



Wi-Fi for MVNOS

Freenet Case Study

Freenet

Freenet is the **largest network-independent telecommunications company in Germany**, offering telecommunication, radio and TV, mobile communications, mobile Internet, and digital lifestyle services. It provides a portfolio of services and products primarily in the area of mobile voice and data services.

Freenet offers its post-paid and prepaid services under the mobilcom-debitel brand, as well as no-frills services under the klarmobil, freenet Mobile, callmobile, and debitel light brands.

Challenge

Freenet has been seeking to offer an integrated Wi-Fi Service to its Mobile customers in Germany to:

- Provide better connectivity and quality of service to its customers.
- Offer an alternative service to satisfy the customers' ever-growing need for unlimited data.
- Offer a unique and innovative service with a seamless digital user experience to its customers that would help differentiate Freenet from other Service Providers in the market.
- With the Roam-Like-Home commercial challenge for MVNOs and the diminishing margins, Freenet wanted to find a way to reduce Data Roaming traffic while continuing to serve its customers and provide the connectivity they seek when travelling.



Following an extensive search of potential solutions and partners, we selected Mobilise and its HERO solution. With their telecom expertise and digital solution, Mobilise were able to help us launch a premium service to our valued customers, as well as manage the underlying technology with little overhead on our side in both the implementation and operation.

Benjamin Grimm

Head of Networks & Offers at Freenet

Solution

Mobilise, via its HERO platform, offered a white-labelled Wi-Fi solution to Freenet and its customers as a value-added service in the form of an add-on to existing tariff plans.

The service is offered as a white-labelled mobile application that users can download and activate with a single tap on an activation URL. Once the user is in range of any of the 65 million global Wi-Fi networks supported, the app will connect the user automatically.

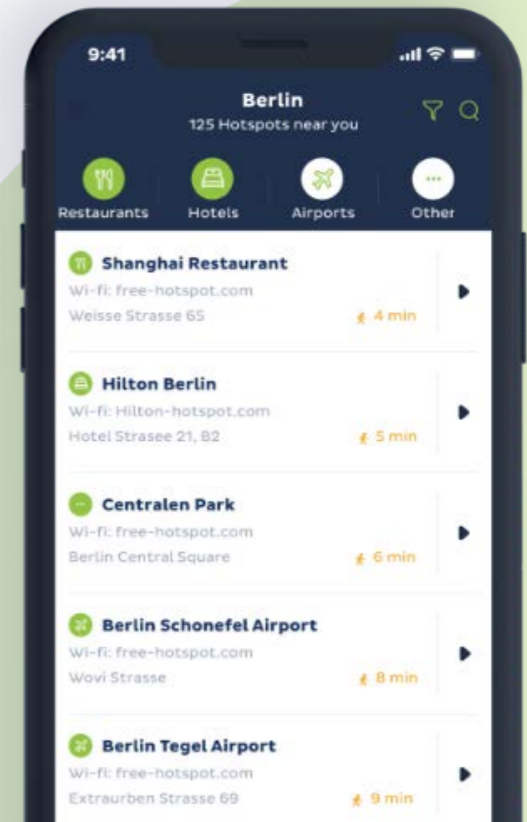
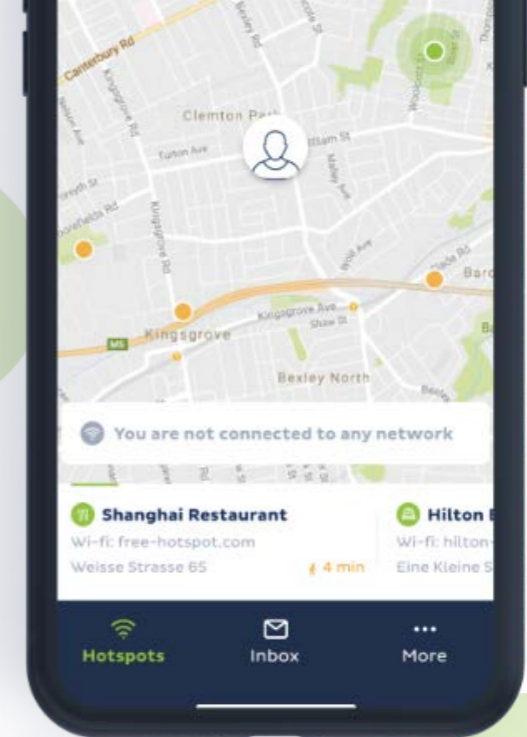
Mobilise is also providing the solution as a managed service, which reduces any overhead on Freenet for operating the service.



Results

The solution offered by Mobilise provided Freenet with positive customer feedback and a product that allows its customers unlimited Wi-Fi access around the globe.

The service was seamlessly integrated into Freenet's digital channels with great attention to the user journey. The Wi-Fi service is offered as a standalone 1- or 12- month subscription or offered as a value-added service within bigger plans. The bundle option acts as an incentive to drive customers up the ARPU ladder and increase Freenet's revenue per user.



“ “ We look forward to continuing to grow and evolve the proposition with Mobilise and find innovative solutions that would benefit our customers.

Benjamin Grimm

Head of Networks & Offers at Freenet

About Mobilise

Simplified mobile connectivity solutions.

Mobilise is a dynamic company united by a simple mission: to build innovative digital-first telecom products and services. We've combined our deep telecom knowledge and vast software development experience to achieve this.

We have a strong track record of launching cutting-edge connectivity solutions for our clients. We work with large and small organisations in the telecoms industry and beyond.

Want to learn what we can do for you? Get in touch!

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