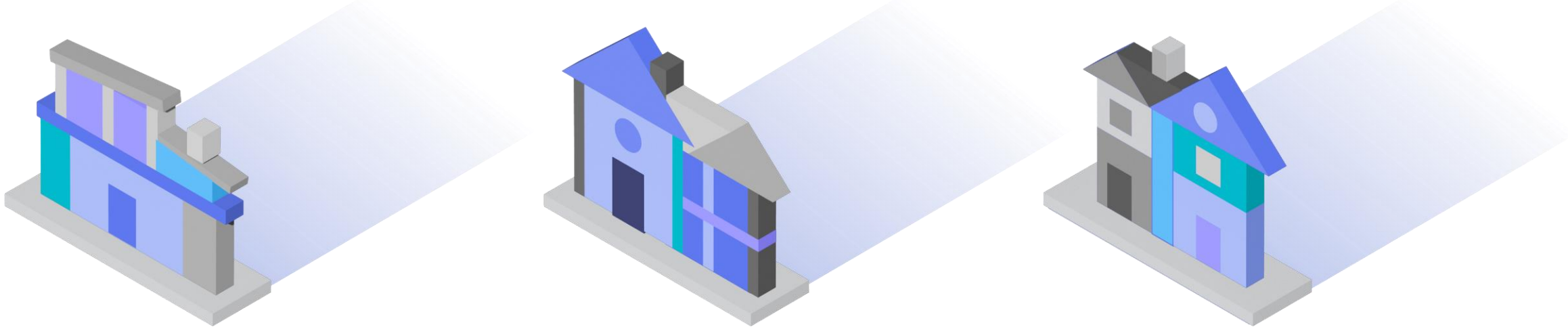
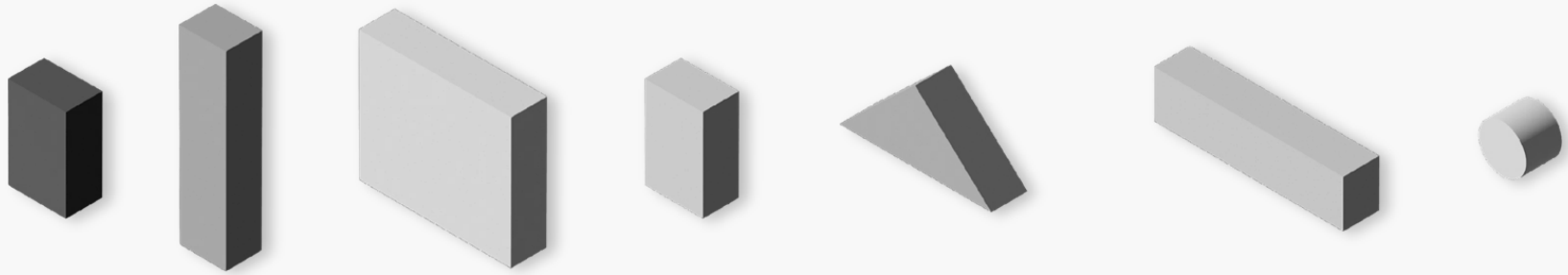
Combine with **other data** for even greater combinations



Product D

Product E

Product F



Existing Data Sources

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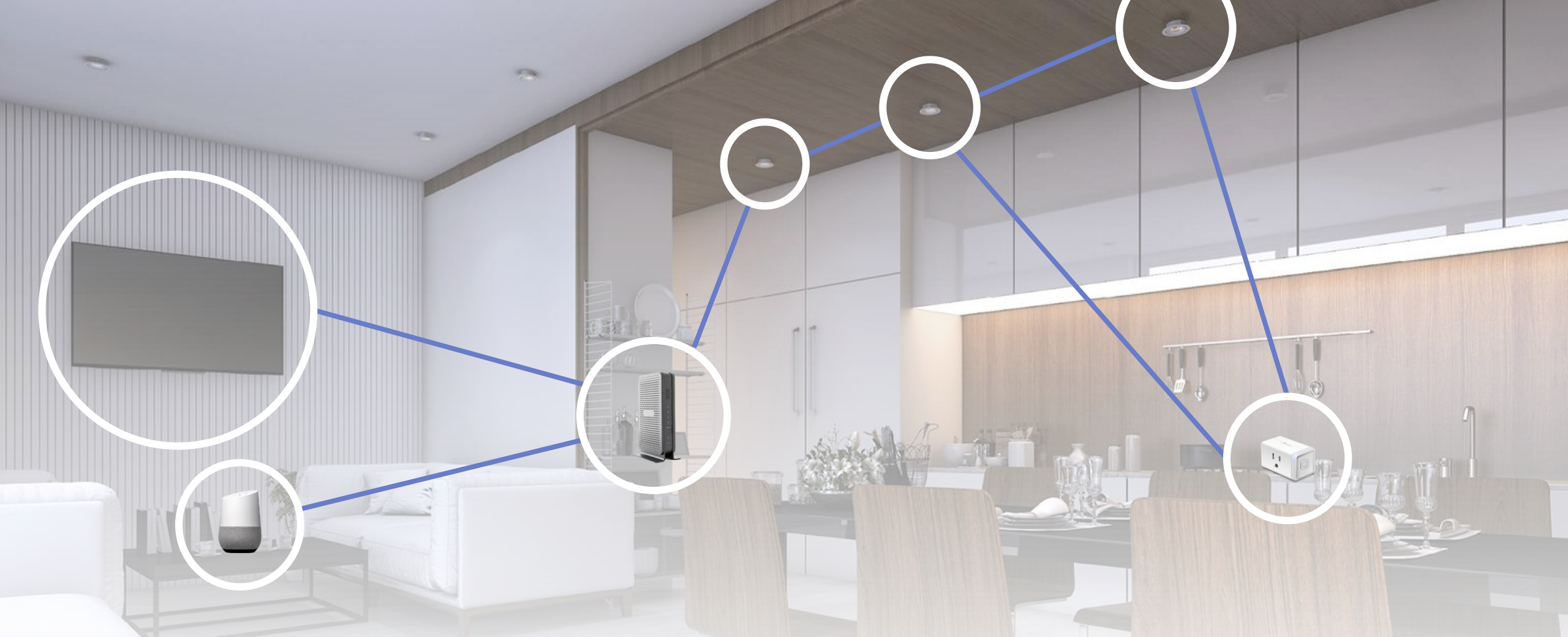

Increase ARPU with WiFi Motion

Connect with us to learn how

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Bruno Tomás

CTO, Wireless Broadband Alliance.

