

Agenda

- **Azotel Overview**
- **SIMPLer Overview**
- **Why You Need SIMPLer – A Case Study**
- **Key Features**
- **SIMPLer Process Maps**
- **Three Steps to WISP Setup**
- **Our Customers**
- **Our Partners/Distributors/Resellers**
- **New Operator Setup Process**


Azotel Overview

- **Started as a WISP in 2002.**
 - Couldn't find a good management system, so we started developing our own.
 - This means that SIMPLer is designed by people who know what's involved in running a successful WISP.
- **In 2005, WISP was sold so we could focus exclusively on developing SIMPLer.**
- **Now deployed in excess of 50 Networks worldwide:**
 - Operators in North America (US & Canada), Europe (Ireland, UK, Italy etc.) and Africa (Nigeria, Ghana, Cameroon etc.).
 - Operators vary from very small with a few hundred subscribers, up to operators providing nation-wide (Ireland and Nigeria) and province-wide (Nova Scotia, Canada) coverage.

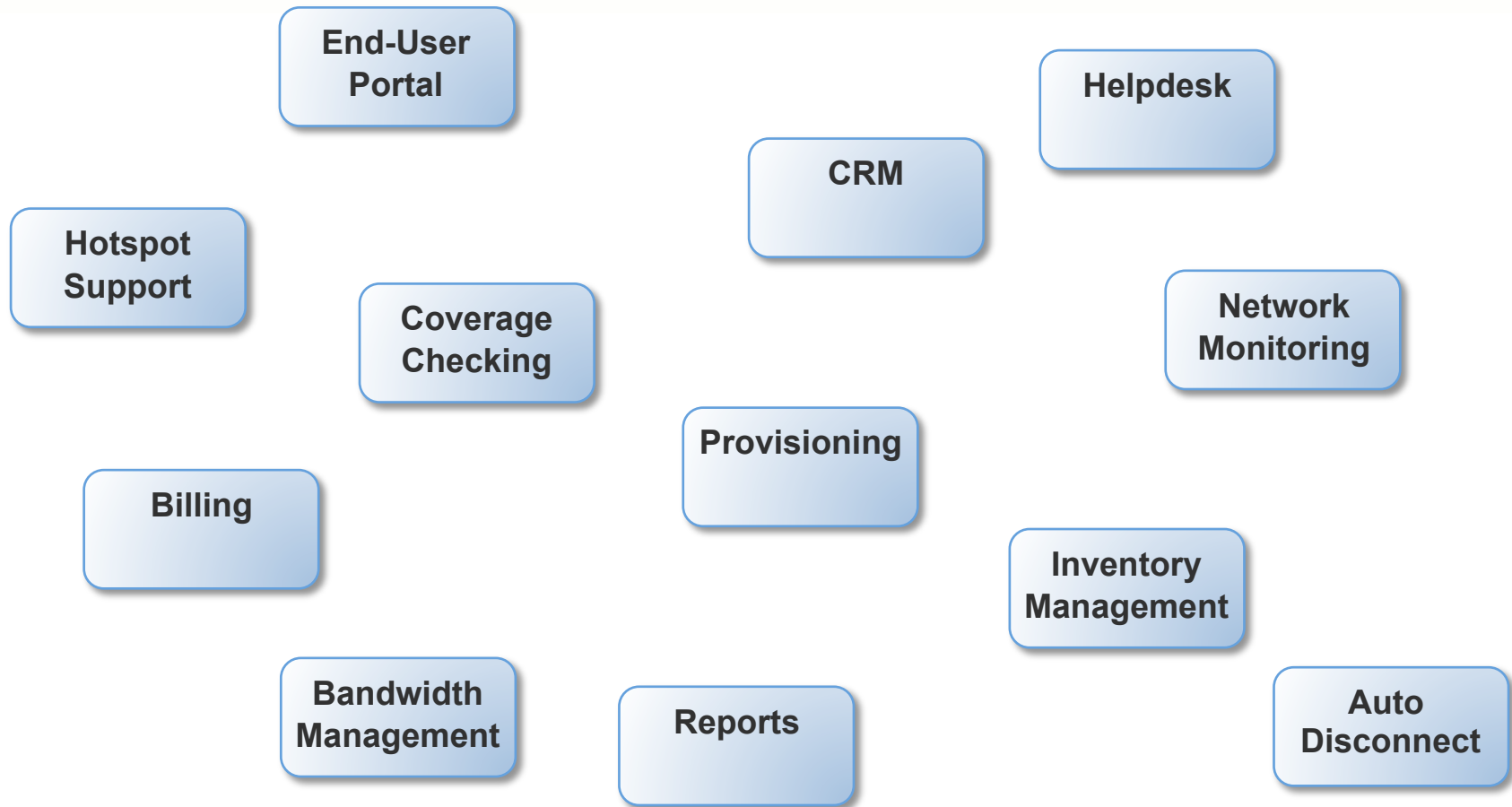
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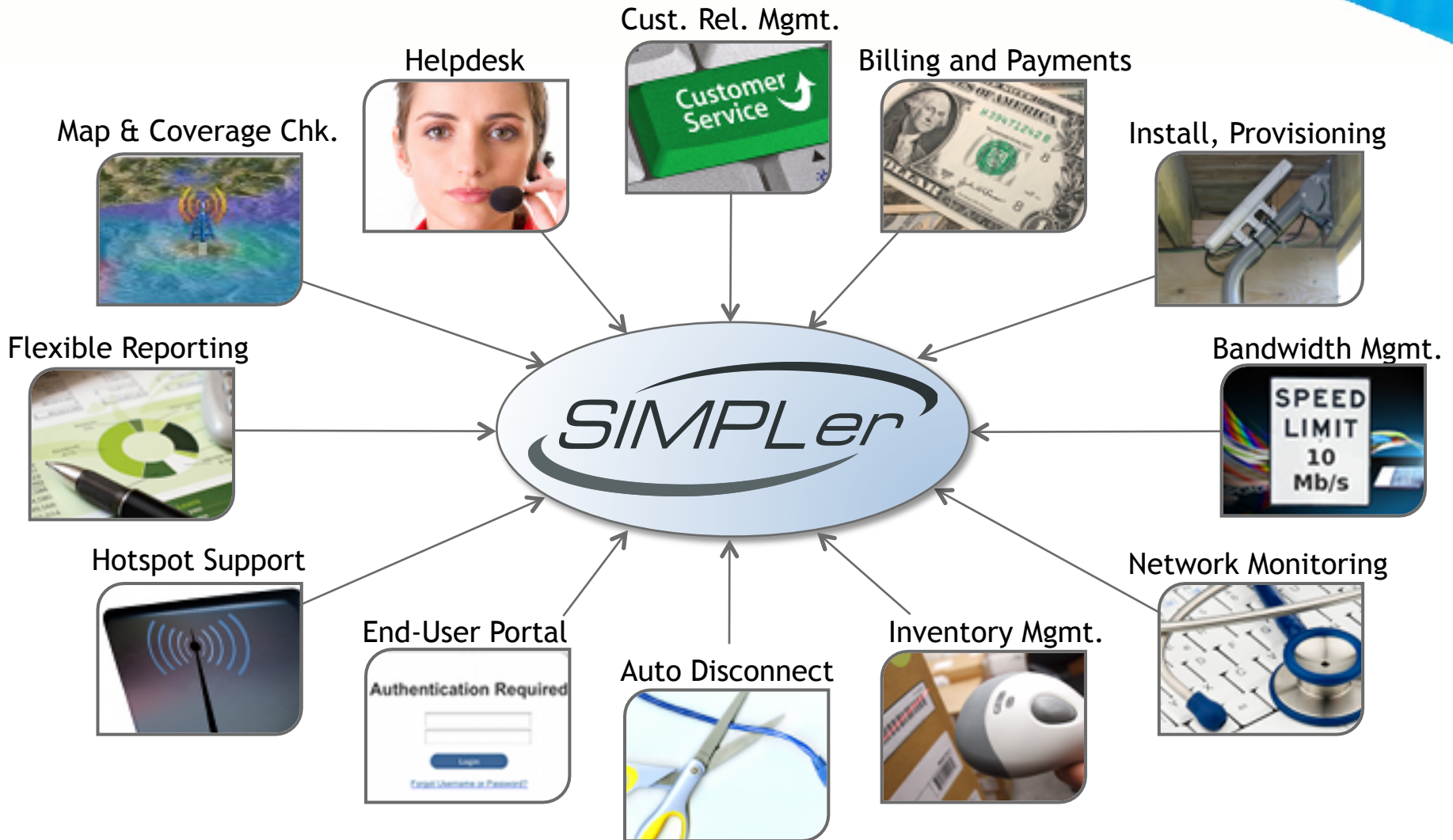
SIMPLer Overview

-  =
Subscriber Information Management Platform
- **Single Platform used for all business functions:**
 - Data not entered *twice* anywhere in your business.
 - No issues caused by conflicting or incomplete data.
- **Enforces Proven Repeatable Process**
 - Encompasses Best Practices from around the world.
- **Access Technology Agnostic**
 - Any radio equipment, DSL, cable etc.

