NetWise® > Passport

Seamless Wi-Fi Provisioning

Cisco projects the total amount of public Wi-Fi hotspots will grow sevenfold between 2015 and 2020 to more than 430 million worldwide.* The ubiquity of Wi-Fi and its relatively low cost provides much needed relief for data-hungry mobile users seeking to lessen the burden on cellular data plans.

This growing dependence on Wi-Fi is a boon for all types of communication service providers (CSPs), as it activates an additional channel through which CSPs can provide value to their customers. However for CSPs to realize tangible business value from these investments, Wi-Fi must be easy for subscribers to access and enjoyable to use. By enabling automatic Wi-Fi credential delivery and authentication, **the NetWise Passport Credential Service enables the seamless, zero-click Wi-Fi experience mobile users demand.**

** Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2015–2020*

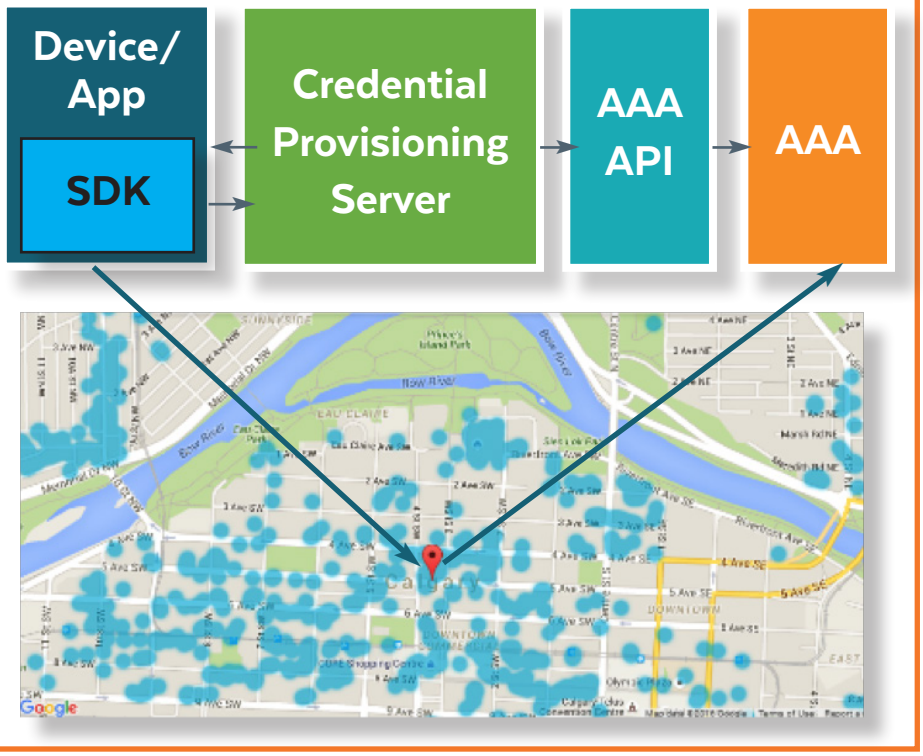
*** Once the NetWise Passport client is activated, network credential is delivered to device**
- *Requires no effort on part of user*

*** Authentication is handled "behind the scenes"**
- *Seamless, zero-click experience for subscriber*
- *Allows uninterrupted data experience*

*** Updated credentials and credential revocation handled automatically**
- *Ensures device always has correct credentials*

*** Backend plugin for automated churn management**

NetWise Passport Credential Service



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NetWise Passport:

Catering to operator Wi-Fi Needs

- *Passport provides background, automated "zero-click" provisioning to deliver the most satisfying experience for your customers*
- *Manages your owned and partner networks and service credentials*
- *Allows provisioning and de-provisioning of credentials to provide uninterrupted service to your customers*
- *Extends your reach to legacy devices and networks by allowing Wi-Fi credential authentication where SIM-based authentication is not available*
- *Supports Android and iOS devices*
- *Supports Passpoint™ 802.11u*

NetWise®

The NetWise platform enables CSPs to deliver the right user experience across any access technology. Due to its purpose-built modularity, NetWise easily extends to solve the abundant challenges facing CSPs in a mobile-first world.

NetWise Director: traffic management for "right" QoE; Wi-Fi Offload/radio management; QoS-based connection optimization; Wi-Fi prioritization/QoS-based blacklisting

NetWise SmartSpot: Wi-Fi network promotion; user on-boarding, authentication and engagement

NetWise Optics: device-based analytics & reporting; data-driven network QoS improvement; customer insights such as mobile app usage by type, access technology (Wi-Fi vs. LTE); network planning

NetWise Captivate: mobile user insights for improved targeting and segmentation; personalized, real-time engagement; proactive churn reduction; competitive customer interception based on mobile device activity

NetWise I/O: server-client testing and validation for the Access Network Discovery and Selection Function (ANDSF) standard

NetWise DM/FOTA: fault and diagnostics management; device provisioning and configuration; turnkey support for firmware/software updates over-the-air (OTA)

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