Moderator

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WGC EMEA Speakers

Andrew Spivey
Senior Analyst
ABI Research

Ivan Muccini
VP Product Management
Cloud4Wi

Howard Buzick
Business Development
OpenWiFi

Vincent Larue
Director Systems Engineering
(EMEA) RUCKUS Networks

Giovanni Pecora
VP Sales,
Cloud4Wi

Mark Grayson
Cisco Fellow

Time	Presentation
11:25 AM (CET)	**Analyst Spotlight: Wi-Fi in the Enterprise** Andrew Spivey, Senior Analyst, ABI Research
11:45 AM (CET)	**Transforming Enterprise Connectivity and Customer Experience** Ivan Muccini, VP, Product Management, Cloud4Wi.
12:05 PM (CET)	**Creating a Sustainable Future with Wi-Fi** Mark Grayson, Cisco Fellow and WBA OpenRoaming Chair.
12:25 PM (CET)	**Panel: Operators: Delivering Business Opportunities for Enterprise with Public and Guest Wi-Fi** Moderator: Bruno Tomás, CTO, Wireless Broadband Alliance. Howard Buzick, Business Development, OpenWifi; Vincent Larue, Director Systems Engineering (EMEA), RUCKUS Networks; Mark Grayson, Cisco Fellow and WBA OpenRoaming Chair; Giovanni Pecora, VP Sales, Cloud4Wi.
13:00 PM (CET)	**LUNCH & NETWORKING**

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Andy Spivey

Senior Analyst, ABI Research

Analyst Spotlight: Wi-Fi in the Enterprise

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Analyst Spotlight: Wi-Fi in the Enterprise

Andrew Spivey

Senior Analyst

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What do enterprises want?

- Simplicity
- Unified
- Resilient
- Reliable
- Intelligent
- Secure
- Scalable
- Compliant
- Cost-Efficient
- Sustainability

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What are the challenges?

- **Overloaded Networks**: Higher density of users, increasing number and diversity of devices, growing spectrum congestion.
- **New Requirements**: Ultra-high reliability, mobility and roaming scenarios, coverage traversing indoors and outdoors.
- **Business Challenges**: Shrinking IT budgets, challenges sourcing qualified network engineers, remote access.

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How are these needs being addressed?

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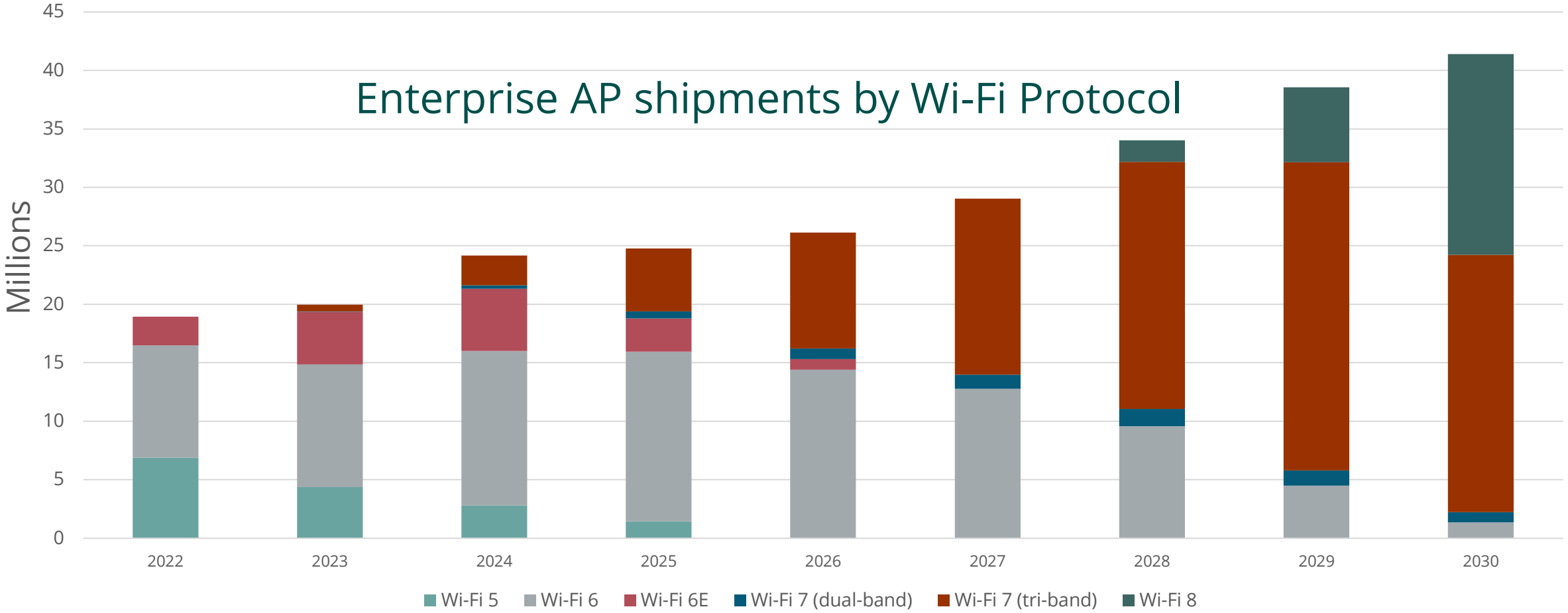
Wi-Fi 7 Enhancements

- Wi-Fi 7 focused on delivering ‘Ultra-High Throughput’, improving reliability.
- Next year will see 2.8 million Enterprise Wi-Fi 7 AP shipments.



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Other Key Trends in Enterprise

- Convergence with IoT & 5G
  - Adoption must be frictionless, with simple and unified management.

- Migration to Network-as-a-Service (NaaS)
  - Fastest transition in SMB, franchised businesses, education and hospitality.
  - Larger enterprises resistant to moving towards NaaS.

- Cloud managed architectures for seamless scaling, higher resiliency, decreased latency, and reduced CAPEX & OPEX.