Typical Operator Functions

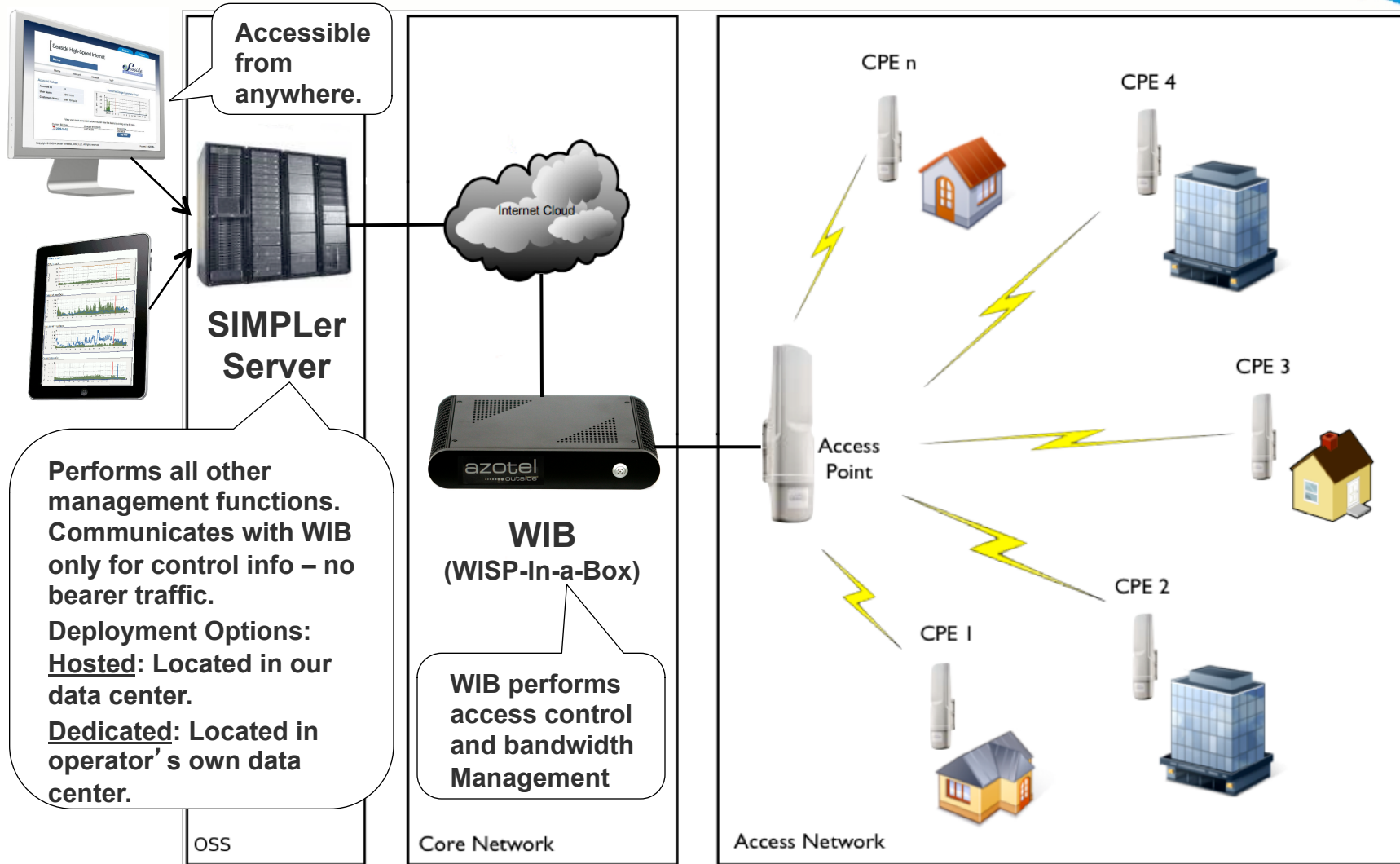


Integration with SIMPLer



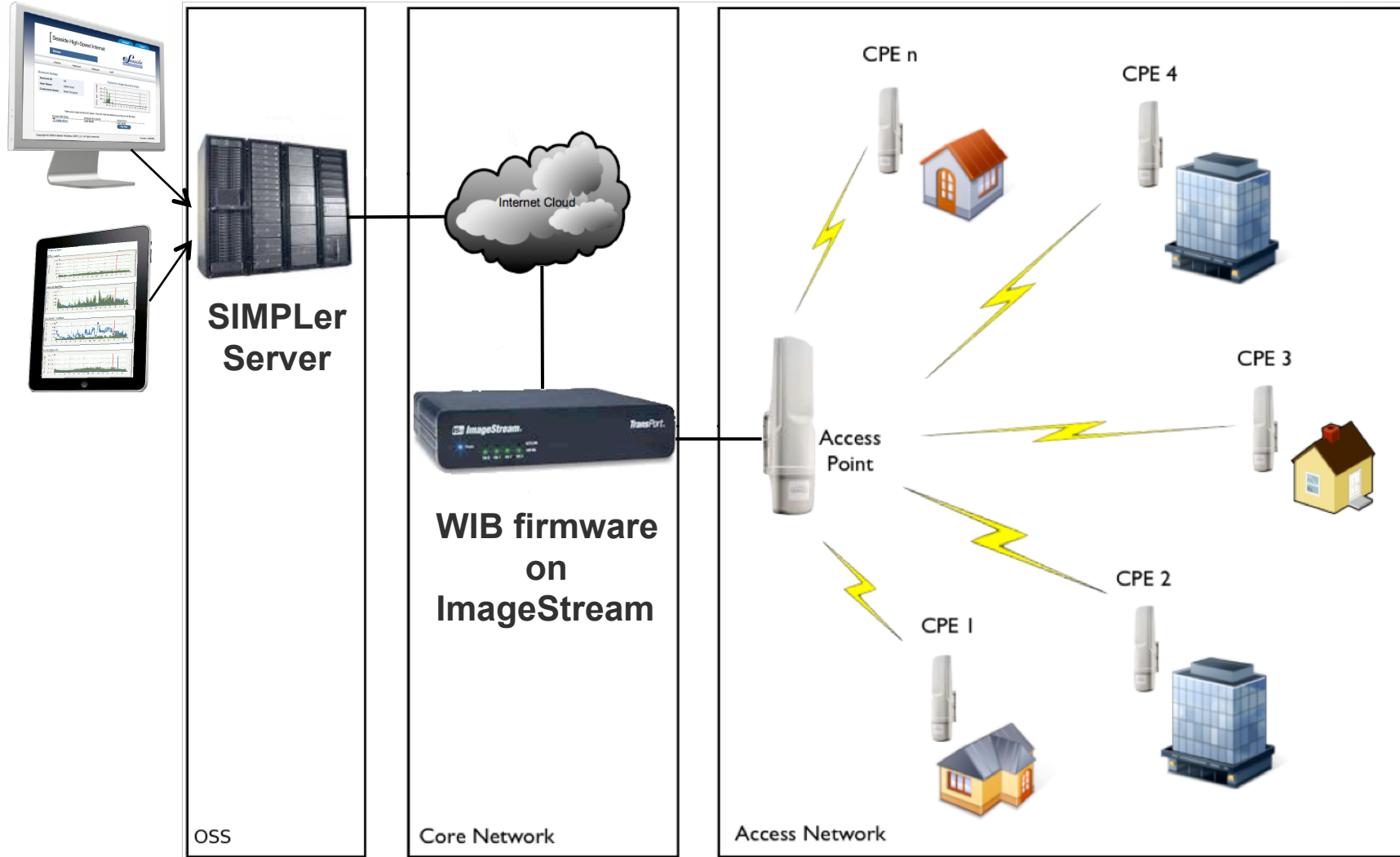
SIMPLer System – Contract Service

ENABLING
BROADBAND
ANYWHERE



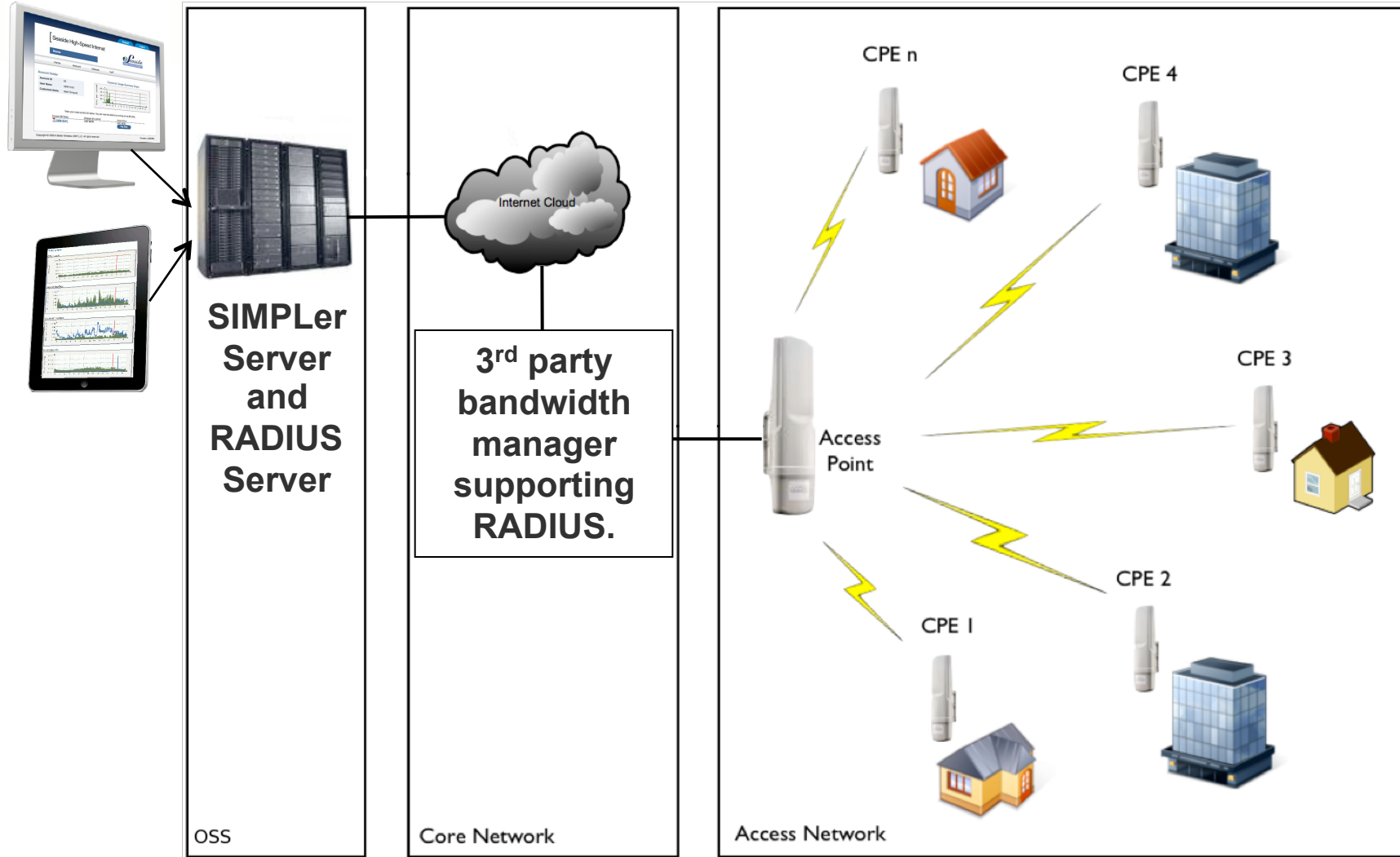
SIMPLer System – ImageStream

ENABLING
BROADBAND
ANYWHERE



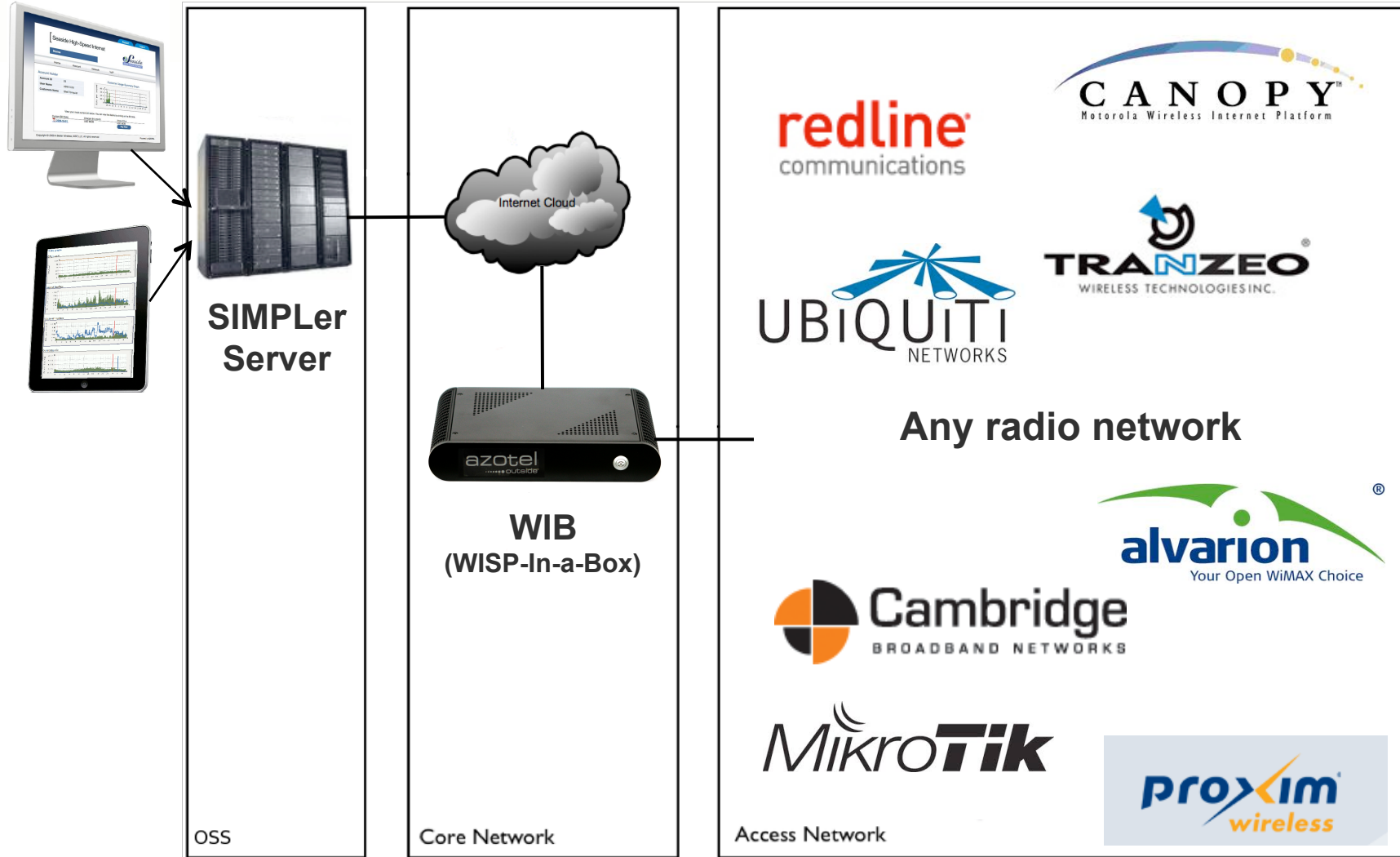
SIMPLer System – RADIUS

ENABLING
BROADBAND
ANYWHERE



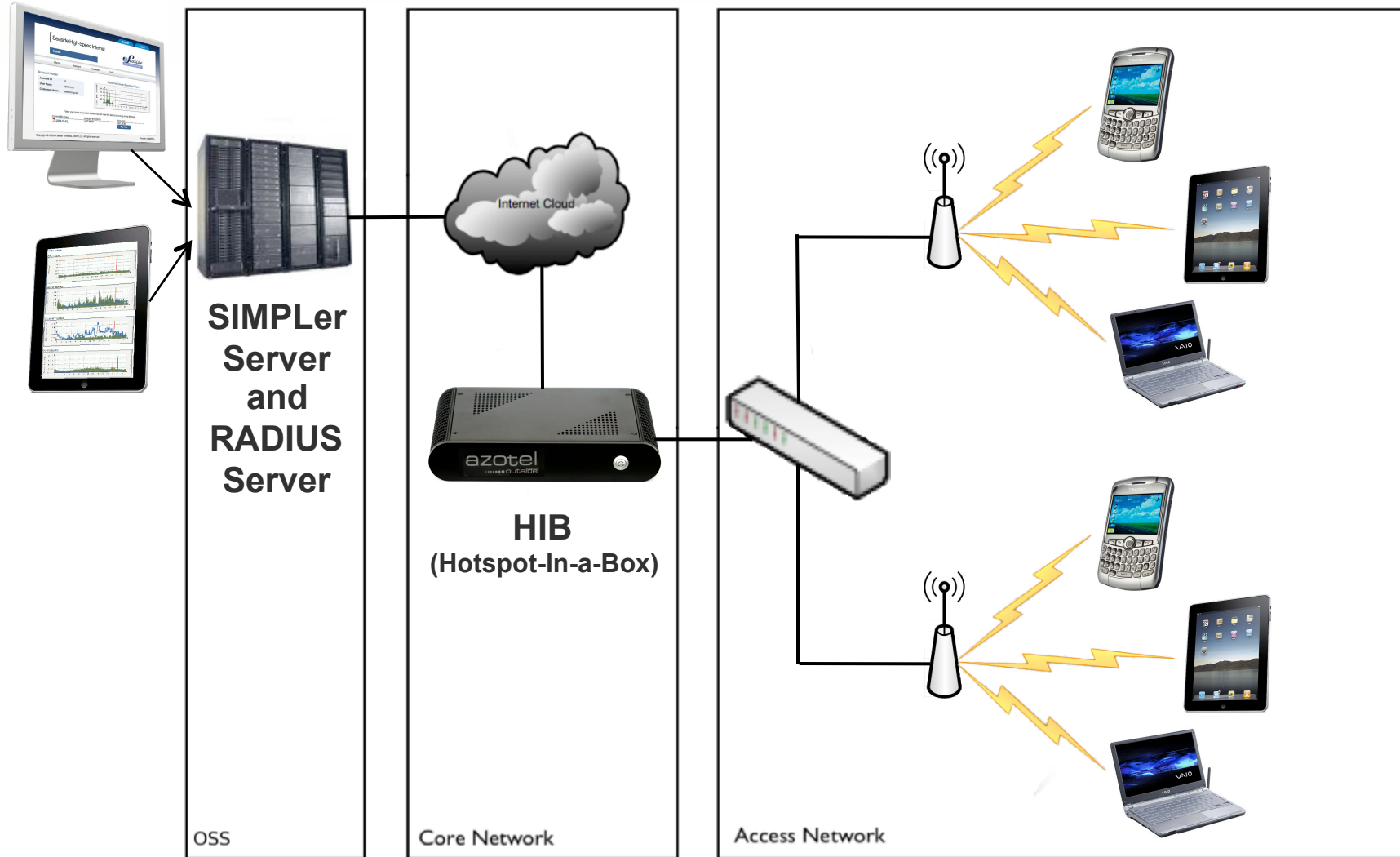
SIMPLer System – Access Network

ENABLING
BROADBAND
ANYWHERE



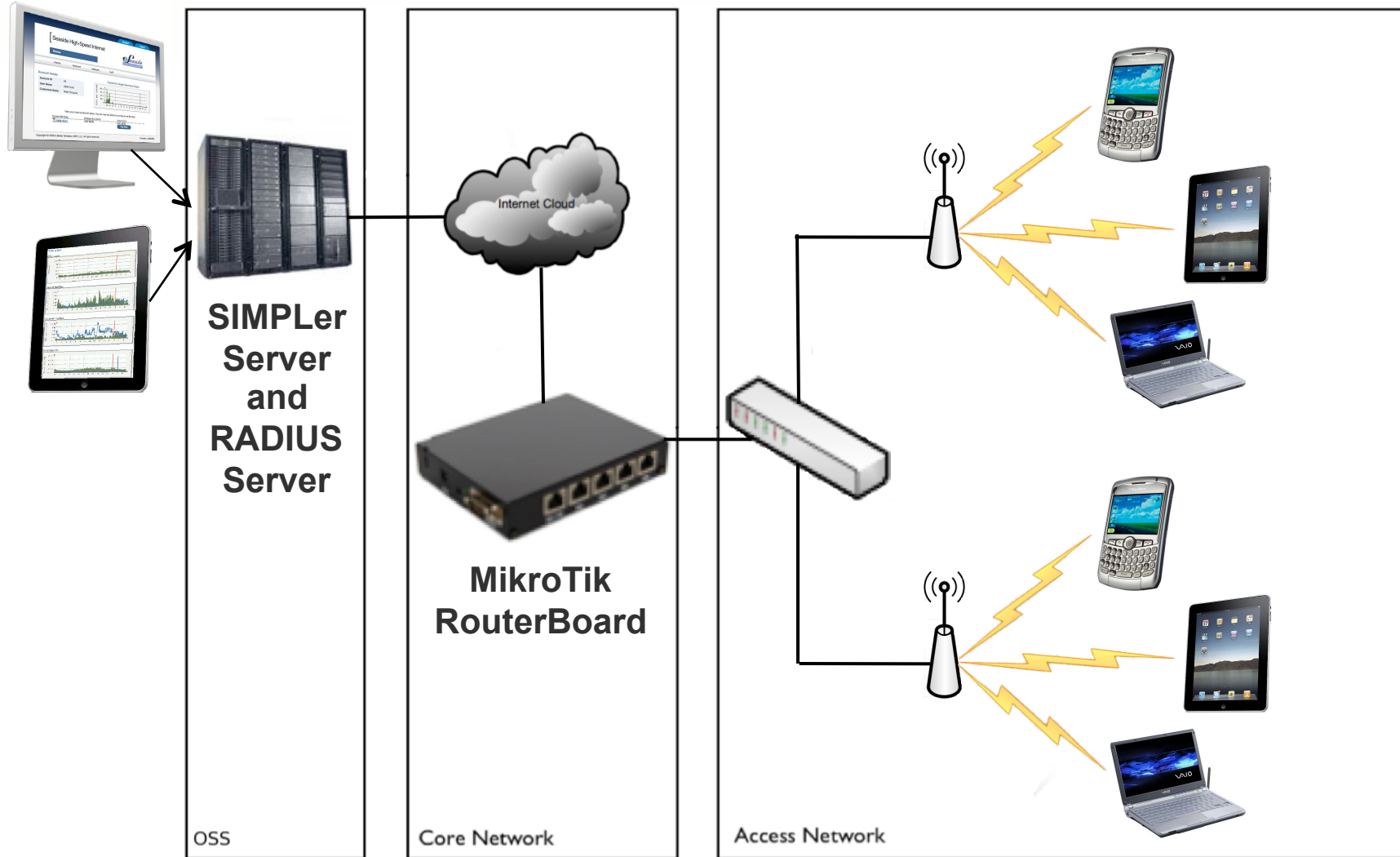
SIMPLer System – Hotspot Service

ENABLING
BROADBAND
ANYWHERE



SIMPLer System – MikroTik

ENABLING
BROADBAND
ANYWHERE



SIMPLer - Competitive Advantage

Operator	Traditional	SIMPLer
Rollout Time	4 Months	30 days
Capitol Cost – Core Network (Ratio)	5	1
Operating Cost (Ratio)	5	1
Customer Care	Ad-Hoc	Professional
Flexibility & Agility	Poor	Greatly Enhanced
Reliability	Variety of Equipment	1 WIB-C
Ongoing Research & Development	None	Included
Risk	High	Low
Investor Attraction	Low/Medium	Very High
Exit Potential (Aggregation)	Medium	Very High

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Do You Need SIMPLer?

