

# Cambium Networks and Express Wi-Fi by Facebook

For the majority of the world’s internet population, Wi-Fi is an important connectivity medium. However, the quality of experience is often below expectations. For the unconnected, the pervasiveness of Wi-Fi-capable devices make it a realistic avenue to high-speed internet for those who face device affordability as a barrier to mobile broadband.

However, the levers for Wi-Fi service providers to monetize their existing networks in innovative ways while achieving high quality of service (QoS) are limited or costly. This in turn makes it difficult to justify further investments in capacity, coverage or management systems.

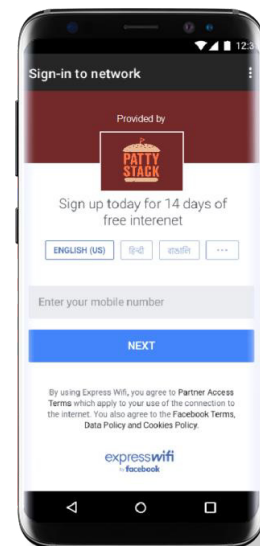
Express Wi-Fi is an end-to-end SaaS platform for launching and operating a sustainable, high-quality Wi-Fi network that enables you to:

- Achieve better utilization and profitability from an innovative portfolio of monetization levers
- Leverage machine learning (ML) and advanced analytics for optimal network deployment
- Access to an ecosystem of hardware that supports Express Wi-Fi - off the shelf

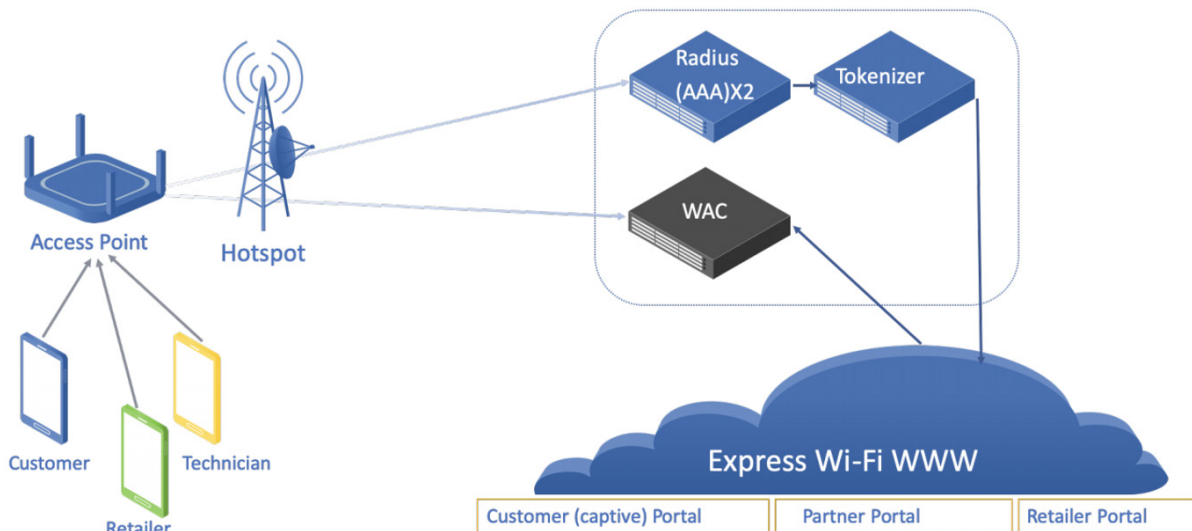
Express Wi-Fi is built as a cloud-native SaaS platform which means learnings and feature developments from anywhere in the Express Wi-Fi community are immediately available for the benefit of everyone in the community.

## WHY CAMBIUM NETWORKS AND EXPRESS WI-FI BY FACEBOOK?

- Wi-Fi network that can be monetized over the network utilizing Cambium equipment
- Express Wi-Fi by Facebook has AI/ML-driven site surveys and deployment tools
- Cambium wireless infrastructure delivers high QoS with dynamic RF management
- Certified joint interoperable