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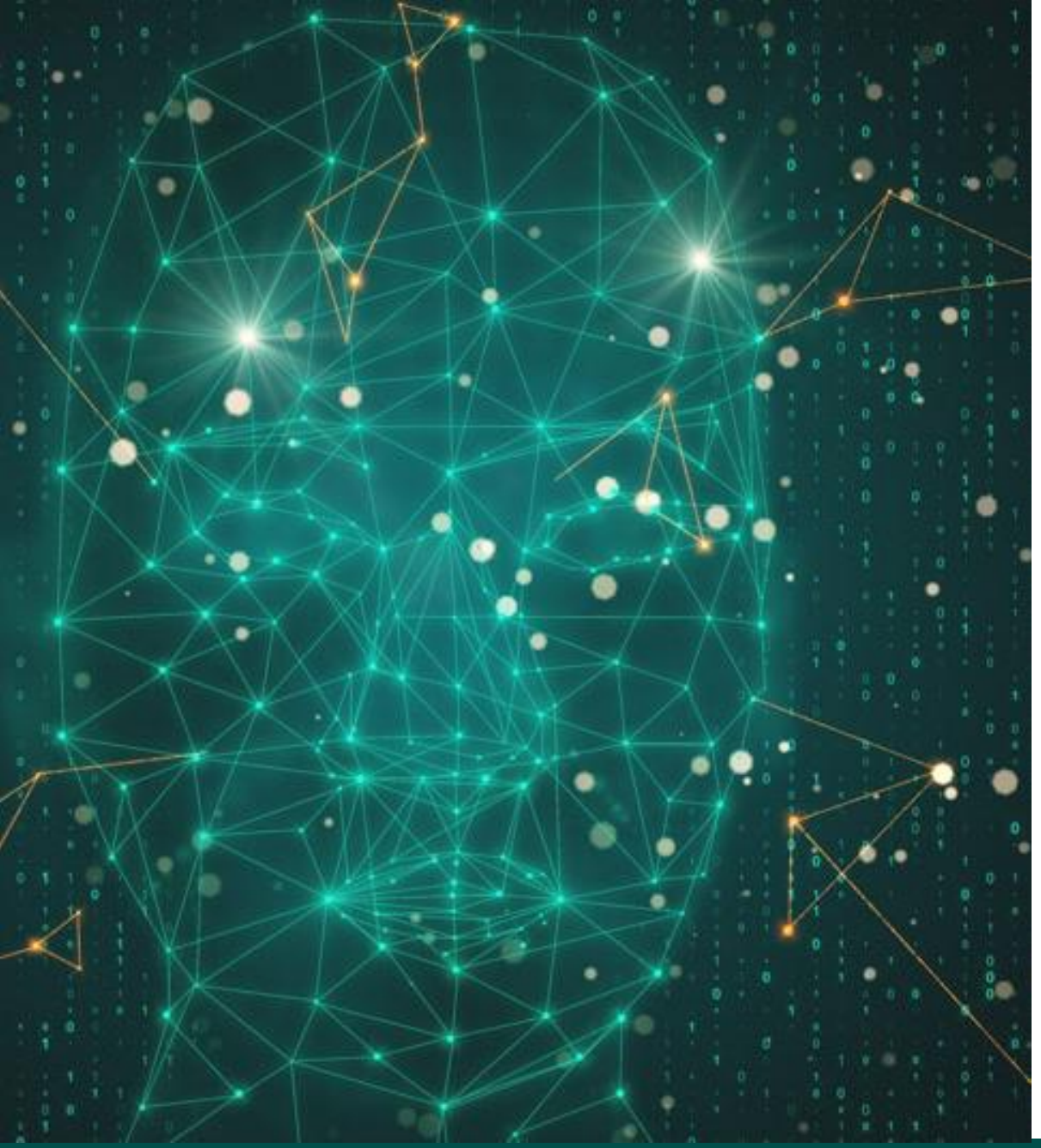

AI for WLAN Networking

- AI must be developed with a focus on addressing specific business problems

Large Language Models (LLM)

Application Monitoring

Radio Resource Management

Digital Twins

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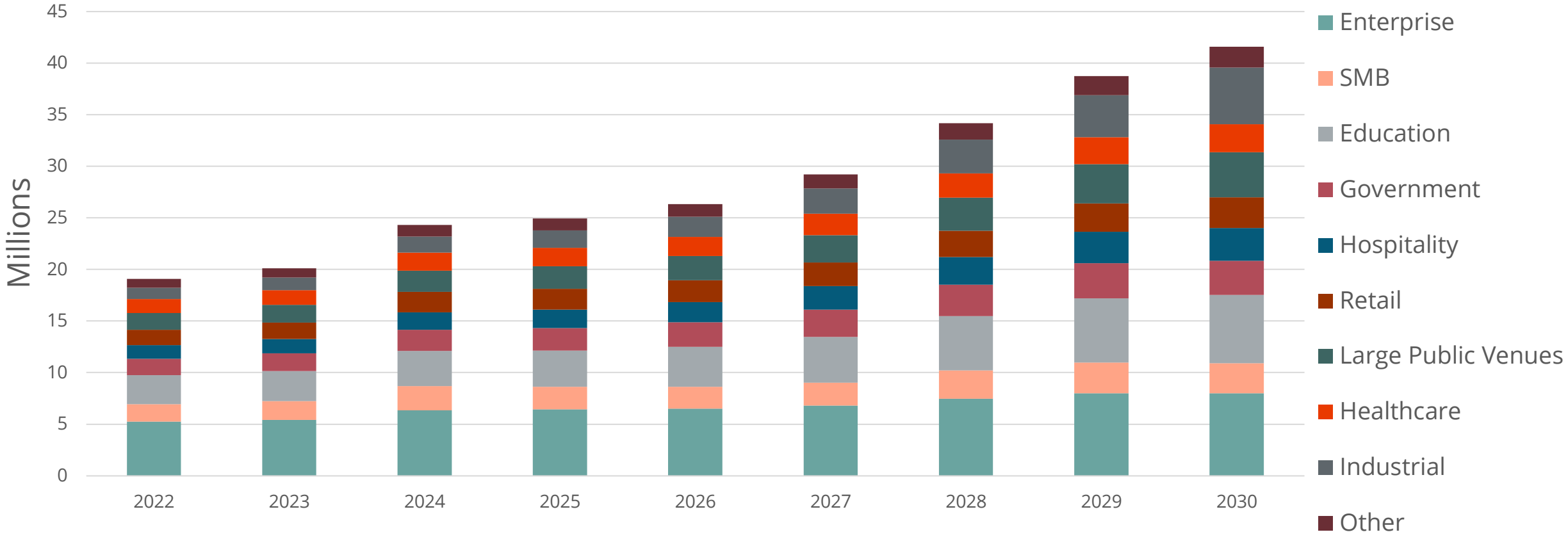
Enterprise AP Shipments by Vertical

- Industrial Manufacturing has the highest growth rate, at 23.9% CAGR 2023 - 2030.
- Large public venues second highest at 14.3% CAGR 2023 - 2030.
- Education & Hospitality joint third highest, at 12.4% CAGR 2023 - 2030.



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THANK YOU

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Ivan Muccini

VP Product Management.
Cloud4Wi

Transforming Enterprise Connectivity and Customer Experiences

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Transforming Enterprise Connectivity and Customer Experiences

Ivan Muccini, VP Product

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Come Join us on October 26
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A trusted partner for leading global enterprises

Company profile

Mission
Help enterprises unlock the power of physical location, enabling them to offer a seamless, secure WiFi access and unleash innovative location-aware experiences.

Recognized by top industry analysts

WBA principal member

Global presence

70K Locations

150 Countries

150M Users

Albertsons, BI-STATE DEVELOPMENT, CAMPARI, CARIPLO, COIMA, DELSOL, FERROVIE DELLO STATO ITALIANE, GUESS, HERSCHEND FAMILY ENTERTAINMENT, human COMPANY, JAVITS CENTER, KLEPIERRE, LACOSTE, MONCLER, Loro Piana, PRADA Group, Salvatore Ferragamo, THE CORDISH COMPANIES, USO, VALENTINO