ENABLING
BROADBAND
ANYWHERE

- The following is the true story of one operator who decided that they didn't ...

The Background

- In 2006, we proposed a solution to several new operators which consisted of:
 - Azotel's SIMPLer management platform.
 - Motorola Canopy radio equipment.
 - Bandwidth and hosting from a local provider.
 - Finance from a local bank.
 - Access to knowledge and expertise required to set up a WISP.
- In short, everything required to set up a successful, sustainable business, in a market where there was a clear demand.

The Reaction

- Many took up this offer, and now run successful, profitable businesses.
- One decided to proceed but rejected the Azotel component:
 - They felt it was wasted money, and that they could achieve the same result at lower cost without it.

3 Years Later

- This operator had built a world-class network.
- They established a strong brand with high levels of customer satisfaction.
- They had coverage in large areas of the country.
- They installed over 6,000 CPE devices.

- But ...

The Result

- **A liquidator was appointed after the Collector General filed a petition with the High Court over unpaid taxes.**
- **The company was acquired by a competitor for a nominal price.**

The Problems

- **As their network grew rapidly, managing customer and network data without a system like SIMPLer became impossible.**
- **They lost control of their customer data:**
 - While they'd installed over 6,000 CPEs, they only had data on 3,000 subscribers.
- **They lost control of their billing data:**
 - For those 3,000 known subscribers, they couldn't keep track of which ones were and were not paying.

The Problems

- **They didn't manage bandwidth:**
 - No incentive for customers to move from basic package to higher bandwidth packages.
- **They lost control of their inventory:**
 - The company who acquired them found an extra ~\$500K worth of equipment in warehouses which was unknown at the time of the acquisition.

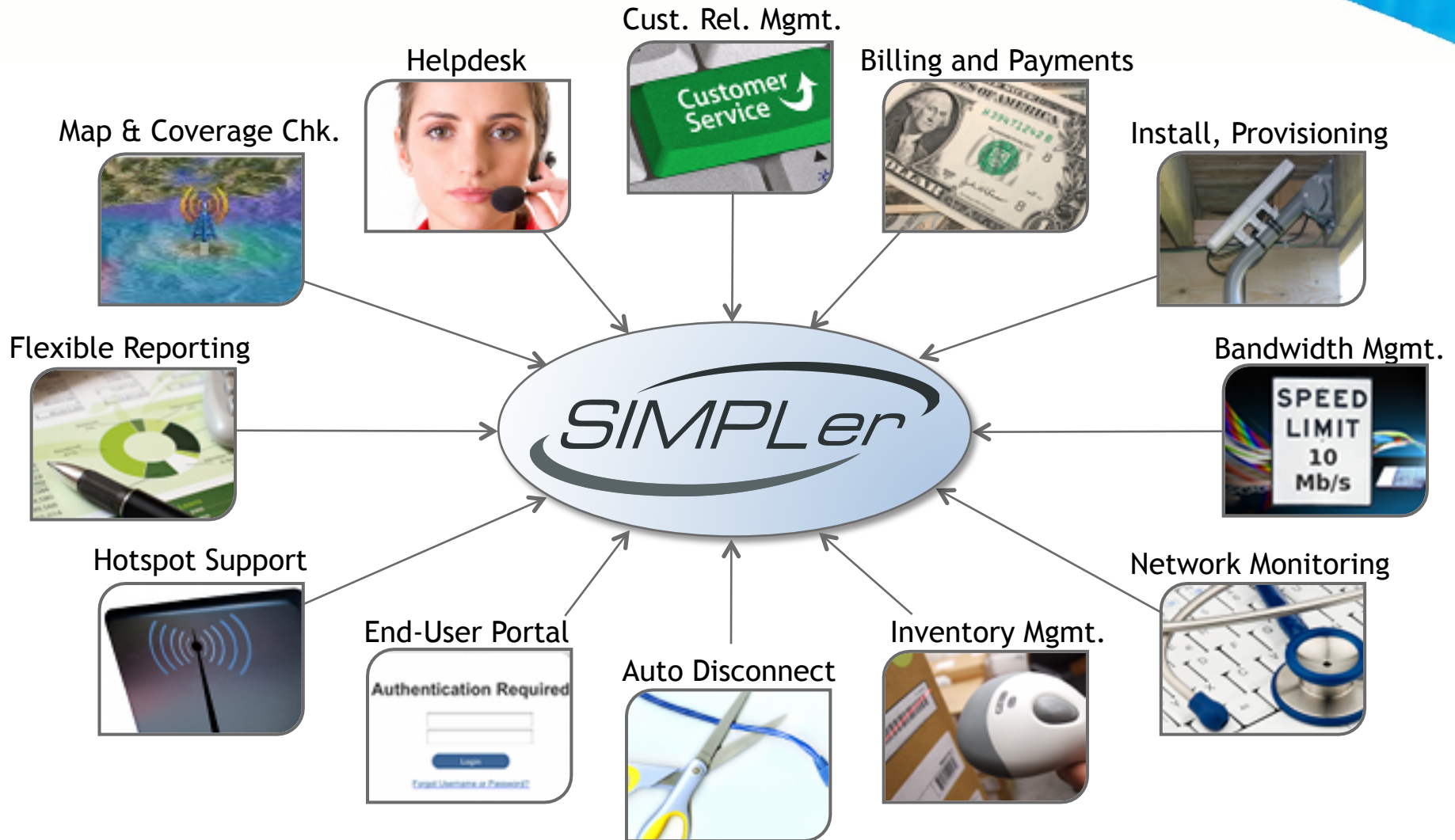
The Underlying Reason

- They focussed entirely on building a network, not on building a business.

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Main SIMPLer Features





Customer Relationship Management

- Comprehensive customer records are kept for every customer, from first contact through to disconnect.
- A built-in trouble ticketing system is available, to track issues from your customers and their resolutions.
- A built-in sales tracking system is available, to track potential sales.
- Files of any type can be attached to customer records.
- The operator can create their own custom fields in the customer record.
- A Mass Email tool is available, to send informational and marketing email to your customers.

CRM – Customer Details Page



Aptus

login: tim

Customer Details

General:
[Modify customer >>](#)
[Customer Portal >>](#)
[Customer VoIP Billing >>](#)
[Sales Opportunities >>](#)
 (0 open issues)

Invoicing:
[Custom Invoice >>](#)
[Invoices details >>](#)
[Credit Card details >>](#)
[Bank Account details >>](#)
[Subscription details >>](#)
[Prepayments >>](#)
[Credits >>](#)
[Statement >>](#)
[Billing Issues >>](#)
 (0 open issues)

Network:
[Modify network details >>](#)
[Modify IP table >>](#)
[Modify Equipment >>](#)
[Modify Radius >>](#)
[Send network details >>](#)
[Maintenance >>](#)
 (0 open issues)

Search:

Change History (Details..)

MaireG	17 Nov 2010 10:13:00
fergalk	28 Sep 2010 15:06:00
MaireG	16 Jun 2010 09:25:00
fergalk	18 May 2010 19:57:00
fergalk	28 Apr 2010 11:48:00
fergalk	28 Apr 2010 11:41:00
fergalk	28 Apr 2010 11:10:00
Rachel	06 Apr 2010 11:40:00
Rachel	06 Apr 2010 11:39:00
Rachel	06 Apr 2010 11:37:00

Customer Account ([modify..](#)) ([history..](#))

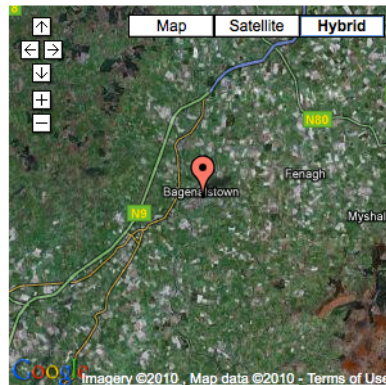
Customer ID	14
Invoicing ID	000013
Nickname	
Name	
Status	current Changed: 17 Nov 2010

General ([modify..](#)) ([history..](#))

Type	customer home
Start Date	01 Aug 2007
Initial Contact Date	27 Jul 2007
Installation Date	27 Jul 2007
Importance	3
Customer Tracking	Normal
Marketing Code	Corries
Marketing Emails	No
Reference Fee	
Reference Fee Status	
Value Added Reseller	
Master Agent	
Regional Sales Manager	
Sales Team Member	
Groups	

Network Details ([modify..](#)) ([history..](#))

Monitor	no monitor
Gateway	wib_153 (wib-153) 94.198.120.51
Bucket	153 VoIP Solum Duo 1 (3072/512)



Financial Summary (statement..)

Prepayments	EUR 0.00 CR
(Amount Remaining)	
Credits	EUR 0.00 CR
(Amount Remaining)	
Customer Balance	EUR 0.00 DR

Customer Portal ([modify..](#)) ([history..](#))

Portal URL	http://myaccount.aptusbb.eu
Portal Username	
Portal Password	
Terms & Conditions	Not Accepted

Last 5 Maintenance ([add..](#)) ([all..](#))

Date	Reported By	Title	Status	Description
17 Nov 2010	MaireG	Customer Installation	closed	Customer Installation
16 Nov 2010	MaireG	Swap Out	closed	Will send Robbie to swap out current CPE (...)
20 Oct 2010	pawel	VoIP Package Details in EUP	closed	Hi Pawel, I don't know if I'm reading (...)
19 Aug 2010	MaireG	Phone Issues	closed	Amanda is once again experiencing issues (...)
27 Jul 2010	MaireG	No Connection or Phone	closed	Amanda phoned to say she had no service. (...)

Last 5 Open Sales Opportunities ([all..](#))

Date	Status	Title	Value Added Reseller	Master Agent	Regional Sales Manager	Sales Team Member
No Open Sales Opportunities						

Last 5 Notes ([add..](#)) ([all..](#))

Date/Time	Reported By	Title	Note Text
No Added Notes			

Contact Details ([modify..](#)) ([history..](#))

Email	
Accounts Email	
Supports Email	
Telephone ?	
Fax	
Website	
Contacts ?	

Address ([modify..](#)) ([history..](#))

Street	Corries
Town	
County	Bagenalstown
Post Code	Co. Carlow
Country	Ireland
Installation Area	Corries
Community Code	Corries
GPS Coordinates	Latitude: 52.703077 Longitude: -6.958656

Installation Address ([modify..](#))

Street Line 1	Corries
Town	
County	Bagenalstown
Post Code	Co. Carlow



CRM - Mass Email Notification

Mail to:

- Enter email addresses manually (separate multiple email addresses with commas)
 Specify criteria

Customer Status: All

Only Marketing Group Enabled?: Yes

WIB number: [dropdown]

Access Point: [dropdown]

Product Code: [dropdown]

Product Description: [dropdown]

Assigned Site: [dropdown]

Can send email to subscribers based on criteria including equipment they're associated with (for notification of planned maintenance etc.) and products they're subscribed to (for marketing promotions).

Send an email

From (To): news@operator.com

Group Bcc: ALL CUSTOMERS

Cc: [empty]

Bcc: [empty]

Subject: [empty]

Message: [empty]

- Blessington
- QOL - Liscannor
- ICE-Naul
- Ardmore - Ballycotton
- Saggart Mnt
- Brian McGrath
- Amocom - Kiskeam
- Amocom - Rock Hunters
- Amocom - Carrigaline (S)
- Amocom - Gama*
- Amocom - Ballnagree*
- QOL - Bendash
- Amocom - Ballygarvan
- Willie Moores
- Doonbeg
- ICE-Glennagad/Clonmel
- ICE-Rosegreen
- QOL - Quin - Cragastka

- Plain Text ?
 HTML Code ?
 Rich Text ?

Email can be formatted in plain text, rich text, or HTML.

Installation, Dispatch, Provisioning



- **Automated CPE provisioning for:**



- Minimises configuration required by installer, simplifying process and removing possible causes of error.
- Automated provisioning support for other radio equipment vendors can be easily added.
- **Integration with Google Calendar allows dispatch/installation scheduling to be performed using a user-friendly graphical interface.**
 - Data is synchronised between Google Calendar and SIMPLer, to ensure everything is kept up to date.

