

DEUTSCHE TELEKOM offers a differentiated proposition with WiFi-based services

Introduction

Deutsche Telekom (DT) is present in over 50 countries, making it one of the world's leading convergent telecommunication companies. In Germany alone, it has over 12.9 million retail broadband lines and 41 million mobile subscribers.

In 2013, Fon and DT joined forces in an "innovation by collaboration" strategy, aimed at building alliances with innovative partners. The goal: to create the largest WiFi network in Germany, and then roll to other DT countries (such as Greece, Romania, Hungary). The network would meet the increasing connectivity demands of DT customers and differentiate DT's offer from that of competitors.

"The partnership with FON fits perfectly with Telekom's WiFi strategy. The increase in data traffic calls for network optimisation and expansion, as well as the implementation of new networks"

Karsten Pfrommer, SVP Mobile Business Products, Telekom Deutschland

The Project

WiFi On the Move

DT and Fon launched WLAN TO GO in June 2013 under a simple premise: Broadband customers would enjoy free unlimited WiFi access across Germany and from millions of hotspots worldwide.

All customers had to do was share a little of their home broadband connection with other DT customers. The shared WiFi signal was completely separate from the private network, ensuring full security compliance.

By 2017, 2 million WLAN TO GO hotspots were available in Germany and over 20 million worldwide. Following DT's ambition to provide the best connectivity to all customers, service was not limited to fixed broadband customers: Mobile customers could also enjoy free WiFi connectivity on the move as part of the service bundling of its most important price plans.

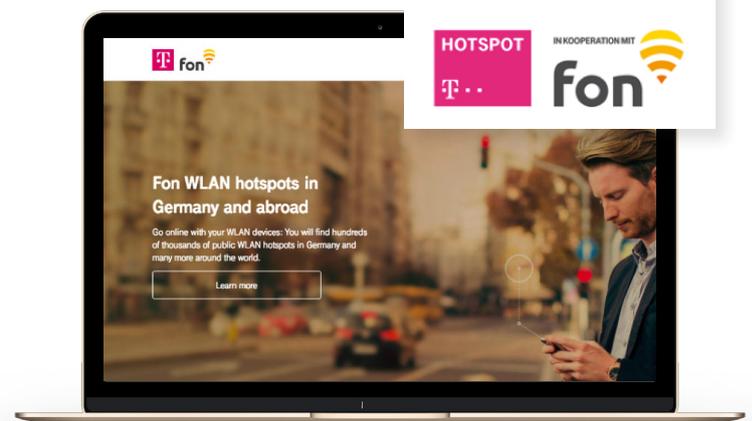
Non-DT customers were also able to enjoy WLAN TO GO on a pay-per-access basis, creating a new source of revenue.

A WiFi Calling enabler

In June 2016, DT became one of the top European operators to launch WiFi Calling. This service, WLAN Calls, provides better connectivity: Users can make and receive calls even if cellular coverage is poor or non-existent, as long as there is a WiFi connection (even if it's not DT's WiFi network). WLAN Calls also works abroad.

The WiFi network DT deployed with Fon made these services possible: DT customers can enjoy free WiFi access thanks to WLAN TO GO, and they can make and receive WiFi calls in Germany and abroad over this WiFi network.

WLAN TO GO - a partnership with Fon



"Life is for sharing...With this promise to our customers, we endeavor to set the standard in how people connect by continuously adapting to new technologies and ideas that help bring people together. With Fon we have found a partner that offers a service that lies at the very heart of what we do."

Gunnar Schaening
Head of Hotspot and Mobile Solutions

Key achievements

- ✓ Differentiated value proposition
- ✓ + 2 million DT hotspots across Germany
- ✓ + 160 TB over WiFi monthly

Why Fon?

Fon is the global leader in WiFi solutions. It provided the technology that enabled DT to offer WiFi-based added-value services to its customer base.