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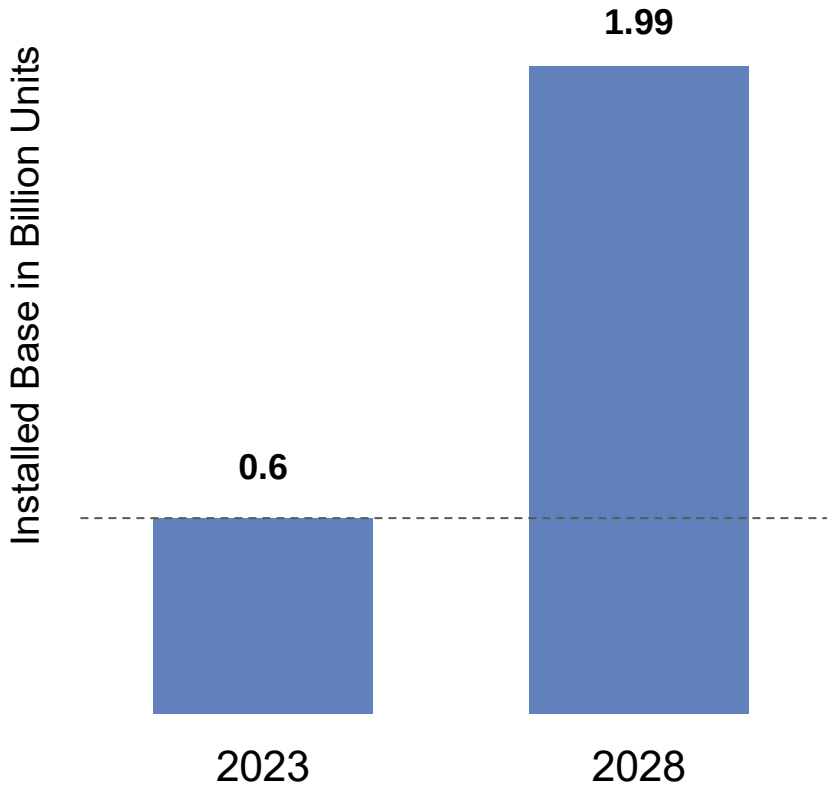
~600M **public WiFi** APs worldwide

CAGR 27%



Source : Mordor Intelligence

Verticals

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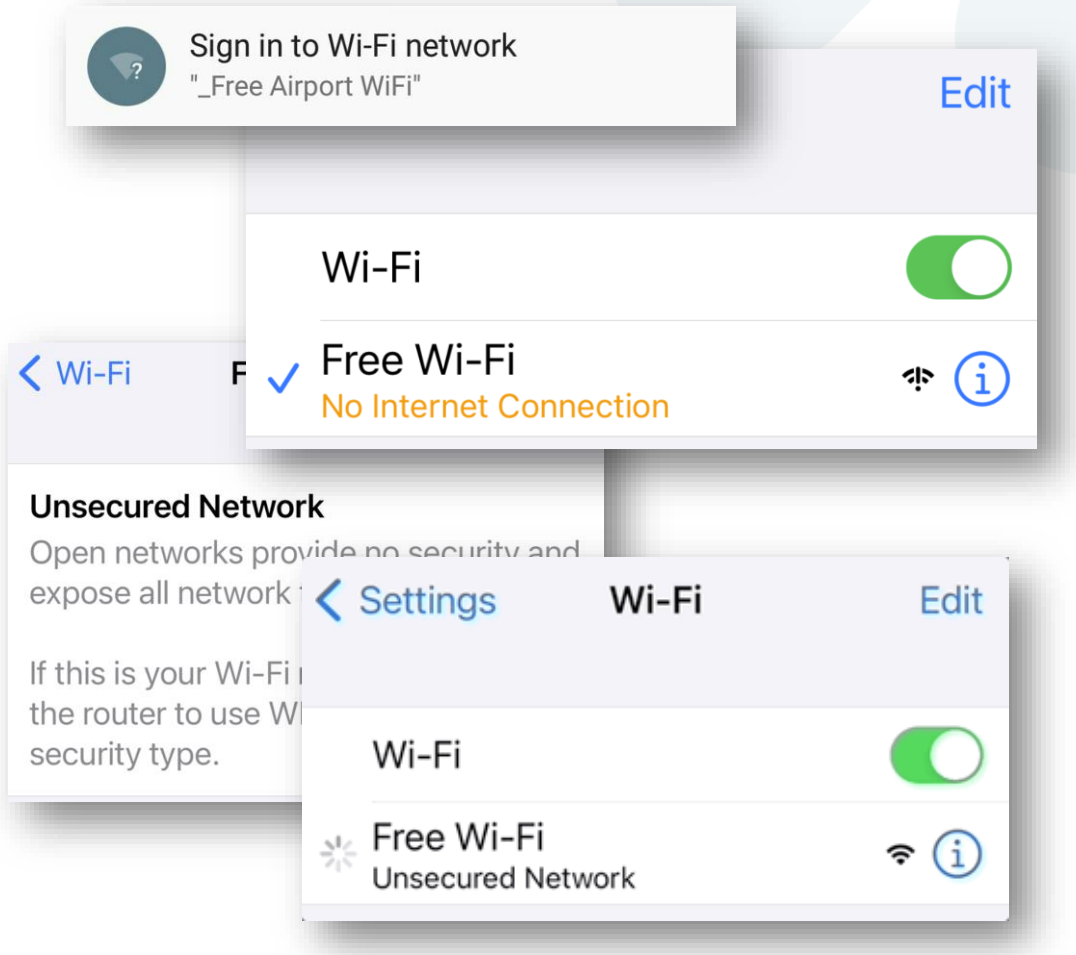
… and **Captive Portal** is….

- Manual SSID discovery and selection
- Proprietary implementation of captivating experience
- Often buggy / inconsistent UX behavior
- Limited/no auto-connectivity
- Recurring onboarding (MAC randomization)
- No “air” encryption



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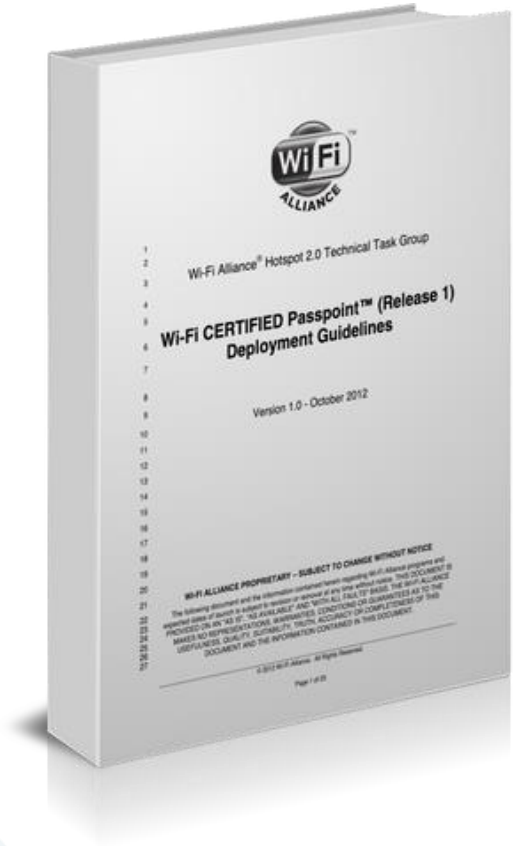
Passpoint (R1/2/3)



On paper, an ideal solution. But:

- Fragmented and partial support by ecosystem (networks and devices)
- Onboarding friction
- Peer-to-peer roaming agreements
- …