Installation - Scheduling



[Create event](#) [Quick add](#)
Today
Feb 27 – Mar 3, 2011

[Print](#) [Refresh](#)
Day
Week
Month
5 Days
Agenda

GMT-04	Sun 2/27	Mon 2/28	Tue 3/1	Wed 3/2	Thu 3/3
2am		Tim Booked off	1B 3 Installs	1A 3 Installs	
3am		1 - 4		2 - 3 [4A SCT 2kcunnr [6B LPT 4A Service call 3fbond1] 6B	
4am			6B [1G	3:30 - 4:30 [1A POH 1gsnook1] 1A service call power adapter	3:30 - 4:30 [2A WST 1ppatriquin1] 2A service call **3.65
5am		e.g., Breakfast at Tiffany's		5 - 6 [1A MIN 1jarsenaeau1] 1A service call	4:30 - 5:30 [2A WTW 1gmcnutt1] 2A SERVICE CALL MORNING
6am			8B		6 - 7 [3B 2mwhite1] 3B service call
7am				7:30 - 8:30 [1A FEW 1pmaxwell1] 1A service call	7 - 8 [3C UST 2dwebber1] 3C service call
8am			10 [1] 1B	8:30 - 9:30 [1A ELC 1twheaton	8 - 9 [7E HYR 3mmaclean6] 7E service call
9am			9 [3] 1B	9 - 10 [4C LSM [1A ELC 2mrosmar 1schapm	9 - 10 [7E [7E WHY 3stoney1]
10am			10 [8] 1B	10 - 11 [4B LOR 2vconway1] 4B service call	10 - 11 [7E MAB 3gmegahy1] 7E Installation, Morning only
11am			11 [8] 1B	11 - 12p [4B UNC 2mdaf [4C PDM 4B service call 2dwebb3] 4C	
12pm		12p - 1p [3B GRF 2smac... 3B INSTALLATION	12:30p - 1:30p [8B ESK [3sdoucette1]	12:30p - 1:30p [3C WSA [1B MAP 2llstewart 1plloyd1]	12:30p - 1:30p [7A HMT 3lsutherland1] 7A SERVICE CALL RE-ALIGNMENT
1pm		1p - 2p [3B [3B PRP 2pc... INSTALL 429-3106 new	1p - 2p [4B HOP 2mountal	1p - 2p [7E LIU [7E WHY [4C TEL 3ddcotton 3sorosper 2llivinost	1:30p - 2:30p [4A RVJ 2jwhite... 2p - 3p Install***TAYL... [7D SWM 3jillis1] 7D
2pm		2:30p - 3:30p [3A LDR 2stant... INSTALLATION	2:30p - 3:30p [3A OMT 2sschneider1] 3A MORNING ONLY PLEASE		3p - 4p [3A URV 2gdstewart1] 3A Installation, AFTERNOON IS

When: Mon, February 28, 3am – 4am

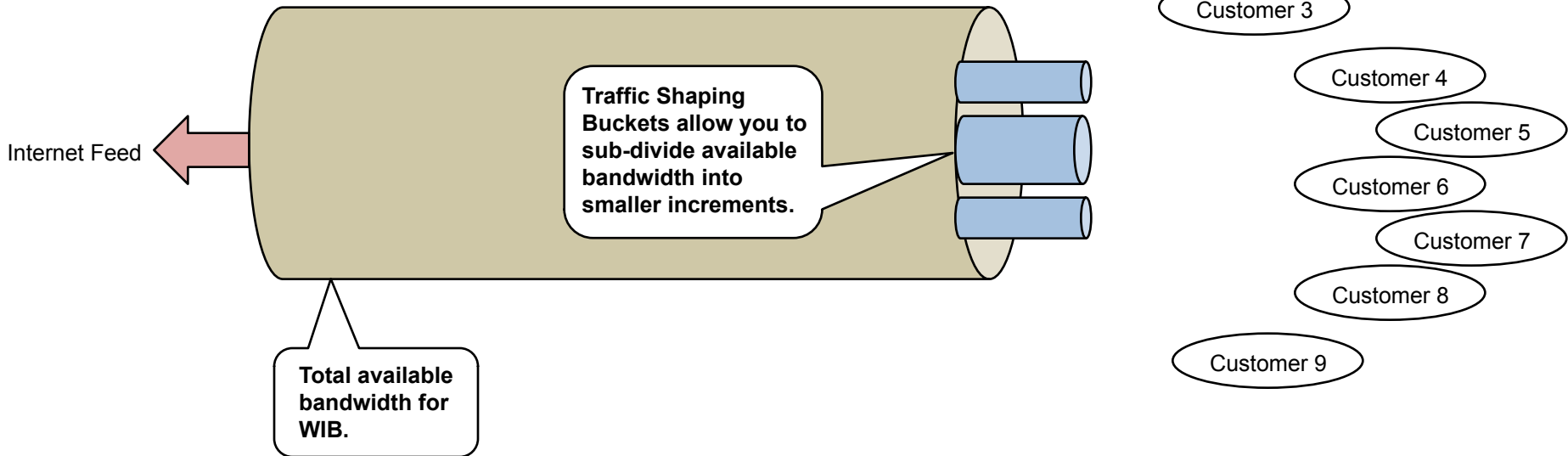
What:

Calendar: 1ia - Amherst

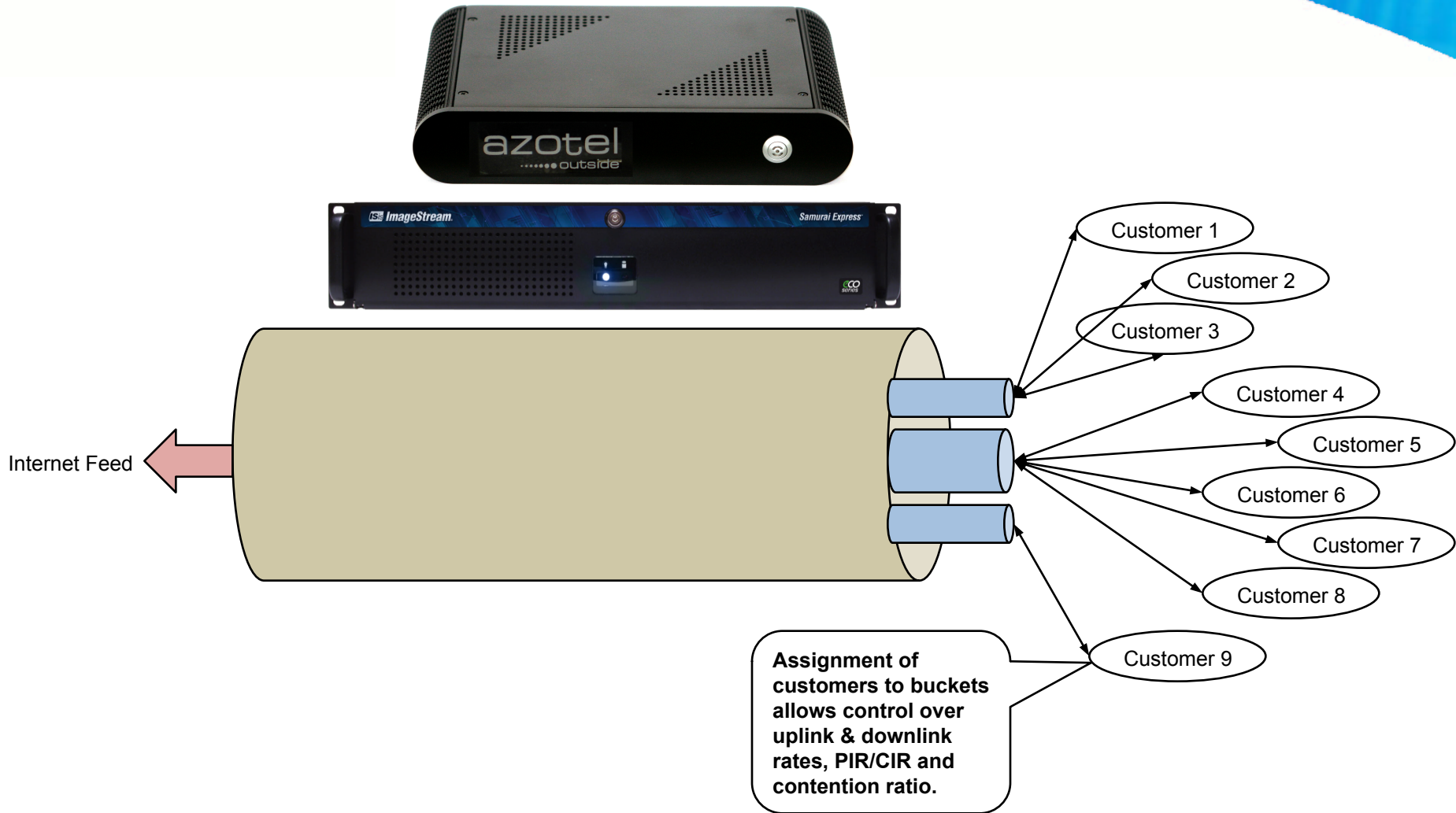
- 1ia - Amherst
- 1 Ben Mathieu
- 1 Jason Hardy
- 1 Wade Hardy
- 6 Enrique Guirado
- 6 Mark Holland
- don.thomson@seasidehighspeed.com
- doug.acker@seaside.ns.ca
- laurie.andrychuck@seaside.ns.ca
- rick.gallagher@seasidehighspeed.com
- ryan.t@seasidehighspeed.com
- tim.macphee@seaside.ns.ca
- trevor.sangster@seaside.ns.ca

[Create event](#)

Bandwidth Management



Bandwidth Management





Billing and Payment Processing

- **Products can be defined in a flexible way, for once-off and recurring charges.**
 - Flexible tax rates are supported to match
- **Multiple payment methods are supported.**
- **Non-electronic payment tracking.**
- **Complete integrated Debtors Ledger.**
- **Usage-based billing**
- **Auto invoice generation**



Billing - Payment Processing

- For Direct Debit payments, SIMPLer supports interfaces to multiple banking systems.
- Credit Card and E-Check payments are supported via multiple payment gateways.



- Non-electronic payments can also be tracked.

Billing – Customisable Invoice Format



INVOICE

No: 61567

Date: 07 Oct 2010

Period: 07 Oct 2010 - 07 Jan 2011

Account ID: EDDYHIGG

STATEMENT / INVOICE



Order No:

Vat Reg No:

Payment Method: direct debit

Portal House
Raheen Business Park
Limerick

Tel: +353 21 467 1677

Email: accounts@ripplecom.net

LoCall: 1890 RIPPLE (1890 747753)

Previous Billing Details

Previous bill: 07 Jul 2010

Direct debit Payment Received: 30 Jul 2010

Balance Brought Forward

174.24

(174.24)

0.00

Network Monitoring



- **SIMPLer monitors equipment in the network to verify that it's contactable. If not, then it:**
 - Updates its internal dashboard (below) and map.
 - Optionally sends alerts via SMS and/or email.

Server: noc.azotel.com

Local time: 2010-10-12 15:28:36

WIB monitor:

WIB number	WIB name	WIB Public IP	Operator	Active Subscribers	Started failing	Failure Description	Status
120	demoWIB1	192.168.1.2	demowisp		15 Aug 2010 22:33:01	Critical Failure: Cannot ping WIB Public address [192.168.1.2]	failing
164	Dennis WIB	192.168.15.201	demowisp	5	07 Oct 2010 10:05:43	Critical Failure: Cannot ping WIB Public address [192.168.15.201]	failing

Neth monitor:

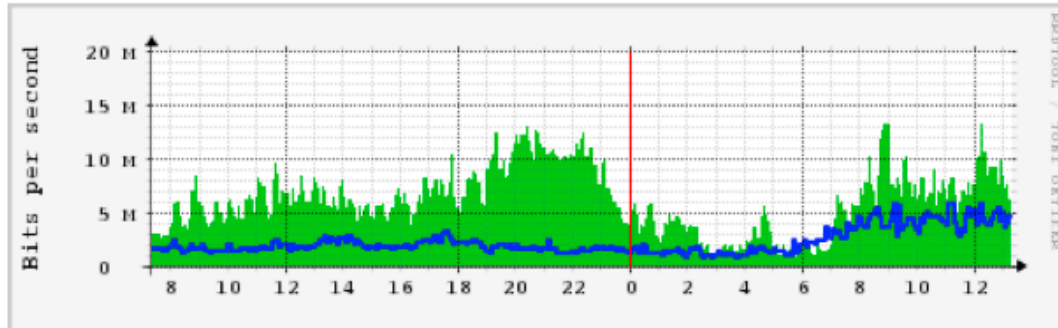
No customers/equipment failing.

Lp.	Started failing	Last failure	IP address	Customer Nickname	Last 45 min.	Last 5 min.
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Network Monitoring



`Daily' Graph (5 Minute Average)

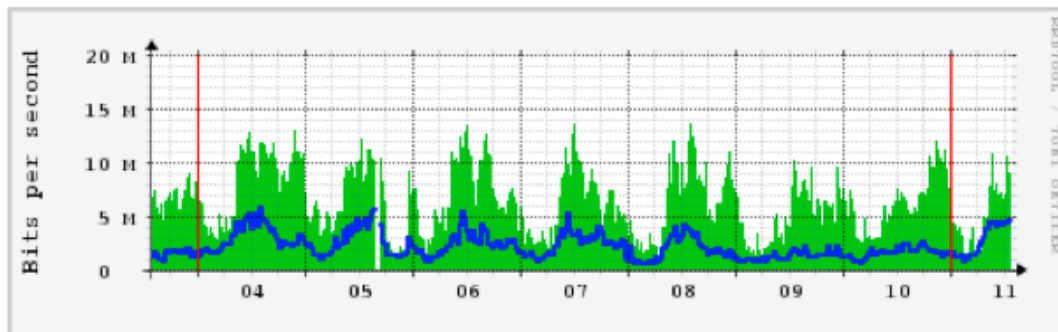


Max In: 13.2 Mb/s Average In: 6095.7 kb/s Current In: 6116.6 kb/s
Max Out: 5883.3 kb/s Average Out: 2222.0 kb/s Current Out: 4612.9 kb/s



Daily, weekly, monthly and yearly usage graphs can be viewed for each IP address or piece of equipment.

`Weekly' Graph (30 Minute Average)



Max In: 13.6 Mb/s Average In: 6413.9 kb/s Current In: 8875.2 kb/s
Max Out: 5709.1 kb/s Average Out: 2178.4 kb/s Current Out: 4656.2 kb/s



Raw data can be downloaded for offline manipulation via the excel icon.



Inventory Management

- **SIMPLer maintains equipment inventory.**
- **Equipment can have a status of “use”, “stock” or “fault”:**
 - Use: The customer that it is being used by is displayed.
 - Stock: The warehouse in which the item is located can be specified.
 - Fault: A trouble ticket can be associated with the item to ensure the fault is resolved.
- **Information such as the equipment’s IP address, MAC address, value, purchase order number, serial number etc. can be maintained.**
- **SIMPLer can automatically match CPEs to the correct parent AP and tower based on the AP MAC address retrieved from the CPE (for CPEs that we auto-provision).**

Inventory Management



Equipment ID	Nickname	IP address	Description	MAC Address	Status	Type	Parent	CPE or Base Stations
1385	S1152	192.168.113.88	CANOPY 8.1.5 SM-DES	0a-00-3e-fb-cb-fd	use	Canopy SM	no parent	Kilcully
1386	S1153	192.168.113.89	CANOPY 7.2.9 Jul 23 2005 01:49:03	0a-00-3e-f7-20-51	use	Canopy SM	no parent	KDay
1387	A64	192.168.113.216	WhiteGate C70	0a-00-3e-fb-d8-c7	use	Canopy AP	no parent	BaseStation 124
1388	BH38	192.168.113.217	FarmersJ >> WhiteGate C61	0a-00-3e-51-d5-f9	use	Canopy BH	no parent	BaseStation 125
1389	BH39	192.168.113.218	WhiteGate>>FarmersJ C61	0a-00-3e-50-ab-ad	use	Canopy BH	no parent	BaseStation 126
1390	S1154	192.168.133.104	CANOPY 7.3.6 Oct 24 2005 12:06:56	0a-00-3e-f0-48-15	use	Canopy SM	no parent	JoMartin
1391	S1155	192.168.133.105	CANOPY 7.2.9 Jul 23 2005 01:49:03	0a-00-3e-f7-58-c6	use	Canopy SM	no parent	QSInt
1392	S1156	192.168.133.106	CANOPY 7.2.9 Jul 23 2005 01:49:03	0a-00-3e-f7-5c-ef	use	Canopy SM	no parent	FRGCondo
1393	S1157	192.168.133.107	CANOPY 8.1.5 SM-DES	0a-00-3e-fb-a2-ee	use	Canopy SM	no parent	PNoonan
1394	S1158	192.168.133.108	CANOPY 8.1.5 SM-DES	0a-00-3e-fb-a3-b0	use	Canopy SM	no parent	VWalsh
1395	VPN104	192.168.104.54	VPN 104		stock	Other	no parent	Not used
1397	VPN112	192.168.112.54	VPN 112		stock	Other	no parent	Not used
1398	VPN105	192.168.105.54	VPN105		stock	Other	no parent	Not used
1399	VPN113	192.168.113.54	VPN113		stock	Other	no parent	Not used
1400	VPN2	192.168.2.54	VPN2		stock	Other	no parent	Not used



End User Portal

- **The End-User Portal provides a portal for subscribers to view information about their account and perform common actions.**
 - Subscribers can view and edit their personal information, view and edit their payment method, view their current balance, download pdf versions of invoices, make a payment via their credit card or bank account, view their data usage, view and purchase hotspot tokens, run a speed test, and more.
- **The functions provided by the portal are configurable, so operators can disable any function that they don't want to make available to their customers.**
- **The portal can be customised with the operator's name and logo, or integrated into their own website.**



End User Portal - Functions

Azotel Technologies Ltd.

