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Business Domain

Communications and Networks

Project Type

Web application

Development and Support of Sales Tool for a Wi-Fi Provider with 10M Monthly Users

Client

With 45,000 Wi-Fi access points, the Client runs Europe's largest public Wi-Fi network for hotel chains, health institutions, restaurants, and retail businesses. Approximately 10 million users engage with the platform monthly.

Project

The development of a web-based sales enablement tool that helps potential partners to plan and evaluate WLAN infrastructure.

Objective

Enhance the Client's business by implementing a software tool to improve inbound marketing. The application will empower potential partners to assess Wi-Fi coverage and get an exclusive offer for cooperation. Therefore, the client will broaden its network of partnerships with customers offering Wi-Fi access across various locations and areas.

Team Reinforcement

The client project involved Intetetics' dedicated team of Project Manager, Business Analysts, and Software developers who, through in-depth analysis of the client's business needs, developed an innovative solution to boost sales. This solution, tailored specifically to the client's requirements, introduced new functionalities with a new revenue generation stream. The approach was two-pronged: from a business standpoint, it focused on enhancing market performance and sales efficiency; from a development standpoint, it included the implementation and ongoing support of the new system, ensuring seamless integration and continuous improvement in line with the client's evolving needs.

Challenge

The Client needed to optimize and expand collaboration with diverse Wi-Fi partners to effectively deliver services to over a 10M user base spanning hospitality, healthcare, retail, and other industries in the European market.

Inbound marketing and sales improvement could be achieved with a new tool that enables prospective partners to assess Wi-Fi infrastructure and coverage.

The proposed solution's optimal software design and architecture were created based on the analysis of existing approaches, tools, and libraries for Wi-Fi coverage evaluation.

Quick Facts

- ✓ 15+ years of continuous cooperation
- ✓ A 10% increase in sales
- ✓ 1,000+ monthly system users

Technologies

Angular / Java / Postgres / REST / SOAP

Solution

★ 01

The planning tool speeds up the decision-making process. Potential partners can plan and evaluate the WLAN infrastructure faster.

★ 02

The tool, deployed as a web application, allows public users easy access.

★ 03

Users can register as a customer and get a personalized offer for partnership.

★ 04

Potential Client partners can plan and evaluate Wi-Fi hotspot coverage indoors and outdoors.



Client Reference



The tool's effectiveness in enabling potential partners to assess Wi-Fi infrastructure exceeded our expectations, contributing directly to increased sales. This valuable collaboration transformed our approach to client engagement and market expansion.

Benefits and Results

- ★ The new revenue generation stream.
- ★ A 10% boost in sales.
- ★ An opportunity to expand the partnership network serving over 10M users spanning hospitality, healthcare, retail, and other industries in the European market.