➡ **poor adoption and growth**

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OpenRoaming

- ➔ Simplifies roaming use cases implementation
- ➔ stimulates industry adoption of Passpoint, which in turn…
- ➔ pushes tech ecosystem players for a “better” technology support

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Challenges

Lack of awareness and education

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Challenges

Lack of awareness and education

Meeting business requirements

- ➔ Compliance
- ➔ Monetization
- ➔ Consented data collection
- ➔ Marketing / promotion
- ➔ Real-time engagement/services
- ➔ …

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Challenges

Lack of awareness and education

Meeting business requirements

Onboarding frictions

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Challenges

Lack of awareness and education

Meeting business requirements

Onboarding frictions

Handle technology transition

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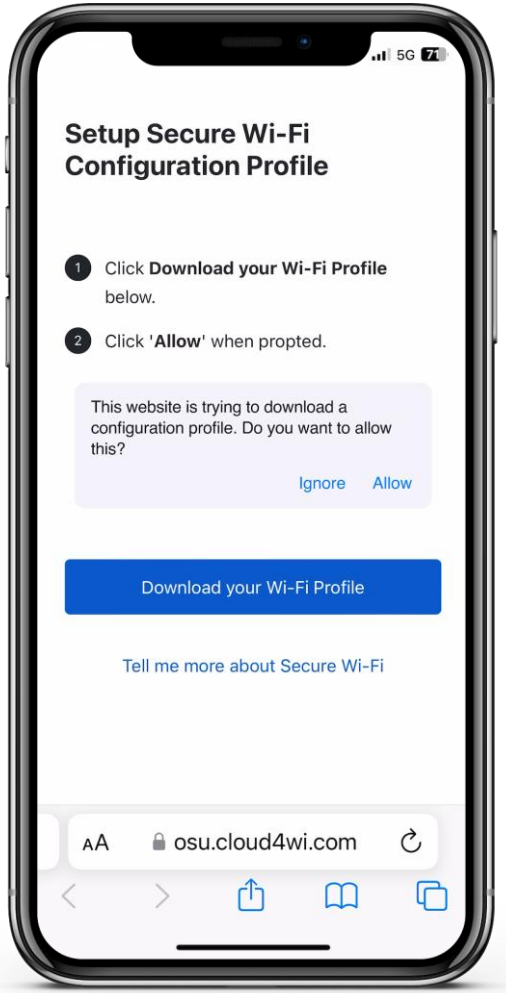
Onboarding

Not always easy



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The path ahead

01

Raising awareness and educating users and enterprises

02

Adopting current viable solutions to facilitate transition

03

Progressing toward the implementation of standards

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Mark Grayson

Cisco Fellow and WBA OpenRoaming Chair

OpenRoaming Delivering the Best Wi-Fi Experience

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OpenRoaming
Delivering the Best Wi-Fi Experience

Mark Grayson

Cisco Fellow & OpenRoaming Chair

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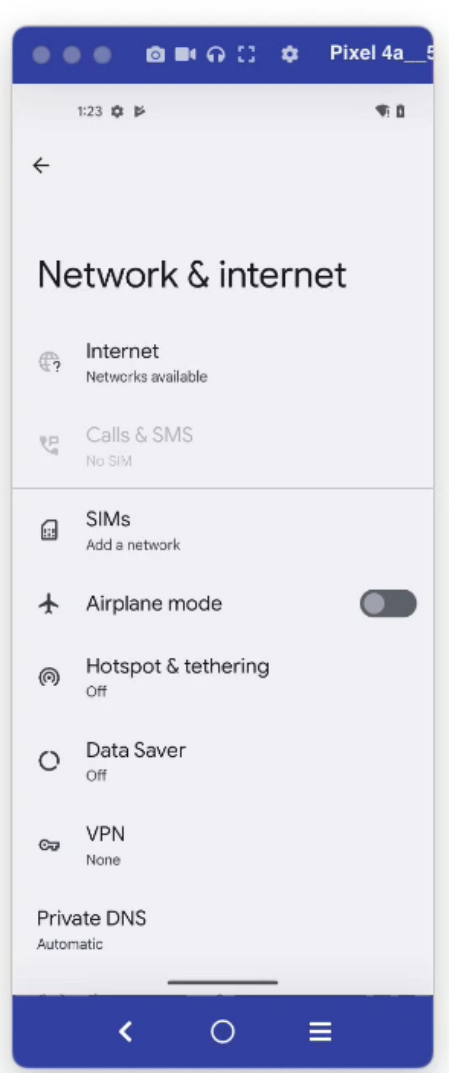
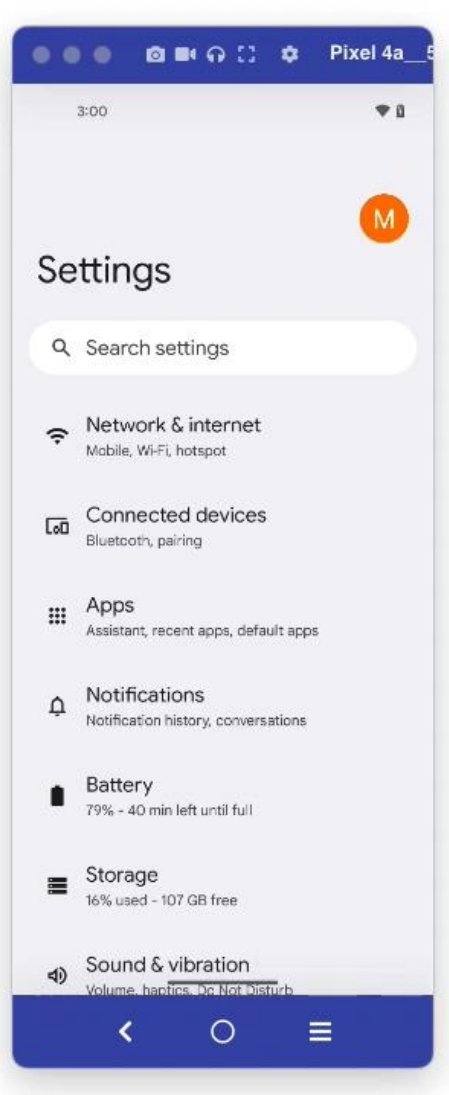
Avoiding the Dreaded Captive Portal

- Captive portal conversion rates continue to decrease
- Impact of frightful “Unsecured Network” notification on user behaviour
- At the mercy of device logic for Randomizing and Changing MAC addresses
- Application flows are typically black-holed until user interacts with captive portal