Support (10) Logout (11)

Home

1 Home 2 Account 3 Network 4 VoIP 5 Hotspot

Account Holder (6)

Account ID	654321
Customers Name	Steve Smith
Current Pay Method	Credit Card
Auto Payment	Enabled

Customer Usage Summary Graph (7)

Bits per second

Customer Usage Summary (8)

Monthly Allowance (CAP)	10.0000 GB
Current Allowance Usage	0

View your most current bill below. You can view the details by clicking on the Bill Date.

9

Current Bill Date	Charges this month	Amount Due
2009-02-20	€ 120.00	€ 108

Pay Now

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End User Portal - Functions

- 1. The “Home” Tab:**
- 2. The “Account” Tab:**
 - Change password, access personal information, see invoices, make payments etc.
- 3. The “Network” Tab:**
 - Access usage graphs, IP settings, perform speed test etc.
- 4. The “VoIP” Tab:**
 - Access VoIP account details
- 5. The “Hotspot” Tab**
 - Access Hotspot account, view and access tokens etc.
- 6. “Account Holder” Section**
 - Shows customer account details.
- 7. Customer Usage Summary Graph**



End User Portal - Functions

8. Customer Usage Summary

- Outlines the customer's monthly allowance (in the example above this is 10 GB) and their current usage.

9. Invoice Details

- Shows details of the current invoice. A payment can be made by selecting the "Pay Now" button.

10. Support

- Opens a new email through the customer's email client, which is to be sent to a pre-defined support email address i.e. support@example.com.

11. Logout

EUP - Customisation



Support Logout

A Better Wireless, NISP, LLC

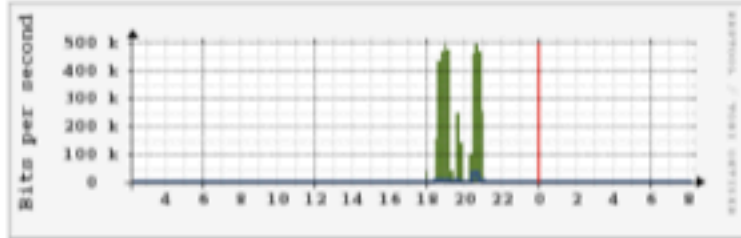
Home

Home Account Network VoIP


Account Holder

Account ID	ABWMN-2121
Customers Name	
Current Pay Method	Cash
Automatic Payment	Disabled

Customer Usage Summary Graph



View your most current bill below. You can view the details by clicking on the Bill Date.

Current Bill Date	Charges this month	Amount Due
 2010-01-01	USD 43.85	USD 0.00

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EUP- Integration with Operator Website



home about us services contact us tech support latest news **LoCall 1890 RIPP53** In the Media **Customer Log In**

home broadband
Feel the effects for yourself!

home business enterprise request info

Just click the green button

Customer Log in

User EDDYHIGG has successfully logged on

Broadband Mail Settings Log Out

Make a custom payment

Outstanding Invoices	€ 0.00
Available Credit	€ 0.00
Amount Due	€ 0.00
Payment Amount	<input type="text" value="0.00"/>

Pay Online

STATUS:

Bill Date	Reference	Amount	Status	
01 Jun 2004	546	€ 290.40	paid	
01 Sep 2004	720	€ 290.40	paid	

Auto Throttling, Disconnect



- **Monitors subscribers whose**
 1. Invoices are overdue
 2. Monthly data cap has been exceeded (if the operator chooses to set a data cap).
- **The operator can specify thresholds at which the system will:**
 - Send notifications to the subscriber.
 - Automatically create a billing issue.
 - Throttle the subscriber by moving them to a lower bandwidth bucket.
 - Disconnect the subscriber.
 - Automatically charge the subscriber for additional data (in the case of a data cap being reached).
- **Disconnected subscribers can be re-directed to a web page which informs them that their account has been suspended.**
- **They can still access their End User Portal so that they can make a payment and get back online without any operator intervention.**

Auto Throttling, Disconnect - Example



HAREWAVES WIRELESS INC



[End User Portal](#)

Web Mail Login

Email:

Phone:

Please type in your full email address to login.

[VOIP Portal Access](#)

[Email Help](#)

[Frequently Asked Questions](#)

[Acceptable Use Policy](#)

[Spam Policy](#)

[Access Agreement](#)

[Privacy Policy](#)

[VOIP Terms of Service](#)

NEW! SUPERAntiSpyware
5-Star Rated

[About Us](#) [Product](#) [Coverage](#) [Support](#)

Greetings,

There is a problem with your account, Please see below for options to resolve this issue.

1) Check your account balance to ensure all payments have been processed and your account is in good standing.

[Click here for the End user portal](#)

(Your username is your account ID found on your bill)

New in Eckville

[Rocky Mountain House](#)

[Spruce View](#) [Sylvan Lake](#)

Eckville

Disconnected subscribers are automatically directed to a web page which can tell them what they need to do to get back online.

Disconnected subscribers can still access their End User Portal, so they can make a payment and have service restored.

[Mountain View](#)

Published in Rocky Mountain House



Hotspot System

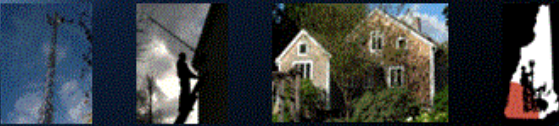
- Hotspot service is supported via our own Hotspot-In-A-Box (HIB) or MikroTik RouterBoards.
- Ability to define tokens based on time and/or data limits.
- Ability to provide free trial service for limited time periods, and ensure that the same customer doesn't abuse free trial.
- Statistics on hotspot and token usage, to help refine service offerings.
- Customers can purchase new tokens via End User Portal.
- Hotspot portal pages can be customised with operator logo/branding.

Hotspot - Portal Customisation



wivalley

WiValley
Broadband for Rural Communities



Call 1-866 WiMAXxx
(866) 946-2999

Did you ever think...
you could get **Broadband**
Here?

Take a
Test Drive



Click to



WiValley is a Local Company committed to bring the generation of wireless broadband communications to communities throughout the region.

[Learn More](#) about WiValley

Please enter your username and password

Username:

Password:

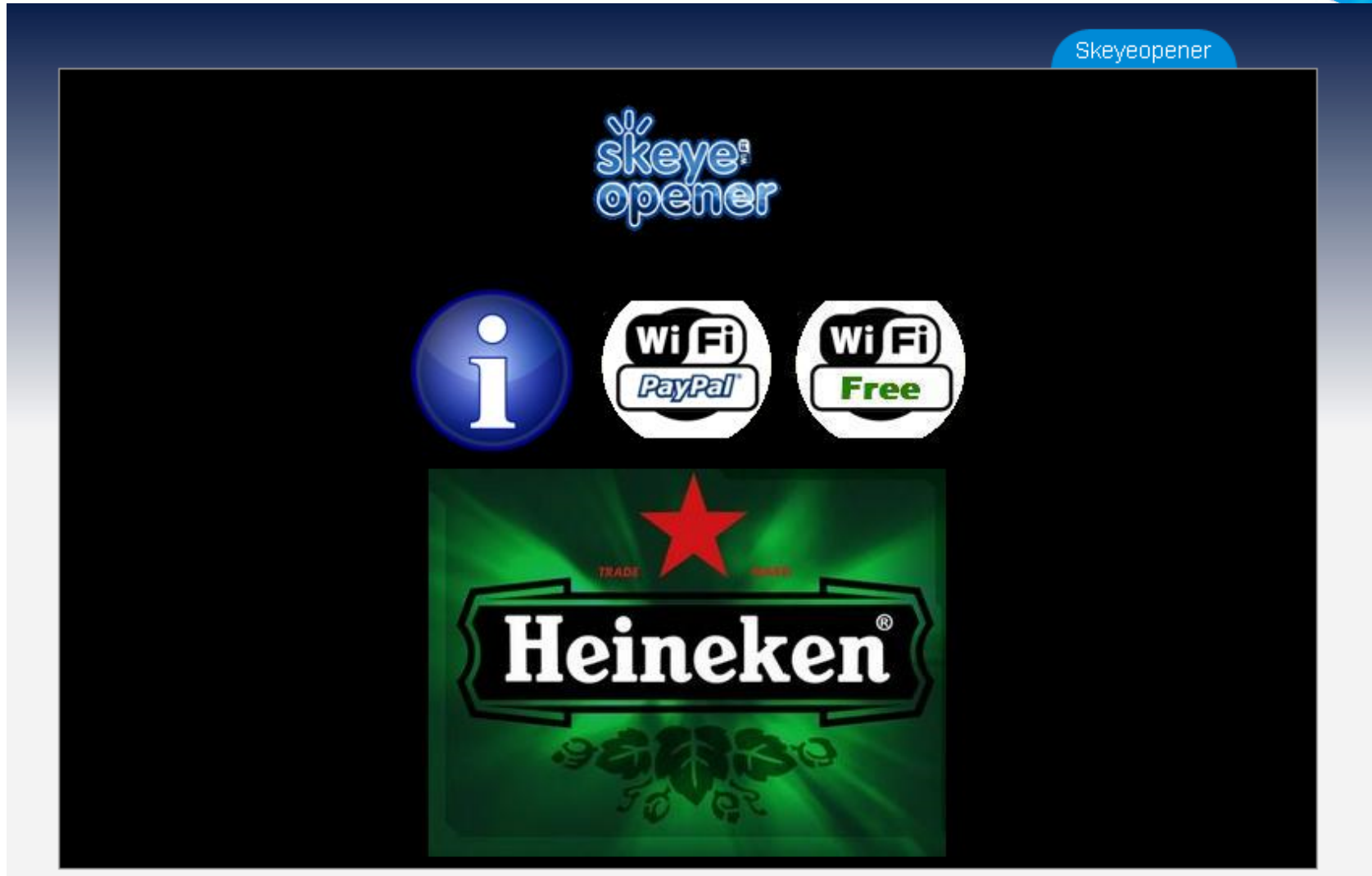
LOGIN

Purchase User Account

I have read and accept both the "[Terms & Conditions](#)" and "[Acceptable Usage Policy](#)"

Purchase

Hotspot - Portal Customisation





Flexible Reporting

- **We can provide credentials for you to be able to securely (via OpenVPN) connect to our database using a third-party reporting application.**
 - This could be a commercial application such as Crystal Reports, or a free, open source application such as iReport.
- **This allows an operator to create their own complex reports using any of the data in the SIMPLer database, and to run these reports whenever they want.**
- **We provide documentation explaining the structure of the SIMPLer database, so that the operator knows what each field in the database contains.**

