

## Can Wi-Fi and Mobile play nicely together in IoT

Ton Brand, senior director of Marketing and Industry Development

### **WBA Members Have a Common Vision ...**

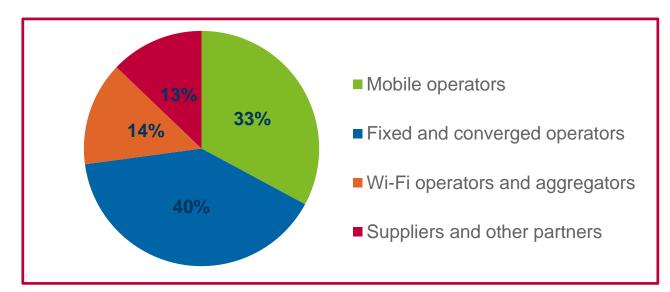




**Creating eco-system convergence for Carrier Wi-Fi** 

# Diverse Membership Across the Wi-Fi Ecosystem











































...and growing















Driving next generation Wi-Fi experience

#### Our NEXT GENERATION

HOTSPOT (NGH) initiative aims to make the Wi-Fi user experience as easy and secure as a cellular experience, building new levels of ease of discovery, security of connection and efficiency of service.

Our CARRIER WI-FI
PROGRAM is helping
drive standards to improve
user experience through fully
integrated end-to-end network
capabilities and advanced
network management.

community wi-Fi is helping to overcome the challenges to the roll out of Wi-Fi in residential and sparsely populated areas.

Our work on

Making NGH a commercial reality

Globalizing Wi-Fi interoperability & roaming

Driving carrier Wi-Fi roadmap

Industry engagement

# Our INTEROPERABILITY COMPLIANCE PROGRAM

(ICP) is a major step towards seamless Wi-Fi roaming, making it easier for operators across the globe to work together on a common set of technical and commercial frameworks.

# Our INDUSTRY ENGAGEMENT

The GLOBAL WI-FI

**ROAMING** initiative

comprises a standards and

best practices-based roaming framework that enables

operators to implement and

develop their roaming

business.

program underpins and amplifies our hotspot and roaming initiatives. WBA operates as a catalyst within the industry, promoting Wi-Fi offload and Wi-Fi roaming to leading influencers.

# Central Role in Accelerating the Ecosystem











#### Joint Taskforce



GSM-like robust Wi-Fito-Wi-Fi global roaming & standards based 3GPP-Wi-Fi Integration & interworking

#### CableLabs\*

Alignment of Interoperability and roaming framework specific for Cable operators





### End-to-End Seamless Interoperability Across Operators







Global Roaming & Interoperability Secure & Seamless
Authentication





Wi-Fi Alliance
Passpoint™ certification
program for equipment
interoperability based on
Hotspot
2.0 specifications

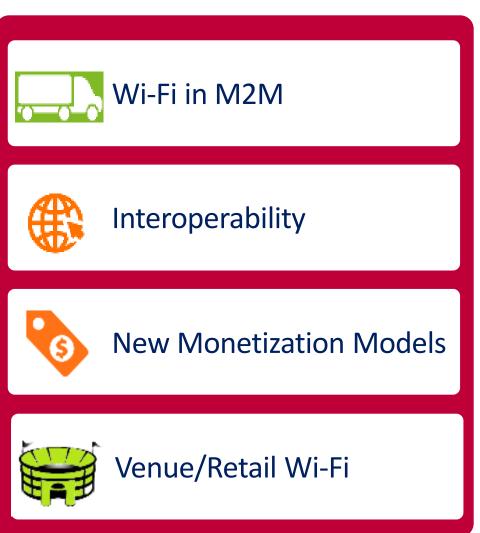


Promotion of integrated GSM-Wi-Fi small cells equipment with seamless interoperability

# The world is changing.... Wi-Fi First



















# The Future of Wi-Fi is changing

Security, Privacy, Policy, Regulatory

New Growth Opportunities Better Customer Experience

"Next Generation" Wi-Fi Platform

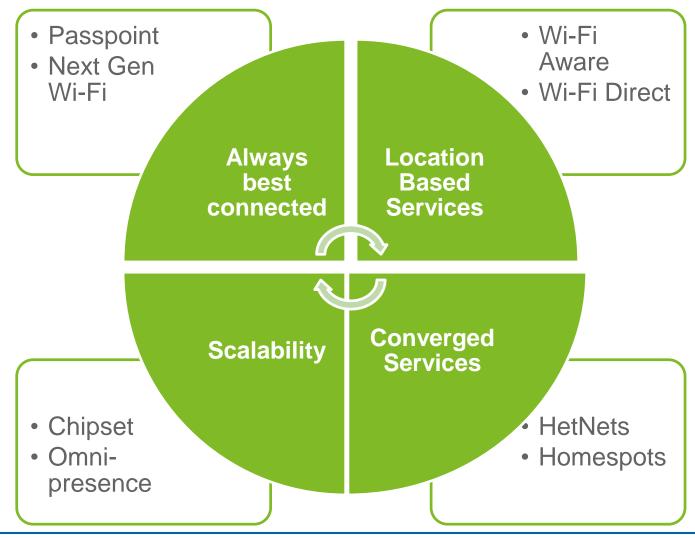








# Wi-Fi and the Internet of Things



# Why Wi-Fi and Mobile should play together?



- Seamless interoperability
  - Move across different connections: connectivity, security, authentication credentials and other settings are maintained seamlessly
- Cost-effective approach
  - Combining Wi-Fi, mobile and small cells provides significant cost savings
- Improve Scale
  - Combine ultra low-power Wi-Fi solutions with mobile connectivity
  - Consumer IoT
  - In-building coverage

TCO per GB



Carrier Wi-Fi is the baseline requirement



# Thank you