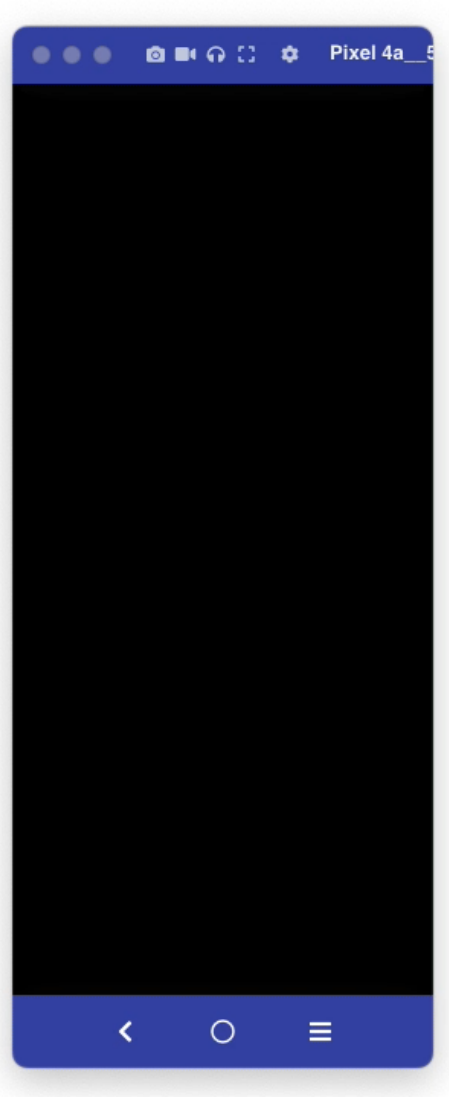
Delivering a Seamless and Secure OpenRoaming Experience

- Seamless integration into Samsung and Pixel firmware
  - Single user interaction to accept Ts and Cs and enable the OpenRoaming profile
  - After enabling once, all roaming is seamless
- Equivalent functionality enabled with:
  - MNO: carrier bundle based profile installation
  - App Provider: application based profile installation
  - Enterprise: MDM based profile installation



OpenRoaming Venue interaction via capport API

- OpenRoaming legal framework permits ANPs to display none captive splash pages
- Capport API enables ANP to display venue information to the user
- Lock screen indications on Android
  - Versus settings/Wi-Fi menu for iOS



OpenRoaming Application Provider Experience

- Application server can detect when user is attached to OpenRoaming network
- Can send application push notifications to the user that are displayed on the lock screen

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12 months of OpenRoaming at one Healthcare Business: Delivering a fantastic user experience

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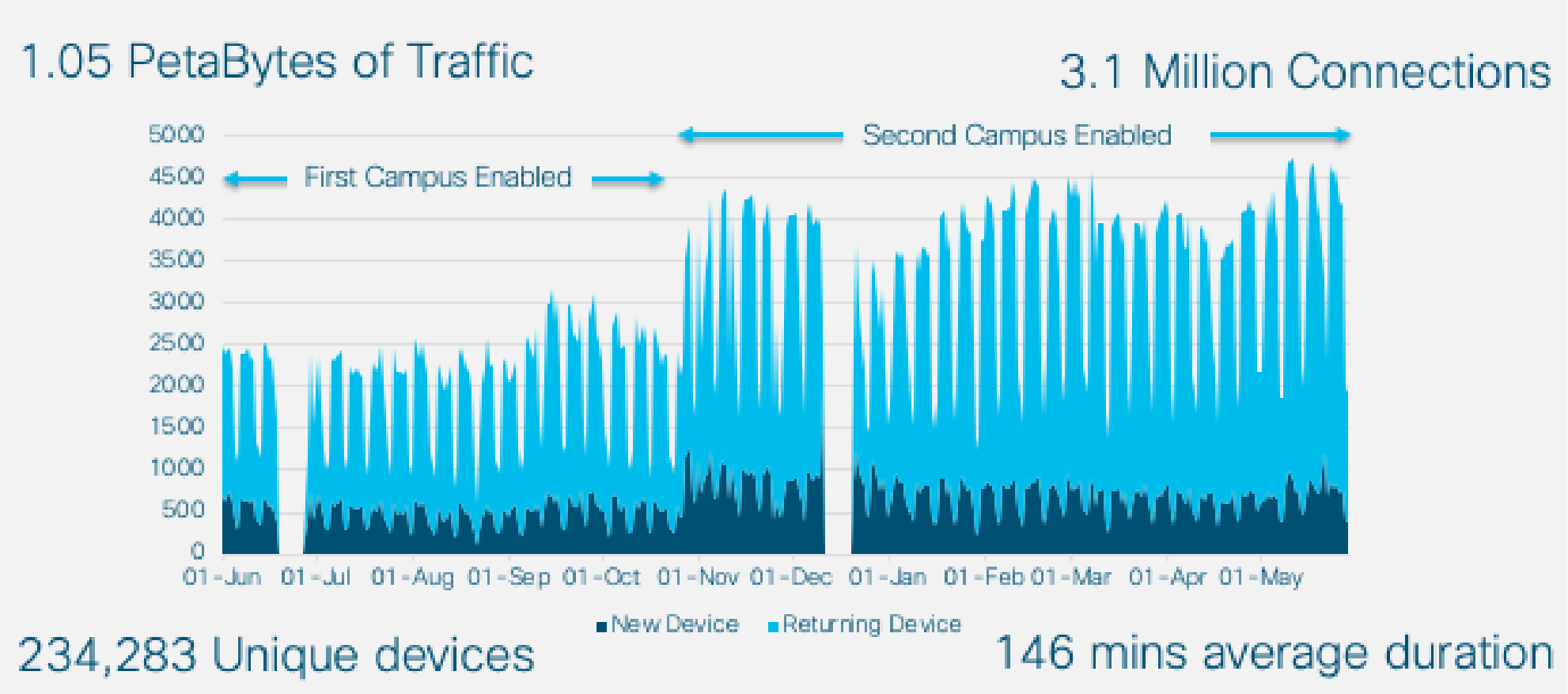

Average sustained per connection throughput across 3.1 million sessions:

348 kbit/s

Not just hospitality & transportation: Delivering Exceptional Experiences Across Verticals

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Panel: Operators: Delivering Business Opportunities for Enterprise with Public and Guest Wi-Fi

Howard Buzick

Business Development
OpenWi-Fi.

Vincent Larue

Director Systems Engineering (EMEA),
RUCKUS Networks.

Mark Grayson

Cisco Fellow and
WBA OpenRoaming Chair

Giovanni Pecora

VP Sales,
Cloud4Wi.