Flexible Reporting - Example

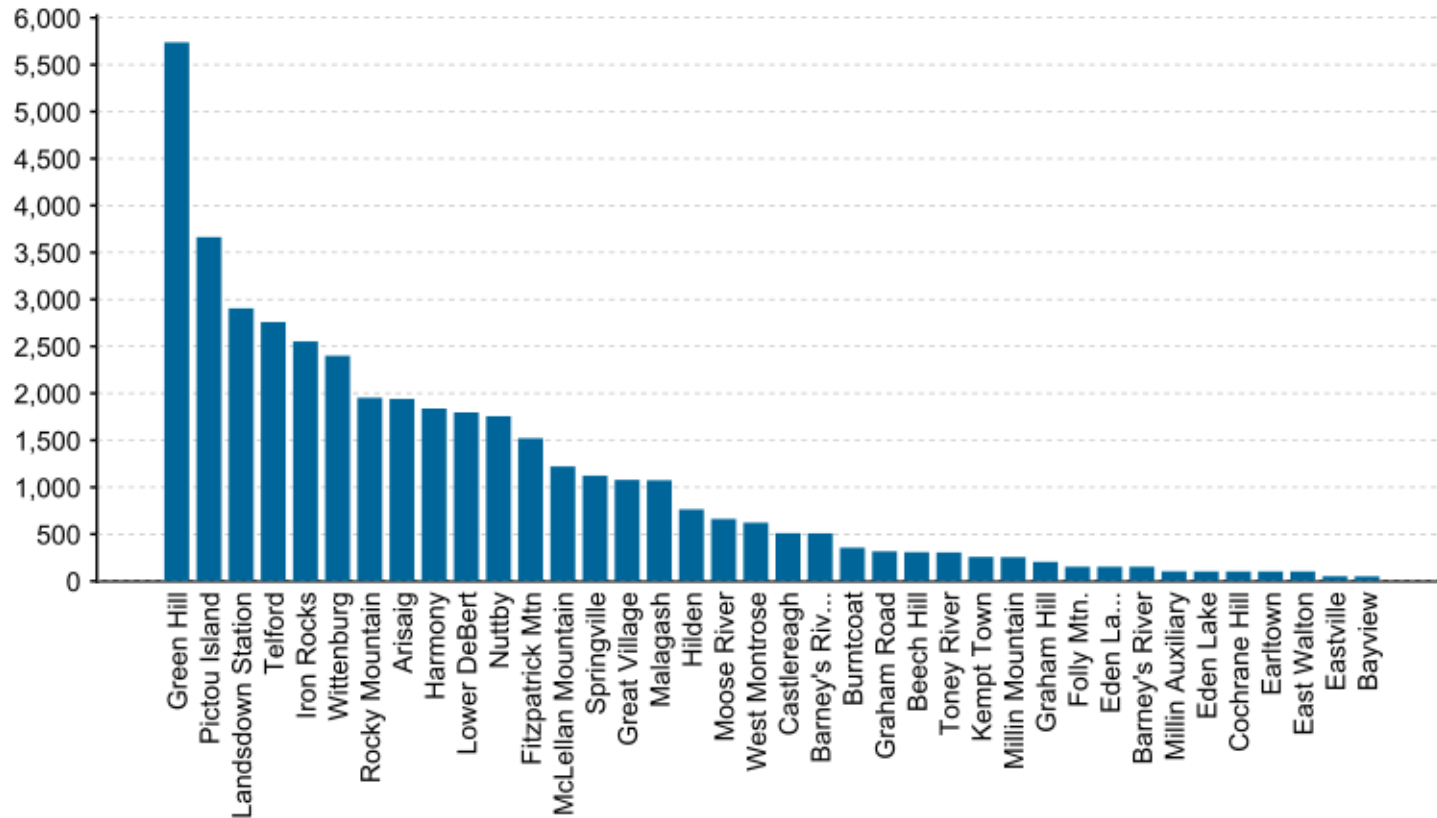


Site Revenue

February 2011

azotel
.....outside

Revenue per site based on invoices generated

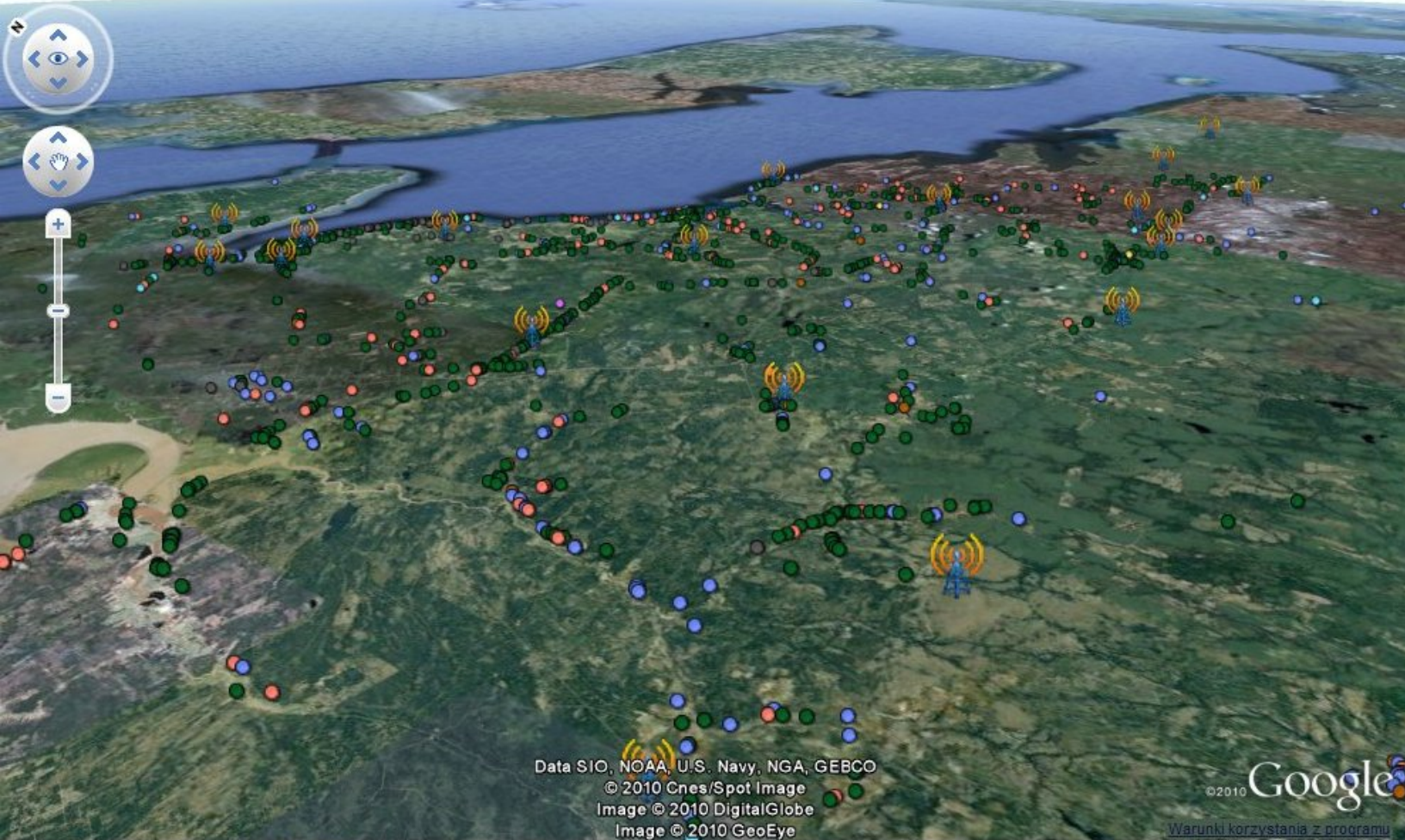











Mapping and Coverage Checking

- **Positions of customers and equipment can be viewed on Google Maps or Google Earth.**
 - If positions of potential and “survey failed” customers are recorded, this can give a graphical view of the locations of potential customers, which can be used to help plan expansion of the network.
- **An integrated coverage checker is available. This allows you to determine line of sight between your Access Points and a potential customer, taking into account factors like Fresnel zone clearance and path loss.**

Mapping - Google Earth Integration



- customers
 - current
 - current - no monitor
 - potential
 - installed
 - post
 - waiting for install
 - survey failed
 - migrated
 - squeaky wheel
 - unused
- sites
 -  production
- Options
 -  3D Terrain
 -  Geographic data
 -  3D Buildings
 -  Trees
 -  Roads
 -  Sun

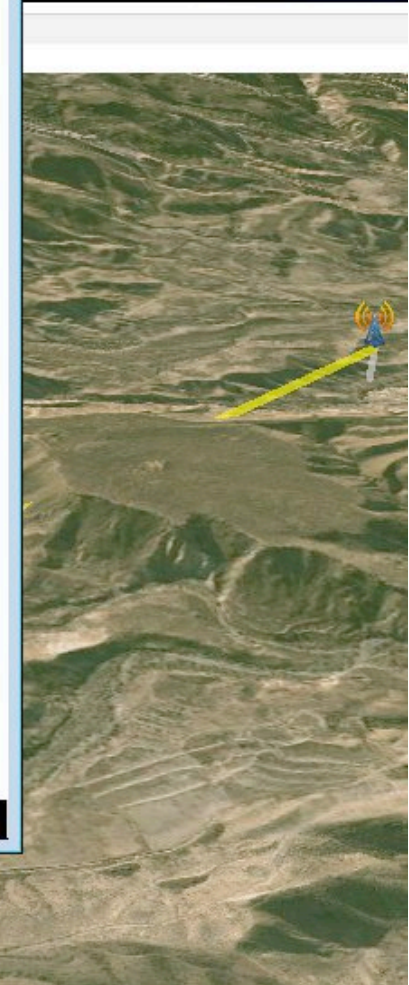
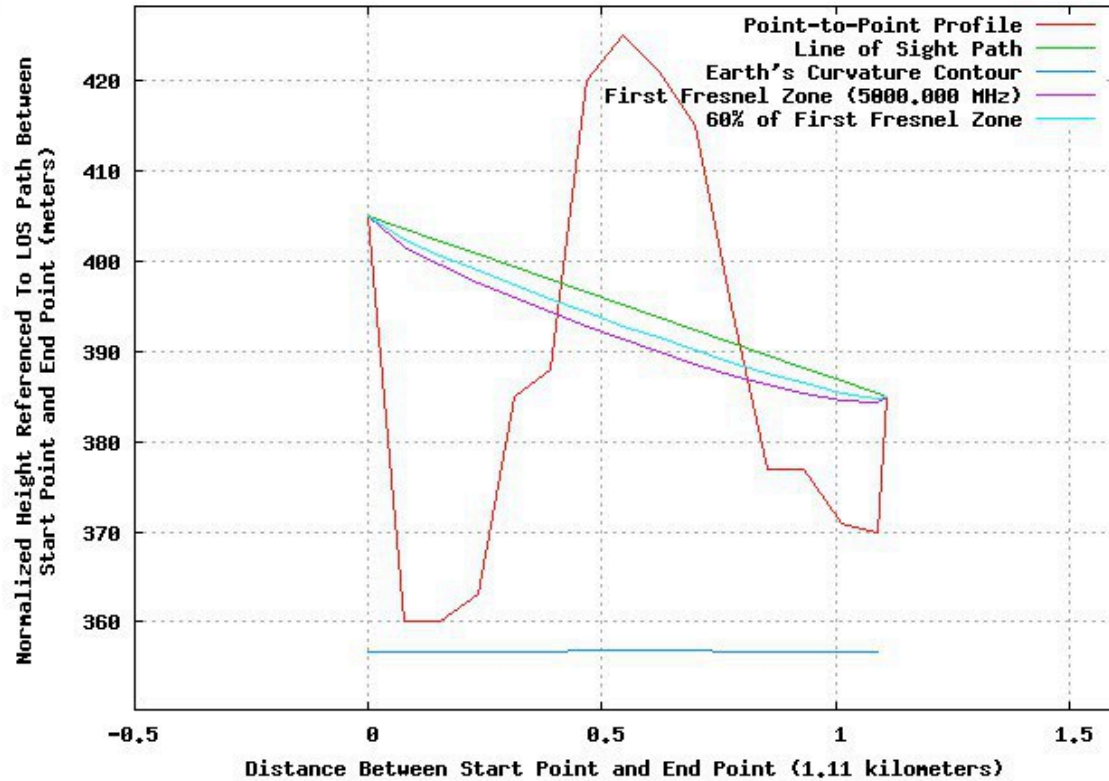
[Download KMZ File](#)
[Switch to Google Map](#)

[Reset view state](#)

Mapping – Integrated Coverage Chk

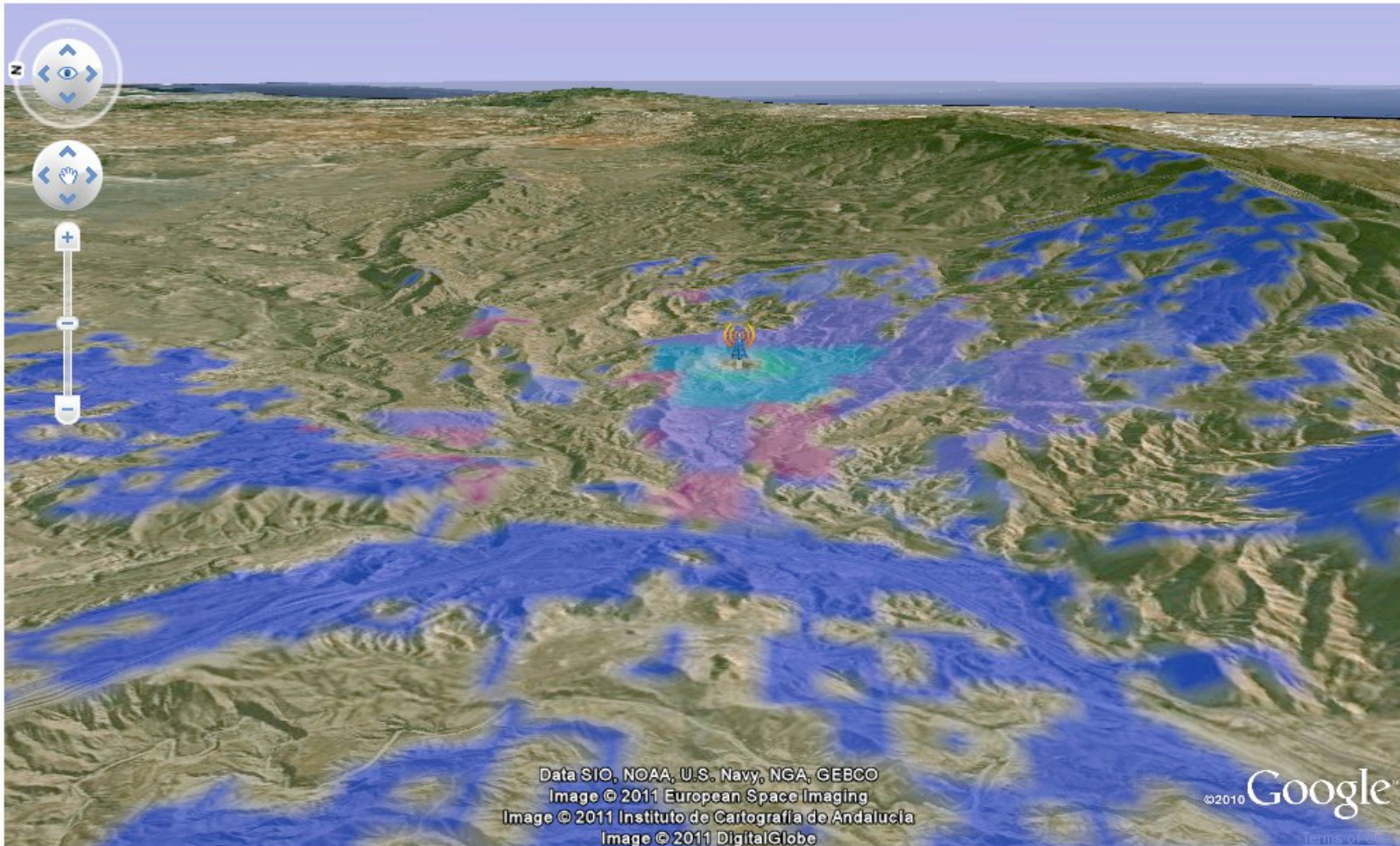


SPLAT! Path Profile Between Start Point and End Point (59.13° azimuth)
With First Fresnel Zone



Zakończono

Mapping – Path Loss



General Tools

- customers**
 - current
 - current - no monitor
 - waiting for survey
 - potential
 - post
 - enquiry
- sites**
 - production
- coverage graphs**
 - line of sight
 - path loss
- GE options**
 - 3D Terrain
 - Geographic data
 - 3D Buildings
 - Trees
 - Roads
 - Sun

[Download KMZ File](#)
[Switch to Google Map](#)

[Reset view state](#)

Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image © 2011 European Space Imaging
Image © 2011 Instituto de Cartografía de Andalucía
Image © 2011 DigitalGlobe

©2010 Google



Helpdesk Service

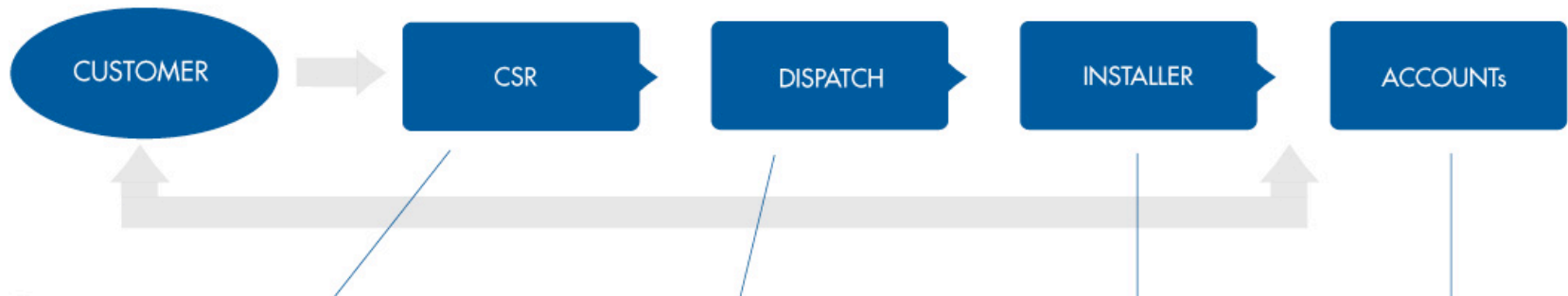
- Support calls from end customers can be directed to Azotel's helpdesk, which is manned by staff who are experienced in resolving typical customer issues with broadband services.
- This allows an operator to provide 24-hour, 7-day-a-week support to their end customers without the overhead of having to recruit and manage their own dedicated helpdesk staff.
- Sales calls from potential new customers inquiring about service can also be handled.

