

Wi-Fi+

Connected Everywhere

Whether they are at home or away, give your customers seamless access to unlimited data, voice and messaging through our vast global partner Wi-Fi Network.



KEEP CUSTOMERS CONNECTED

With Wi-Fi+ keep your customers talking, browsing and messaging whether they're at home or away, in your own app or with our white label solution.

FLAT RATE UNLIMITED TALK-TEXT-DATA OVER WI-FI:

- Always on connectivity
- Automatically connect to Wi-Fi networks with no sign-ins
- No bill shock - predictable monthly rate
- Use native number to make and receive calls anywhere
- No SIM card or local number needed

Easily integrate other Tata Communications' Real-Time Communications API building blocks like Voice, Video & Messaging and 2-Factor Authentication to quickly scale your development.

BUILD. GROW. MONETISE.

BUILD your offer

- Add services with minimal capital
- Offer a global Wi-Fi roaming bundle without negotiating roaming agreements
- Compete with diversified services

GROW your reach

- Extend your existing network to global Wi-Fi hotspots
- Attract new users and increase loyalty
- Open new markets

MONETISE your app

- Offer innovative services in your market
- Sell unlimited Wi-Fi roaming for a flat rate
- Create more value with add-on functionality

ROAMERS

Adding Wi-Fi+ to your app keeps travellers connected.

Roamers are not purchasing travel packages as often. Instead, they are turning off their phones while away resulting in missed calls and messages, a struggle to find open Wi-Fi hotspots and overall frustration at the lack of connectivity. This is why 7 out of 10 travelers with smartphones find Wi-Fi calling appealing.¹

¹ Source: Ericsson ConsumerLab

AT HOME

Urban homes have "dead zones" for cell connectivity.

There are 2x the number of texts and cell calls made indoors than outdoors.¹ Yet, in dense urban cities in China, Brazil, Japan and South Korea, only 10%-20% claim a good smartphone experience. Elsewhere, as low as 30% find voice quality, coverage and reliability "good" in their homes. With Wi-Fi+ in your app users will never miss a call or message at home.

¹ Source: Ericsson ConsumerLab

The Tata Communications Wi-Fi+ partner network opens up a world of possibilities. Our seamless coverage spans:



94%
coverage
of the world's
top 100
airports



2800+
airplanes



800+
trains



87,500+
hotels
and convention
center venues



160+
Wi-Fi
network
partners

¹ As measured by passenger volume.

TATA COMMUNICATIONS HAS THE KNOW-HOW:

20 years
of VoIP

#1 global
voice carrier

Global connectivity for

4 out of **5** mobile
every subscribers