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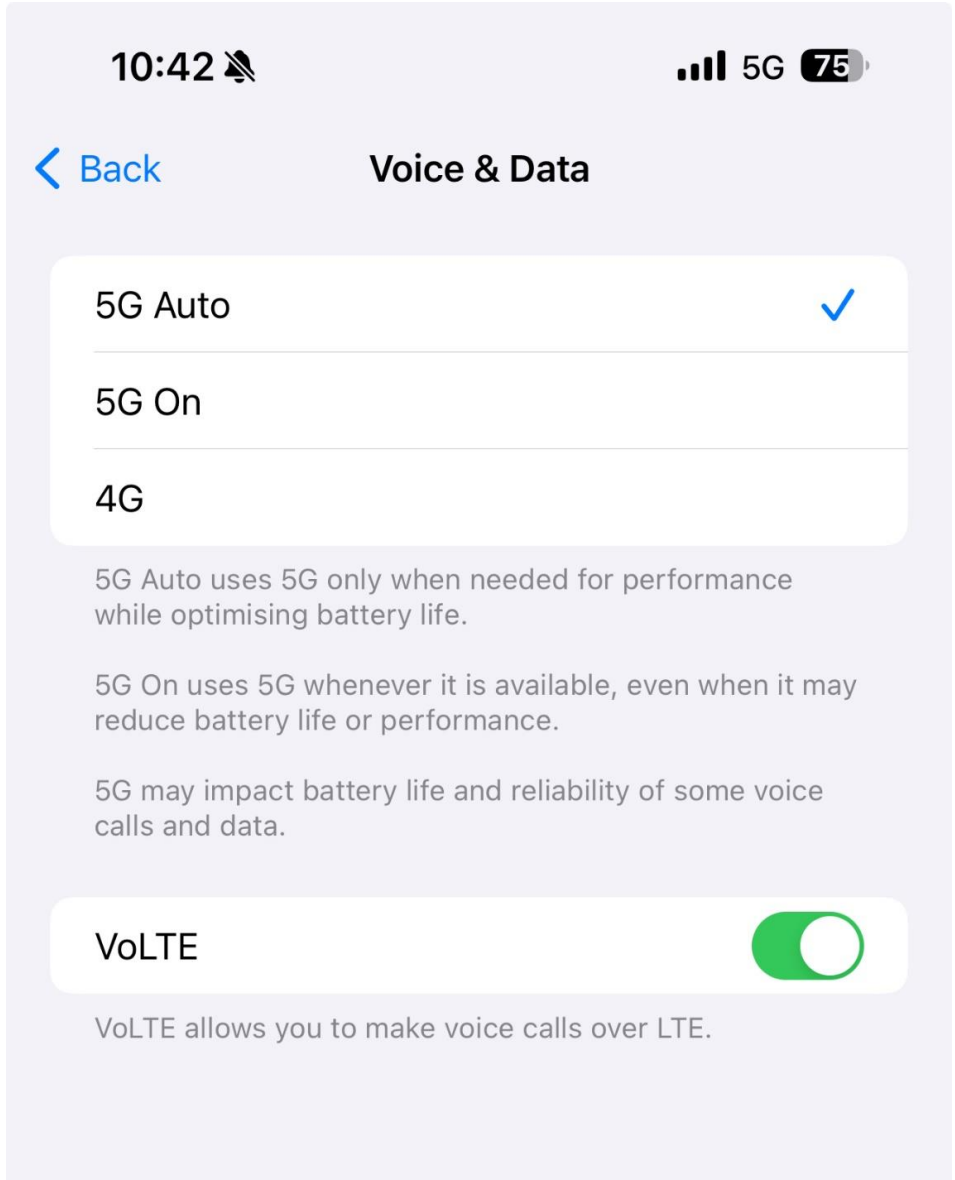
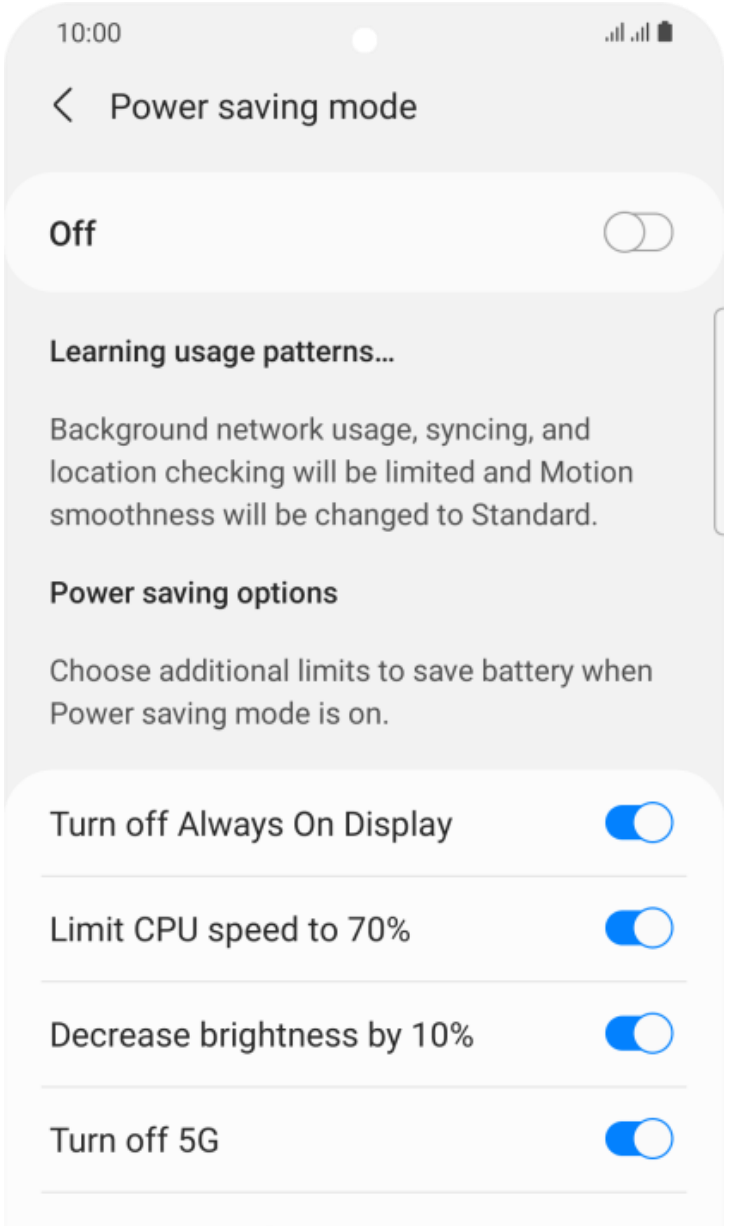


Source: Apple (screenshot)



Source: Samsung (screenshot)

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Paris Expo Porte de Versailles, Paris, France

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Tiago Rodrigues

President & CEO, Wireless Broadband Alliance

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WGC EMEA Speakers

Andrea Calcagno
CEO
Cloud4Wi

Mittal Parekh
Senior Director, Product Marketing
RUCKUS Networks, CommScope

Tiago Rodrigues
President & CEO
Wireless Broadband Alliance

Sergey Komarov
Adidas

Romain Pierry
Carmila

Time	Presentation
2:00 PM (CET)	**Introduction and Welcome to the Enterprise Connectivity Forum** Andrew Calcagno, CEO, Cloud4Wi.
2:25 PM (CET)	**ENTERPRISE CONNECTIVITY FORUM** **Empowering Companies to Revolutionize the Enterprise Experience & Drive Business Growth** Andrea Calcagno, CEO, Cloud4Wi; Mittal Parekh, Senior Director, Product Marketing, RUCKUS Networks, CommScope, Tiago Rodrigues, President & CEO, Wireless Broadband Alliance; Sergey Komarov, Adidas; Romain Pierry, Carmila (Carrefour)
3:50 PM (CET)	**Closing remarks** Tiago Rodrigues, President & CEO, Wireless Broadband Alliance
4:00 PM (CET)	**END OF DAY 2 AND EVENT CLOSE**

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Andrea Calcagno

CEO, Cloud4Wi

Introduction and Welcome to the Enterprise Connectivity Forum

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Enterprise Connectivity Forum Kickoff