Agenda

- Azotel Overview
- SIMPLer Overview
- Why You Need SIMPLer – A Case Study
- Key Features
- **SIMPLer Process Maps**
- Three Steps to WISP Setup
- Our Customers
- Our Partners/Distributors/Resellers
- New Operator Setup Process

SIMPLer Process Maps – Map 1

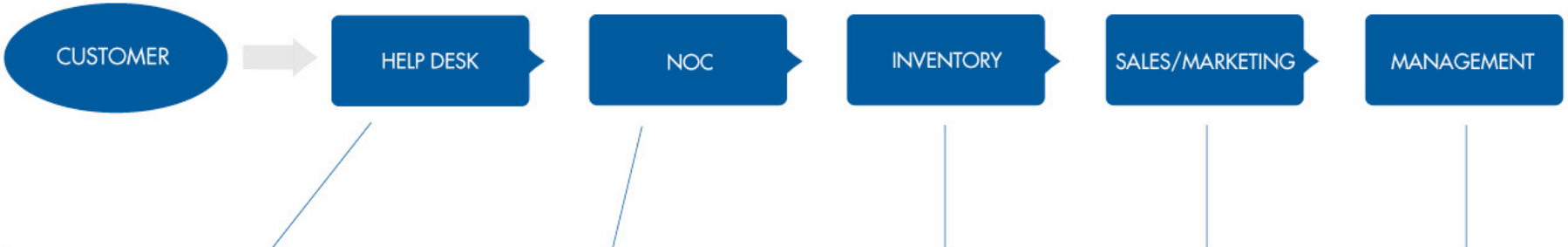
SIMPLer PROCESS MAP 1



<ul style="list-style-type: none"> • Add a new customer record • Add relevant products. • Set state = Waiting for Install • Customer record goes into dispatch queue for installer to be assigned. 	<ul style="list-style-type: none"> • Use Google calendar to find a suitable timeslot and schedule install. • Synchronisation process automatically updates data in both SIMPLer and calendar. 	<ul style="list-style-type: none"> • Installer gets nightly email summarising jobs for next day. • All details are accessible on the road via Google calendar. • If using auto provisioning SIMPLer automatically configures IP address NAT, bandwidth settings. • State = Current. 	<ul style="list-style-type: none"> • Customer flagged on “First Invoice” list. Allows details to be verified before invoice is issued. • Subsequently, invoices can be auto-generated. • Payments via direct debit and credit card can be automated.
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SIMPLer Process Maps - Map 2

SIMPLer PROCESS MAP 2



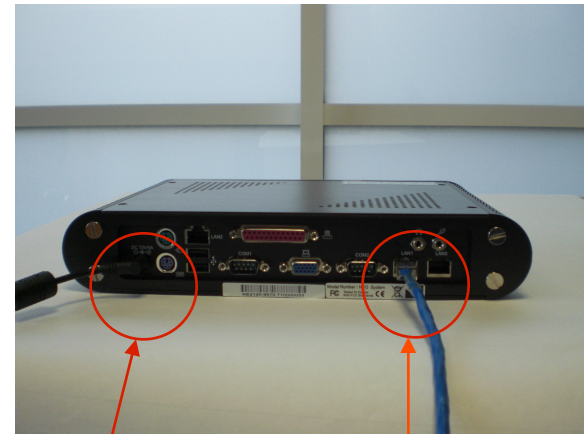
<ul style="list-style-type: none"> • Provide support to end customers. • Address typical customer issues – no connectivity, low throughput, can't access email etc. • Escalate network issues to NOC. • Open maintenance tickets if repair/replacement of CPE is required. 	<ul style="list-style-type: none"> • Maintain network topology in SIMPLer. • Monitor health of network – WIBs, APs, BHs, throughput etc. • Perform planned maintenance activities. • Use diagnostic tools (tcpdump etc.) to investigate network issues. • Mass email notification for planned maintenance. 	<ul style="list-style-type: none"> • Auto collection of MAC address, software version etc. during CPE provisioning. • Possible to pre-load equipment list to SIMPLer. • Maintain inventory of available equipment and associated warehouse. • Maintain site costs, scheduled maintenance dates etc. 	<ul style="list-style-type: none"> • Use “potential” state to maintain data on potential new customers. • Use built-in sales tracking system. • Mass email notification for promotional use. 	<ul style="list-style-type: none"> • Monitor financial statistics, customer growth etc. • Visibility across all functions from <u>one</u> platform.
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Three Steps to WISP Setup

- **Step 1 – Take Azotel WIB-C (AZBWIB-400) and connect to upstream connection (Fibre, Satellite, Leased Line etc)**



Step 1: Connect Power and Internet Feed

Three Steps to WISP Setup

- Step 2 – Connect Radio Network (e.g. Canopy AP)



Step 2: Connect Radio Network to LAN-2

Three Steps to WISP Setup

- Step 3 – Connect Customers



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Our Customers ...

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“We finally have a back-end system that does exactly what we need it to. Thank you Azotel for understanding our business.”

- *David Horton, Seaside High-Speed Internet*



“The Azotel platform allows Ripple to focus on the core aspect of caring for our customers’ needs. Simply put, Azotel is a one-stop turn-key solution that provides a fully comprehensive system.”

- *Lawrence Mulligan, Ripple Communications*





“From the start, the service from Azotel has been impeccable. Azotel has provided us with a faultless service and has taken the hassle out of setting up a wireless broadband network in a short period of time.”

- Áine Hales, AHC Networks



“Compared to the system we had before, Azotel SIMPLer has been an improvement of 1000%.”

- Mitch Koep, A Better Wireless



A BETTER WIRELESS



“With Azotel we plugged into an expert knowledge base from the outset. With Azotel SIMPLer powering the Airwave Internet broadband network we have saved time and money and continue to do so on a daily basis.”

- John Barry, Airwave Internet





“On a scale of 0-10, ten being the highest, I rate Azotel Technical Support and Training as an 11. I am still amazed.”

- *Grant Daniel, CommWorld of McCall*



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Our Partners - Motorola

EMEA MOTOWi4 Application:
“Operator in a Box” via Azotel



Our Partners - ImageStream

“Most service providers need an integrated billing and provisioning solution. Azotel has been very careful to avoid the kinds of pitfalls that hamstring other systems. Our partnership with Azotel is important news for our customers in the ISP and carrier markets.”

- *J.C. Utter, ImageStream*



Our Distributors/Resellers ...

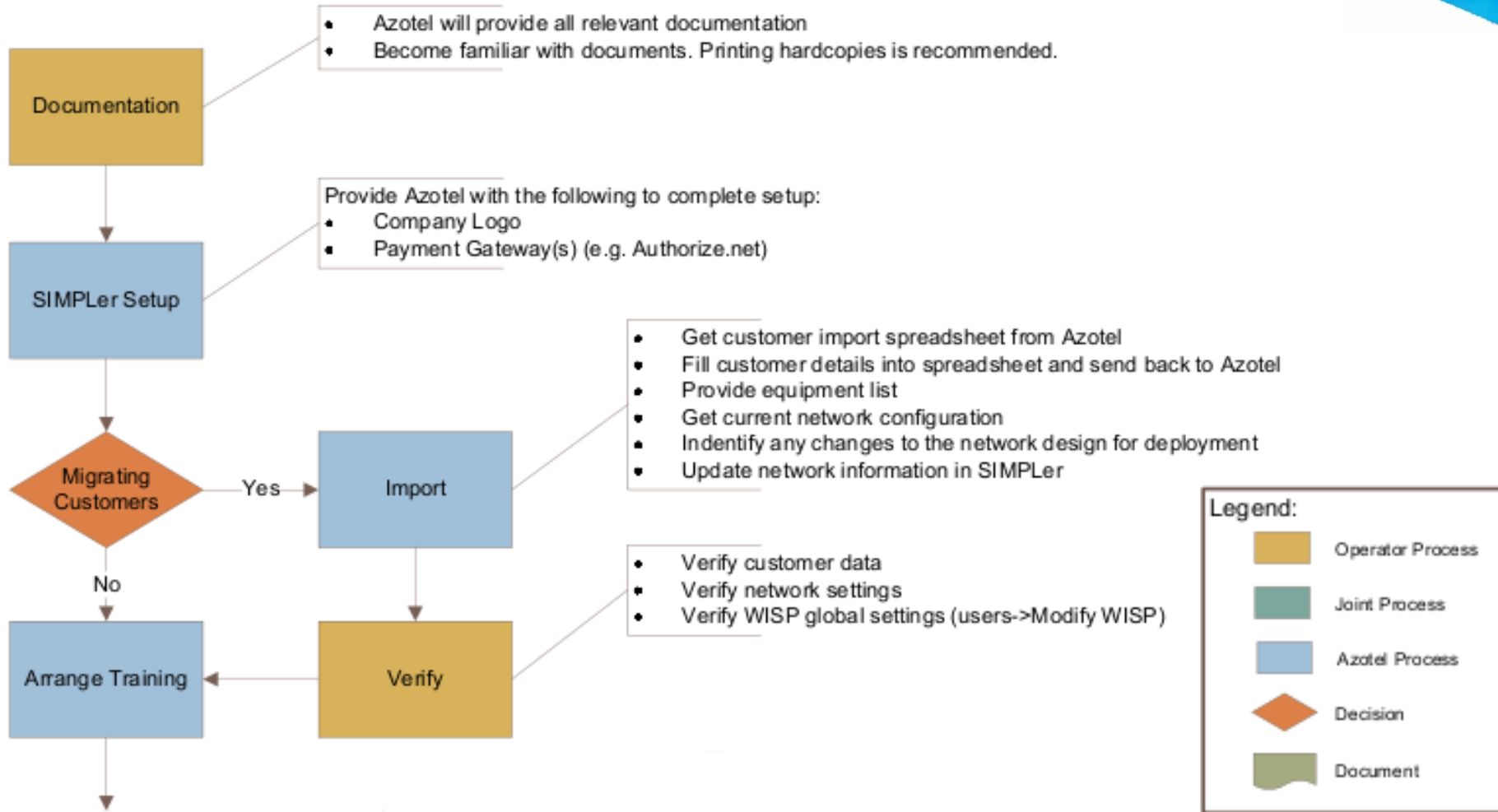


See <http://www.azotel.com/distributors-and-resellers/>
for contact details.

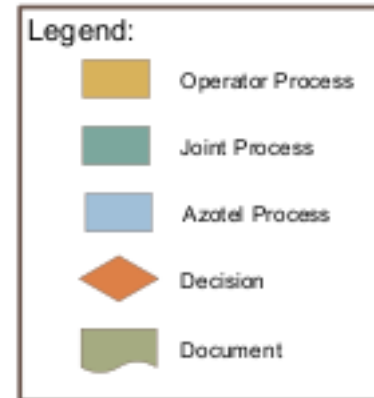
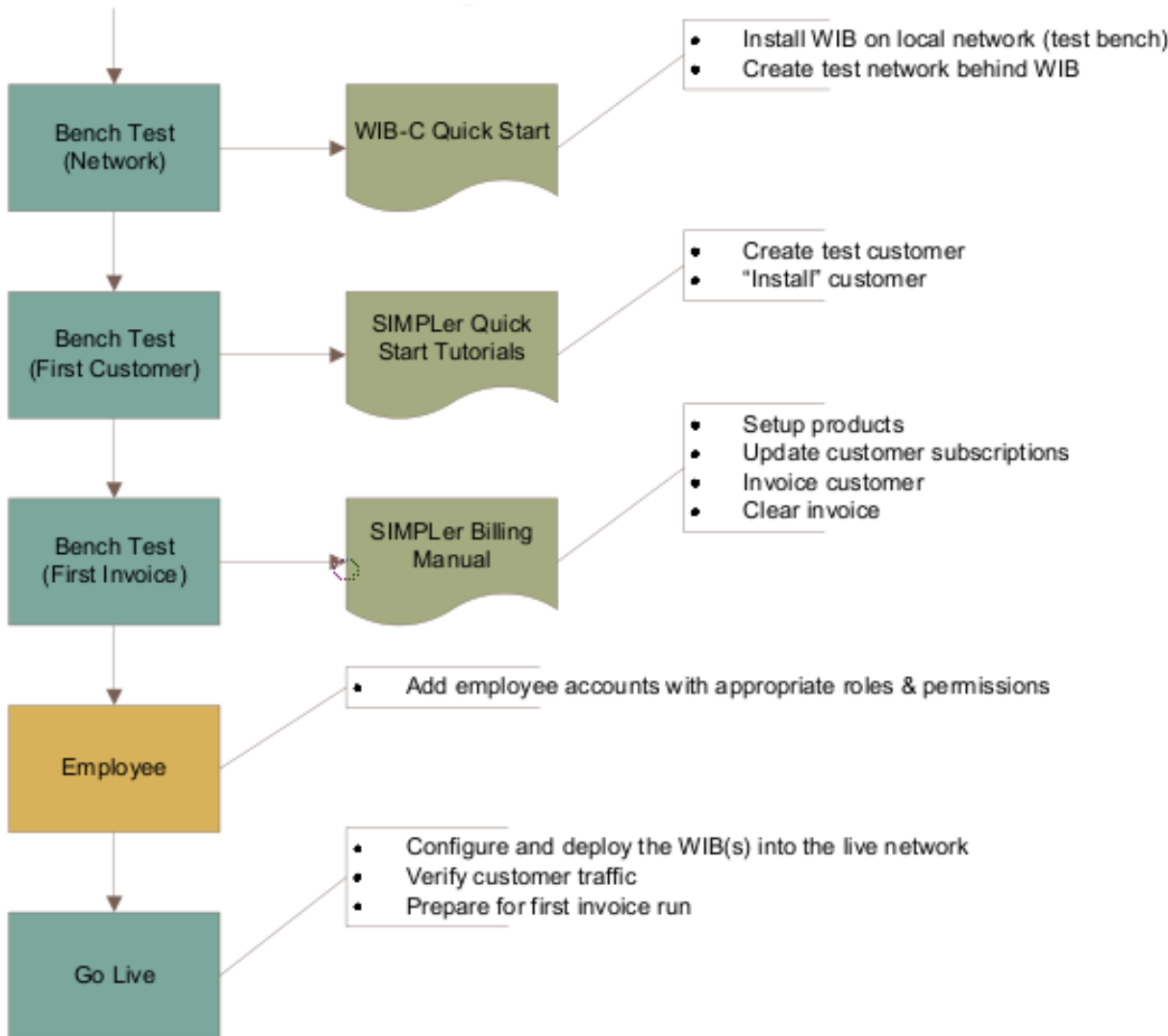
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New Operator Setup Process – Part 1



