

PRESS RELEASE

Irish Tech Firm Azotel helps Minnesota WiFi Optimise Quality of Experience (QoE) for Internet Users with Preseem-Azotel API Integration

The Application Programming Interface (API) integration between Preseem's QoE and Azotel SIMPLer platforms helps Kasson, Minnesota-based Wireless Internet Service Provider (WISP) to measure and optimise subscriber experience easily and effectively.

Cork, Ireland. July 29th 2019. Preseem, a Quality of Experience (QoE) monitoring and optimisation platform from Canada-based Aterlo Networks, has today announced its integration with Irish tech firm Azotel Technologies' SIMPLer platform, to support Wireless Internet Service Providers (WISPs) in the region. Azotel develops integrated customer and operations management solutions (SIMPLer) that empower operators to run efficiently and deliver services profitably.

The Preseem-Azotel Application Programming Interface (API) integration will allow Preseem to keep in sync with changes to customer packages, account status, and equipment to ensure that it is always enforcing subscriber speed plans and collecting statistics accurately. This benefits WISPs like Minnesota WiFi both in measuring and optimising subscriber experience easily and also saving time and money in maintaining billing and Operations Support System (OSS) platform in sync with Preseem.

Darin Steffl, owner/operator at Minnesota WiFi considered delivering consistent internet speeds to his customers a business priority and was looking for a QoS/QoE solution that integrated with his billing and OSS platform, SIMPLer from Azotel. After learning about Preseem at a tradeshow and hearing positive reviews from fellow ISPs, Darin deployed Preseem in early 2018. Since then, Minnesota WiFi actively uses granular insights provided by Preseem to find and proactively fix QoE issues across towers, sectors and subscribers. Minnesota WiFi also leverages Preseem's QoE optimized shaping to ensure that bulk applications like Netflix or streaming video don't negatively impact interactive applications like VOIP or gaming. With his Preseem-Azotel integration, Minnesota WiFi enjoys the ability to change a customer's plan speed in Azotel and see it take effect automatically in Preseem. Managing delinquent/ non-paying customers has also been a breeze for the WISP after this integration.

"Preseem's integration with Azotel for speed plans implementation and disconnecting non-pay customers has saved us tons of time and money," Darin Steffl, Owner/ operator at Minnesota WiFi noted.

Gerrit Nagelhout, CEO, Aterlo Networks Inc. added: "Our aim with Preseem is to help WISPs ensure happier customers, lower churn and reduced support costs. Integrations like this with Azotel's SIMPLer platform allows us to do that more efficiently".

Commenting on the partnership, John O'Hare, CEO, Azotel said: "We cherish our relationship with Minnesota WiFi and when this request came, we were happy to work with the Preseem team to ensure that managing customer experience is easier for Darin and his team."

A joint case study featuring Minnesota WiFi's experience was also launched recently and can be downloaded [here](#). Many other Wireless Internet Service Providers based out of the US and Canada have since then deployed the Preseem-Azotel API integration.

Preseem offers a free 30-day trial to all new customers and integrates with other leading billing platforms in the WISP industry as well. More information is available on the website [here](#). Additional information on Azotel's SIMPLer platform can be found [here](#) as well.

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Preseem - Developed exclusively for WISPs, Preseem is a one-of-a-kind networking solution that monitors and optimizes Quality of Experience (QoE) across towers, sectors and subscribers. On the monitoring side, Preseem measures & analyzes the data flowing through a network to pinpoint towers, sectors & subscribers that are not getting a good experience. Granular data and insights are also available for support teams to troubleshoot customer complaints promptly. On the optimization front, Preseem leverages advanced active queue management techniques to enforce subscriber plan speeds while ensuring bulk applications like streaming video & upgrades don't affect interactive applications like VoIP and gaming thereby delivering a better internet experience. For more information, visit <https://www.preseem.com/> or call 1833-773-7336.

Azotel - Azotel develops integrated customer and operations management solutions (SIMPLer) that empower Operators to run their businesses efficiently and deliver services profitably. Azotel has its headquarters in Cork, Ireland with regional offices in Canada, Chicago and Poland. Azotel is the world leader in B/OSS and currently powers multiple wireless and fiber networks across the United States, Canada, Europe, Africa, and Australia. For more information, visit <https://www.azotel.com/> or call +1 312 239 0680 (USA).

Minnesota WiFi - Minnesota WiFi was formed to serve rural Minnesota communities with the best internet service that other companies aren't willing to provide. The company was started by Darin Steffl, a Kasson-Mantorville and St. Olaf College graduate. Darin grew up in the community and understands that customers come first and friendly service is key. For more information, visit <https://www.mnwifi.com/> or call 507-634-9434.

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