ANTlabs
Services Made Easy

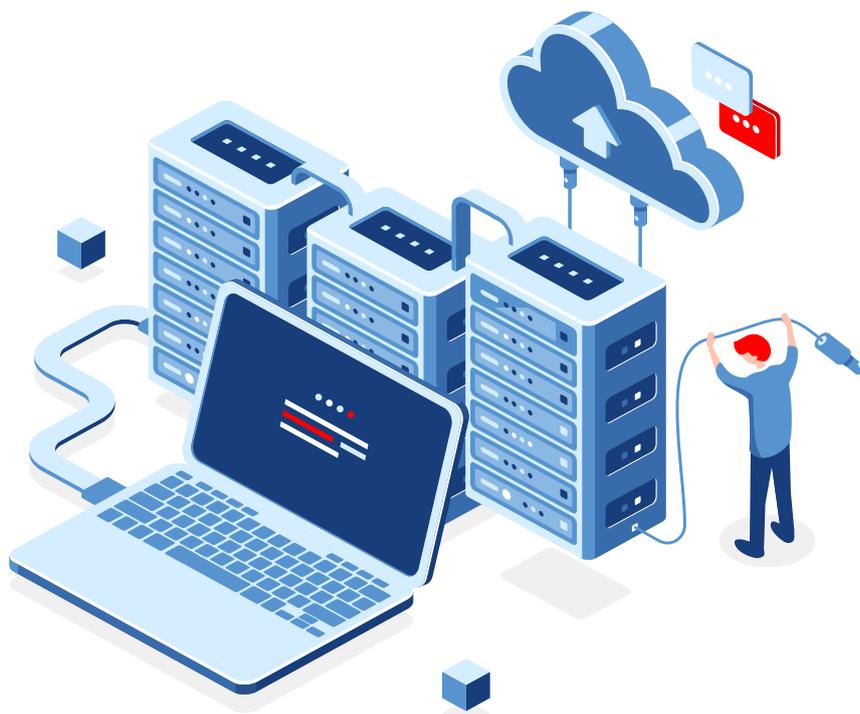## ANTLABS ASP CLOUD + SG 5
A cost-effective,
centralized solution
for **managed service**

ASP Cloud solution allows service providers to
deliver fast and secure, user-aware services to
users in your network across multiple locations

ANT*labs* ASP CLOUD SOLUTION

Over the years, ANTlabs suite of gateway and cloud solutions always has focused on delivering user-aware services. User-aware services are personalized, differentiated services created according to each user's preferences or specific to the user's usage context within the network (e.g., providing better bandwidth QoS for premium users).

There are two components in this solution: **ASP Cloud and SG 5**.

ANTlabs ASP Cloud creates a cost-effective and easy way to deploy WiFi hotspots across multiple locations and provides business reports and analytics to help businesses know their guest preferences and, in doing so, provide a potentially better user experience.

ANTlabs SG 5 is accompanying edge equipment that works with ASP Cloud to enable service providers and large venue operators to easily manage their networks with self-service account provisioning, flexible license and module allocation, and multiple authentication methods.

In addition, ANTlabs has enhanced the cloud platform, expanding support to not just ANTlabs gateways but also other vendors' network devices like routers, gateways, and wireless controllers provide a consistent uniform experience to the end-users. For IT Management, this means better control and visibility over more aspects of the network service and having the flexibility to customize the user experience according to local conditions.

With ASP Cloud and SG 5, service providers and operators can offer differentiated services and business models to suit their needs.

ANTlabs Centralized Service Platform Key Benefits

· **Fast deployment** of secure WiFi hotspots and user-aware services that require fewer human resources, and better admin efficiency with the platform's multi-level administrative function

· **Easy management of multiple locations** - provides a single dashboard view of global and local sites

· Low upfront investment cost and **flexible allocation and redeployment of shared licenses and software assets** to meet business requirements and user demand

· Quickly adjust hotspots to **location-specific demands and requirements** (i.e., portal customization, WiFi plans adjustments, account creation)

· Enable **user-specific, location-specific and time-sensitive information that enhances user experiences** while protecting your users' data (i.e., GDPR and other data privacy policies compliance)

· **Vendor-agnostic**: No brand or vendor-specific limitations or major overhaul in your network inventory if you have existing equipment that works with the ANTlabs platform

Use Case: Hotel Groups

The global travel industry was ramping up on an upswing, with more and more people travelling worldwide for business and leisure in 2019. When the COVID-19 pandemic hit the world and countries suddenly closed borders. There was a major shift of network traffic to residential areas and a sudden decrease in business and leisure areas. Hotel groups and large venues suddenly found themselves having empty rooms and underutilized spaces.

Flexible licenses

ANTlabs' ASP Cloud solution gives hotel groups the flexibility to adjust license usage. This means that if there is a sudden reduction of footfall in your establishment, you can easily adjust and reduce the license and eventually increase as business picks up again.

Multi-tenancy with a consolidated central dashboard

The consolidated dashboard benefits the hotel group IT management team as it gives them an overview of their hotel network across multiple locations. Hotel group IT teams can easily assign admins access to or receive network health status notifications through the ASP Cloud's multi-level admin feature. This capability reduces the hassle of sending out an engineer to every location that reports a network issue. In addition, deployment and initial troubleshooting can be done remotely through ASP Cloud, so it is possible to handle multiple projects simultaneously, even with a lean IT team.

Who uses ASP Cloud?

The ASP Cloud is for the following:

- **Hotel groups**
- **Convention centres**
- **Transportation hubs: airports, cruise centres**
- **Hospitals**
- **Serviced apartments and offices**
- **SME (HQ and branch offices)**
- **Student hostels**
- **Worker dormitories**

ASP Cloud Modules

Payment
Property Management System
Volume Control
Radius Support
Lawful Intercept
Advanced QoS
Multi-WAN
Event Manager
PAN / Casting

Services

HSIA-as-a-Service

Connectors

SG Connector
- ANTlabs Gateways

Other Device Connector
- ANTlabs Cloud Gateway
- Other AP brands*
- Other gateway brands*

*Inquire to see a separate list of
supported brands and other equipment*

Consistent customer experience and branding standards adherence

Each location has different business requirements and user demands. That does not mean that customer experiences should be different as well. Hotel groups can maintain hotel brand standards through ASP Cloud's drag-and-drop portal designer tool, and they can create one portal as the basis and push this across locations worldwide. The ASP Cloud's site duplication feature substantially reduces the time it takes to customize and deploy hotspots and blasting relevant information to guests since this can be done remotely from one location.

Zero-touch provisioning, quick replacement, and no downtime

Hotel groups can choose from a long list of authentication methods ranging from property management systems to social media login. With these methods, guests can authenticate themselves and gain WiFi access easily with the method convenient to them. The hotel can also upsell premium-tier WiFi services to lobby guests or give their VIPs and loyalty card holders the best possible tier. In addition, should there be a location that reports a critical network issue, the hotel group admin can easily swap that faulty equipment with a spare from their inventory, thus ensuring a zero downtime experience.

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