New Operator Setup Process – Part 2



Thank You

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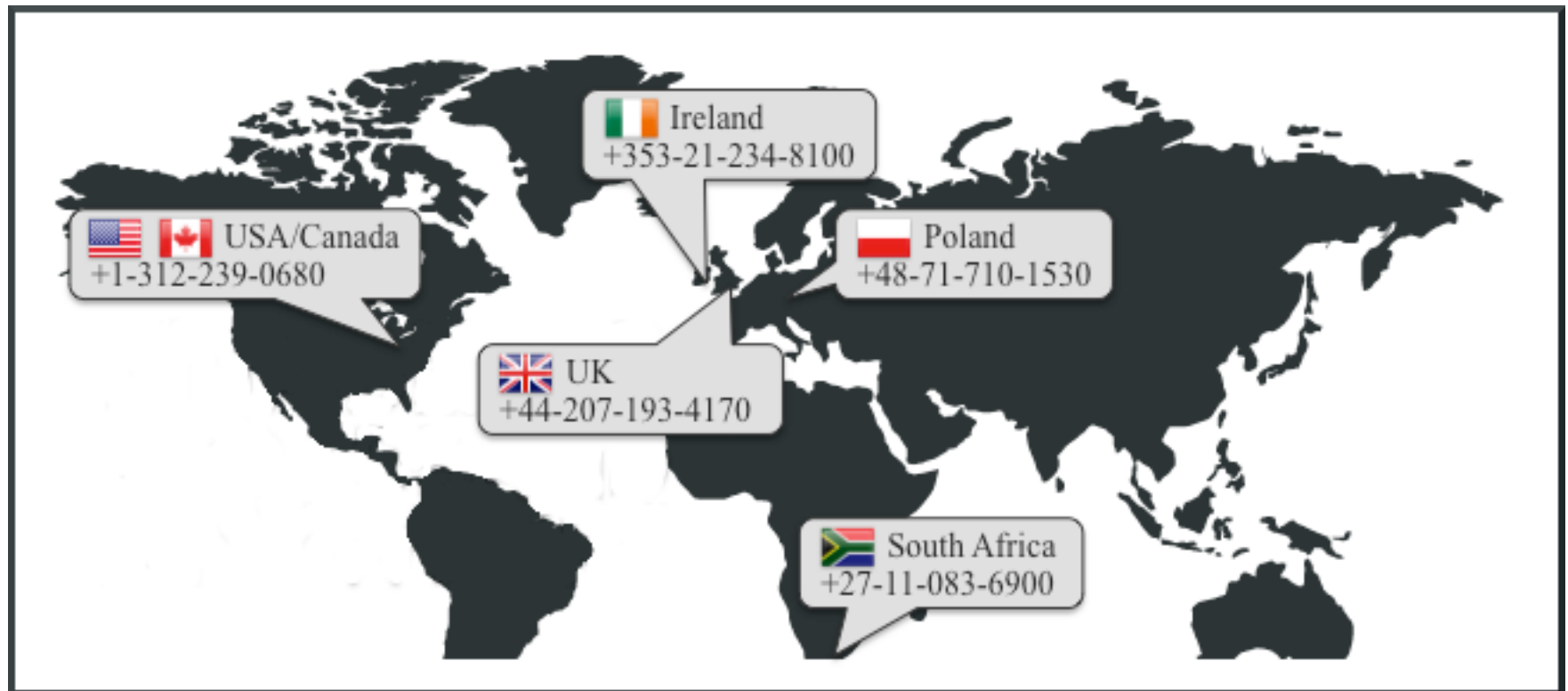
part of your life

www.azotel.com

Azotel Confidential Proprietary



Azotel

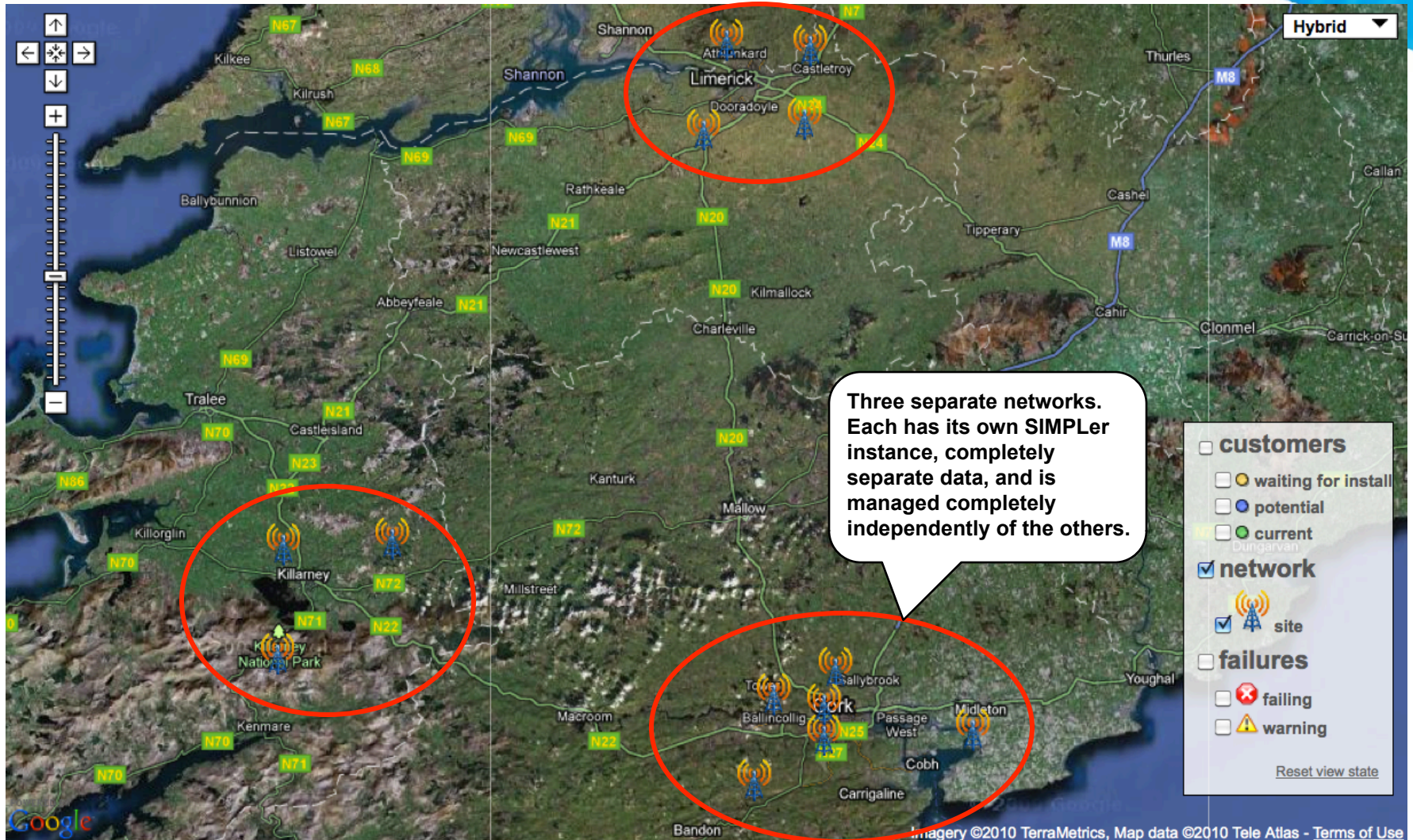


info@azotel.com
www.azotel.com

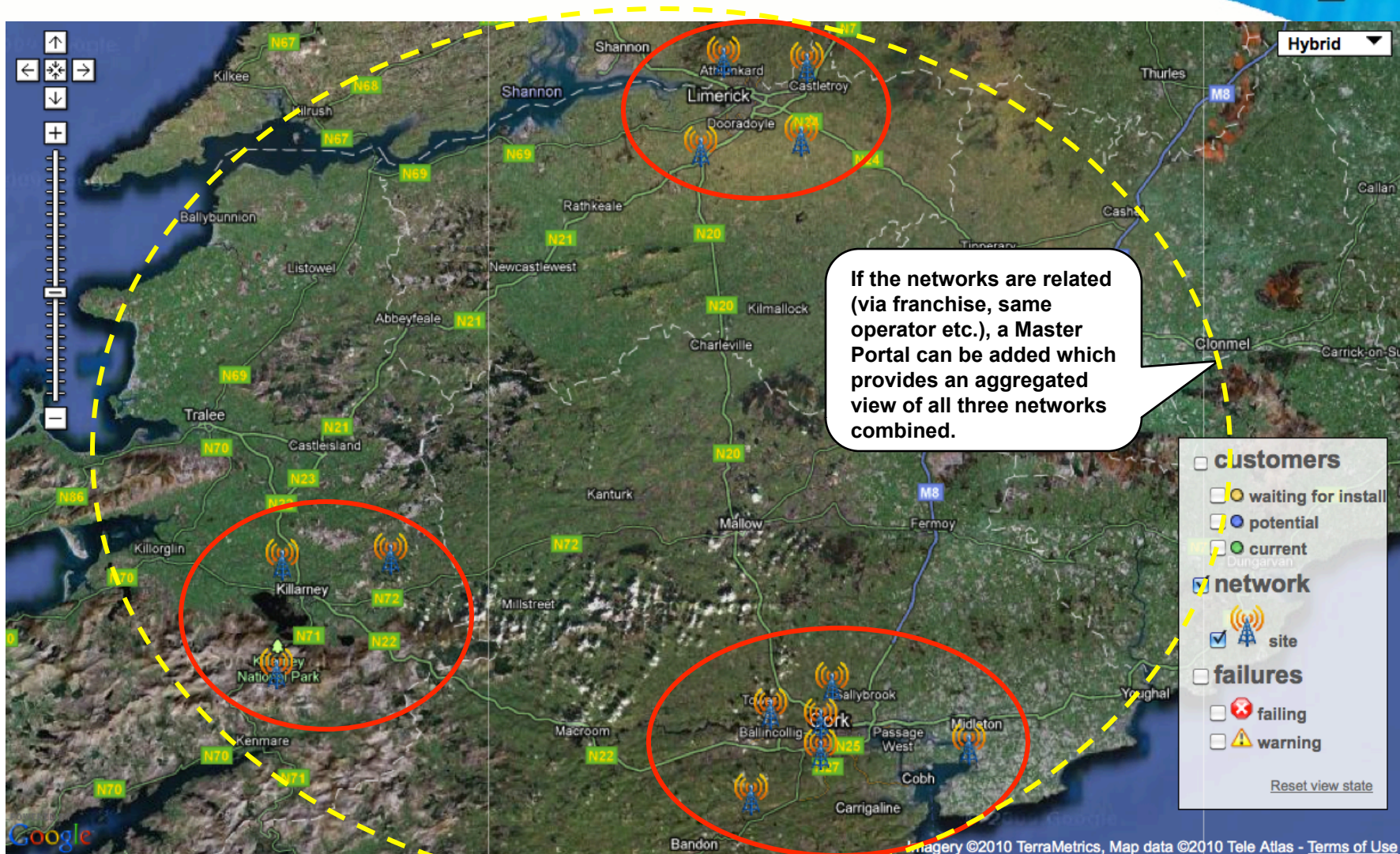
Backup Slides

- Master Portal
- General Administration
- Documentation

Master Portal - SIMPLer Instances




Master Portal – Overall View



If the networks are related (via franchise, same operator etc.), a Master Portal can be added which provides an aggregated view of all three networks combined.

Master Portal - Example

➔ Azotel Technologies Ltd.


User: tim
Group: all

search
stats
neth
installer calendars
sales calendars
users

Logout

Operator Instances Available:

Server	Instance	
sea1.azotel.com	zone1	➔
sea1.azotel.com	zone2	➔
sea2.azotel.com	zone3	➔
sea2.azotel.com	zone4	➔
sea1.azotel.com	radtest	➔
sea2.azotel.com	ballot	➔

Each sub-network can be accessed directly from the Master Portal.

Search

Search Type: customers
Status:
Search:

generate

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General Administration

- **Multiple User Account levels.**
- **Multiple Access Control Rights to further restrict certain functions.**
- **Multi-Language support.**
- **Technical Support: comprehensive suite of tools and capabilities provided to efficiently operate the network.**
- **Comprehensive training.**
- **Customisation.**



General Administration – User Rights

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Azotel login: tim Modify Users

User ID: tim
 Mail: tim@azotel.com
 Status: (1) Administrator (full access) ▾
 WISP: azotel ▾
 Language: english ▾

Modify password
 Password:
 Confirm:

Sales Items
 Distributor: ▾
 Reseller: ▾
 Azotel Sales Contact: ▾

Landing Page: Customer Search Page ▾

Change Default Search Option: Customer-wise ▾

Recently Viewed Customer List
 Displayed By: Display Name ▾
 Numbers to be displayed: 4 ▾

Back Reset Update

Clear All Rights Select All Rights

User Rights

attachments	access <input checked="" type="checkbox"/>	add <input checked="" type="checkbox"/>	modify not-owned <input type="checkbox"/>	billing information <input type="checkbox"/>
	network information <input type="checkbox"/>	maintenance <input type="checkbox"/>	sales tracking <input type="checkbox"/>	
billingissues	access <input checked="" type="checkbox"/>	send <input checked="" type="checkbox"/>		
credits	access <input checked="" type="checkbox"/>	add <input checked="" type="checkbox"/>	modify <input checked="" type="checkbox"/>	
customers	access <input checked="" type="checkbox"/>	add <input checked="" type="checkbox"/>	modify <input checked="" type="checkbox"/>	search <input checked="" type="checkbox"/>
	mass email <input checked="" type="checkbox"/>	spreadsheets <input checked="" type="checkbox"/>	creditcard <input checked="" type="checkbox"/>	bankdetails <input checked="" type="checkbox"/>
	mask bank account <input checked="" type="checkbox"/>	privatenote <input checked="" type="checkbox"/>	modify subscriptions <input checked="" type="checkbox"/>	
customfields	access <input checked="" type="checkbox"/>	modify <input checked="" type="checkbox"/>		

Documentation

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Recently Viewed Customers

 Documentation

stats | map | customers | invoices | products | network | hotspots | voip | radius | tools | users | logout

wireless broadband

Ripplecom

login: tim

Search for information about customers

Manage Customers

[Add a new customer >>](#)

[Display customers by status >>](#)

[Change customer monitoring status >>](#)


[Change customer 'marketing emails' status >>](#)


[Change customer invoicing status >>](#)

- Standard (Name, Nickname, Invoicing ID)
- Name
- Nickname
- Invoicing ID
- Customer ID
- IP address
- Bank Details
- Custom Fields
- Customer-wise

Search:

Group	<input type="text"/>
Colour	<input type="text"/>
Site based on "colour"	<input type="text"/>
Basestation based on "colour"	<input type="text"/>
Assigned Site	<input type="text"/>
Gateway	<input type="text"/>
Type	<input type="text"/>
Status	<input type="text"/>
Status Change Date	From: <input type="text"/>
	To: <input type="text"/>
Tracking	<input type="text"/>
Sort Order	Descending <input type="text"/>

 [View Customer List / Search](#)

 [Search Current](#)

Documentation

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The screenshot shows the top section of the Azotel website. On the left is the 'azotel' logo with the tagline '.....outside'. To the right, there are contact numbers for 'Americas +1 312 239 0680' and 'EMEA +353 21 234 8100', and an orange 'CONTACT US' button. Below this is a dark navigation bar with links for 'home', 'about azotel', 'solutions', 'products', 'documentation' (highlighted in orange), 'how to buy', 'faq', 'customers', 'media', and 'contact us'. At the bottom of the navigation bar, the slogan 'ENABLING BROADBAND ANYWHERE' is displayed in white text.

azotel documents: [intro to SIMPLer](#) | [operator manuals](#) | [radio equipment](#) | [other](#)

Note: To view document please contact us. We will send you user name and password so you will be able access our documents.

No.	Title	File name	Size	Link
1	New Operator Workflow	10005_New_Operator_Workflow_v02.pdf	24.kB	View »
2	SIMPLer Operators Manual	06043_SIMPLer_Operators_Manual_v105.pdf	24.6 MB	View »
3	SIMPLer Billing Manual	06003_SIMPLer_Billing_Manual_v013.pdf	7.0 MB	View »
4	SIMPLer Calendar User's Guide	08007_SIMPLer_Calendar_v005.pdf	8.8 MB	View »
5	SIMPLer EFT Overview	07013_AZOTEL-EFT-Overview_001.pdf	14.7 kB	View »
6	SIMPLer OpenVPN Guide	09201_SIMPLer_OpenVPN_goo-4.pdf	988.9 kB	View »
7	SIMPLer Sales Tracking User's Guide	10014_SIMPLer Sales Tracking Guide_v001.pdf	1.1 MB	View »
8	SIMPLer Quick Start Tutorials	09202_SIMPLer_Quick_Start_Tutorials_004.pdf	3.7 MB	View »
9	Hotspot User's Guide	10016_Hotspots_Guide_001.pdf	10.1 MB	View »
10	End-User Portal User's Guide	10024_End_User_Portal_Guide_v001.pdf	3.9 MB	View »
11	Auto Notification, Throttling and Disconnect User's Guide	10022_SAND_v100.pdf	2.8 MB	View »
12	RADIUS Integration User's Guide	10017_SIMPLer_Radius_Integration_v004.pdf	8.6 MB	View »
13	HIB Quick Start Guide	09016_HIB-C_Quick_Installation_002.pdf	191.9 kB	View »
14	WIB Quick Start Guide	07074_WIB-C_Quick_Start_010.pdf	765.1 kB	View »
15	All Operator Manuals	All Operator Manuals.zip	67.8 MB	View »