Customizable User Interface



**ABOUT FACEBOOK EXPRESS WI-FI**

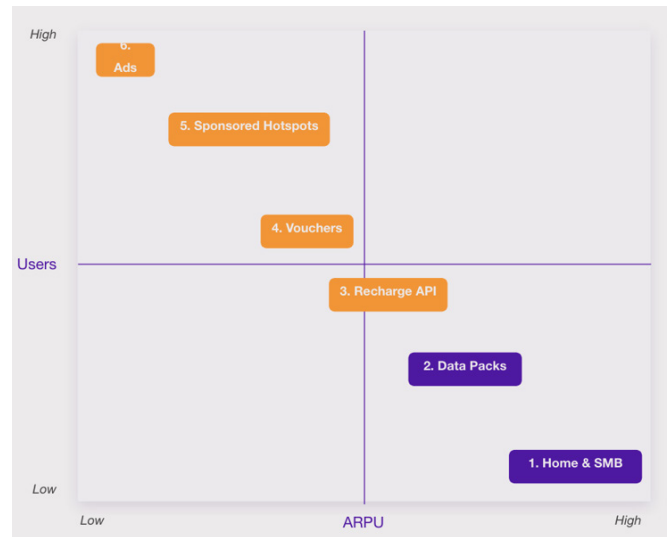
With Express Wi-Fi, Facebook works with a variety of partners in an expanding ecosystem of MNOs, ISPs and satellite providers. The goal of these partnerships is to provide low-cost and fast internet access by providing a comprehensive Wi-Fi platform that partners can leverage to better build, operate, grow and monetize internet access over Wi-Fi in a sustainable and scalable way.

End users join the Wi-Fi Express Wi-Fi network via a slick and intuitive interface that is customizable and allows the partner/ISP to place ads on the interface for indirect monetization or provide the ability to pay for the network usage to directly monetize the network via data packs.

For service providers, Express Wi-Fi also provide a range of tools both on the SaaS interface and via mobile and technician apps that help provide:

**ANALYTICS:**

- Key business metrics
- Business opportunities and recommendations
- Core analytics to support business decisions
- An understanding of user experience
- Identification of how to increase revenue



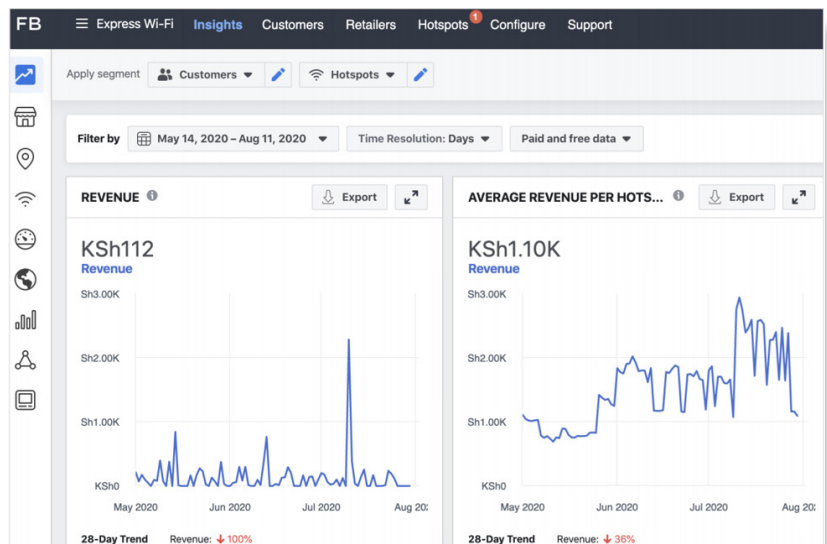
Number of Users Compared to Average Revenue Per User

**MANAGEMENT:**

- Core business functions
- Customer management
- Retailer management
- Network planning
- Location ranking

**BETTER TOGETHER**

We've taken the guesswork out of monetization in public Wi-Fi environments by certifying the interoperability of Express Wi-Fi with Cambium wireless infrastructure. The joint solution is quick to set up and delivers a great, reliable Wi-Fi experience to end users.



Facebook Express Wi-Fi Revenue Dashboard

**SUMMARY**

Cambium Networks offers reliable high-speed infrastructure that supports low-cost and fast internet access. Contact your local Distributor/Reseller to learn how Cambium Networks together with Express Wi-Fi by Facebook delivers a reliable Wi-Fi experience to end users.

**To learn more about Cambium Networks Enterprise Wi-Fi and Switching solutions, please visit:**

**[www.cambiumnetworks.com/wifi/](http://www.cambiumnetworks.com/wifi/)**