ENTERPRISE CONNECTIVITY FORUM
WIRELESS BROADBAND ALLIANCE

The Transformative Power Of WiFi Connectivity

We envision a **future where seamless, secure and reliable Wi-Fi connectivity** is readily available to enterprises and their ‘guests’

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Groundbreaking Initiative

Wireless Broadband Alliance

Bring **enterprises** together and foster collaboration through the **OpenRoaming** framework and **ecosystem partners**

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Enterprise Connectivity Forum (ECF) Manifesto

Wireless Broadband Alliance

Empowering enterprises through OpenRoaming

Eliminate barriers to entry and create an **inclusive ecosystem** where every enterprise can thrive

Leverage the power of Wi-Fi and OpenRoaming to **revolutionize the enterprise experience** and drive business growth

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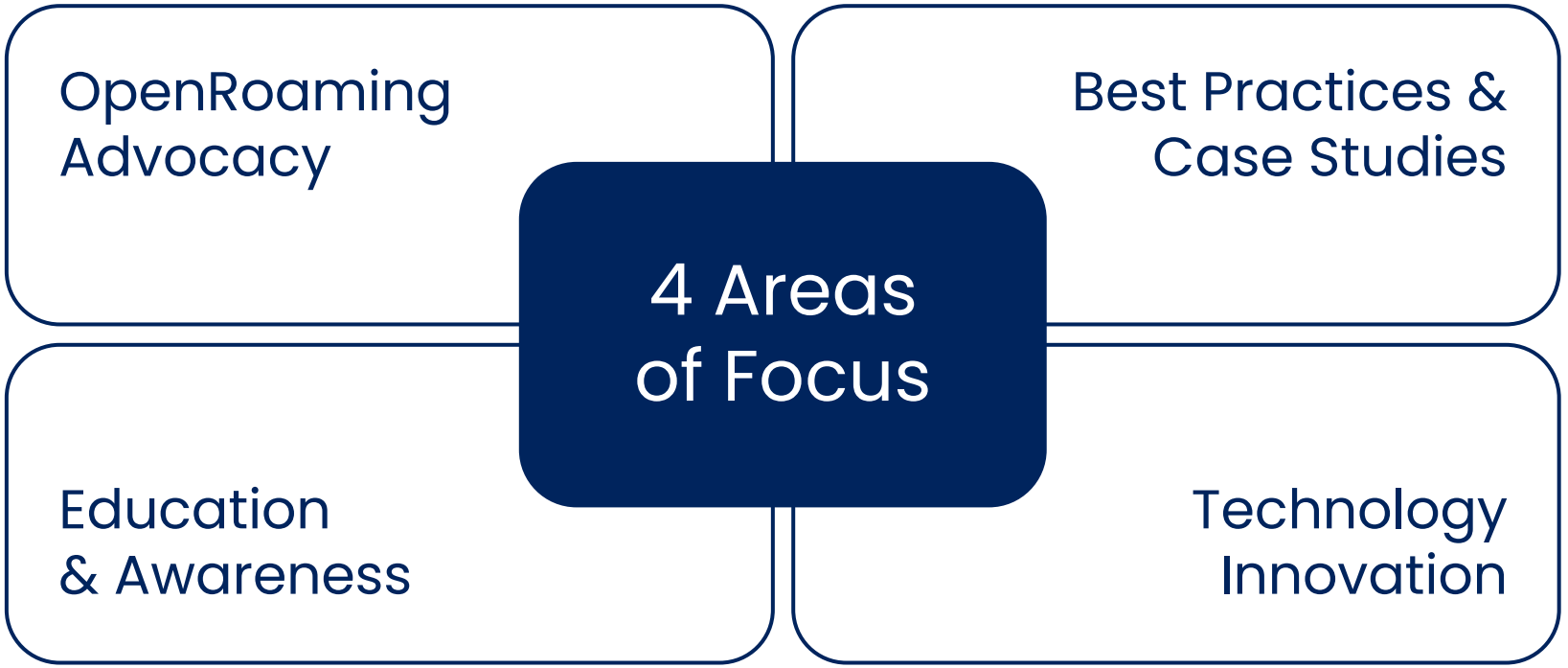
Key Objectives



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Why Join the ECF?

Wireless Broadband Alliance

01 Open (Free) Community

02 Thought Leadership

03 Networking & Collaboration

04 Pilot Programs & POCs

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Leadership Team

Andrea Calcagno
CEO and Co-founder of Cloud4Wi

Bart Giordano
President Networking, Intelligent Cellular and Security at Commscope and GM Manager of RUCKUS Networks

Tiago Rodrigues
CEO of Wireless Broadband Alliance

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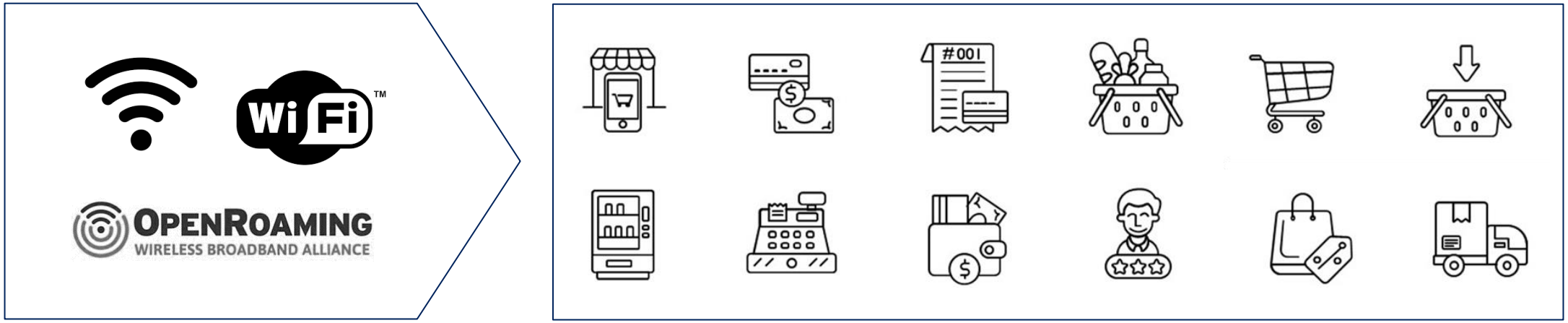
Be At The Forefront Of Enterprise Future



Any enterprise providing guest Wi-Fi should be part of Enterprise Connectivity Forum

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Join The Movement

Wireless Broadband Alliance

SCAN ME

Join the WBA ECF today

Together we will create a connected future where enterprises thrive, guests experience seamless connectivity and the possibilities for innovation are endless

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Enterprise Connectivity Forum (ECF) Panel Discussion

Andrea Calcagno
CEO
Cloud4Wi

Mittal Parekh
Senior Director, Product Marketing
RUCKUS Networks, CommScope

Tiago Rodrigues
President & CEO
Wireless Broadband Alliance

Sergey Komarov
Adidas

Romain Pierry
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Tiago Rodrigues

President & CEO, Wireless Broadband Alliance

Closing Remarks

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