Indio Connect
for Hughes Networks

CASE STUDY

OVERVIEW

- **Low Internet Penetration:** Latin America struggles with low internet penetration rates, exacerbating the digital divide.
- **Transition from ExpressWiFi:** Indio Networks had to fill the void left by Facebook's ExpressWiFi platform, which ceased operation, leaving many WiFi hotspot operators seeking an alternative.
- **Satellite-Based Connectivity:** Given the challenges of low population density and the impracticality of fiber and cable infrastructure, satellite-based internet connectivity emerged as the most viable option.

REQUIREMENT

- Create an easy-to-install, operate, and maintain WiFi system suitable for remote areas with limited technical expertise.
- Develop a user-friendly application and billing system.
- Develop a comprehensive WiFi service platform to manage hotspots across different locations from a single console.
- Monetize the WiFi service through partnerships with various stakeholders.

HOW WE HELPED

- Provided a cloud-based WiFi management platform to manage, monitor and control the WiFi hotspots.
- Partnered with Hughes Networks to provide satellite-based connectivity.
- Created user-friendly applications for Distributors, Retailers and Customers.
- Built an intuitive micro-billing system.

Latin American countries like Mexico, Brazil, Colombia and Peru face significant challenges in internet penetration, with many underserved regions lacking access to reliable connectivity. Indio Networks leveraged its extensive experience in the WiFi hotspot market and technical expertise to partner with Hughes Networks, a leader in VSAT-based connectivity. Indio's "Indio Connect" aimed to provide WiFi as a service to connect the unconnected regions in these regions.

Solution Overview

Indio Connect was strategically designed to connect Latin America's underserved populations, thereby mitigating the pervasive digital disparity and creating a sustainable revenue stream for all stakeholders involved.
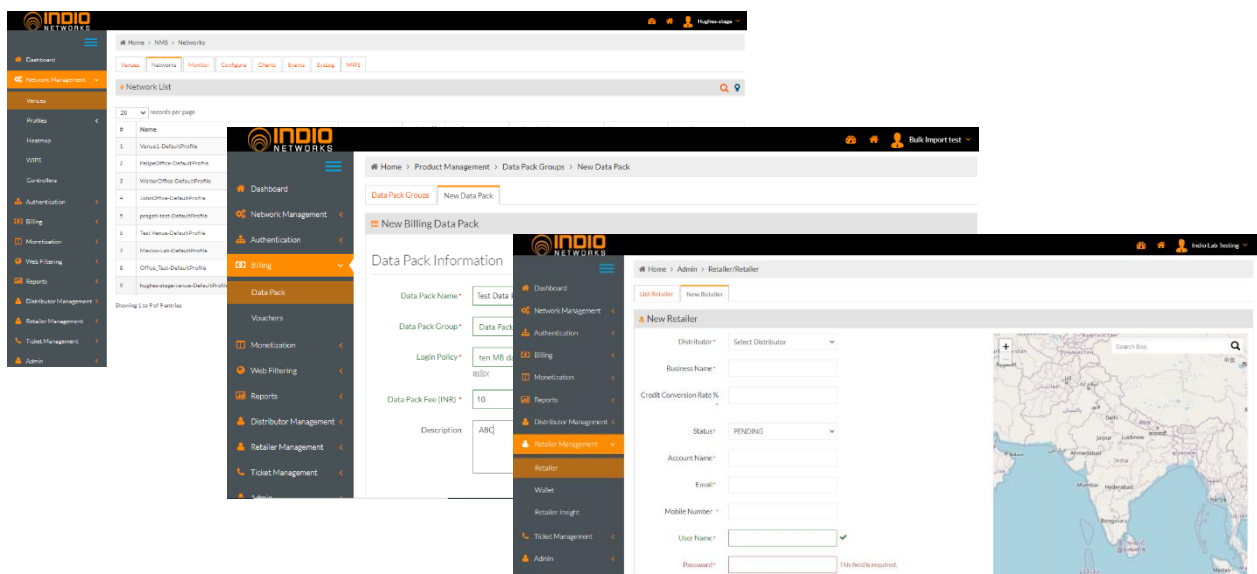
Key components of Indio Connect:

1. **Indio Cloud:**

   A cloud-based WiFi management platform enabled Operators to oversee and control WiFi hotspots deployed across multiple venues. It adeptly supported the unique ecosystem introduced for this project, handling all essential hotspot services, from captive portal and authentication to billing, user management, and configuration.
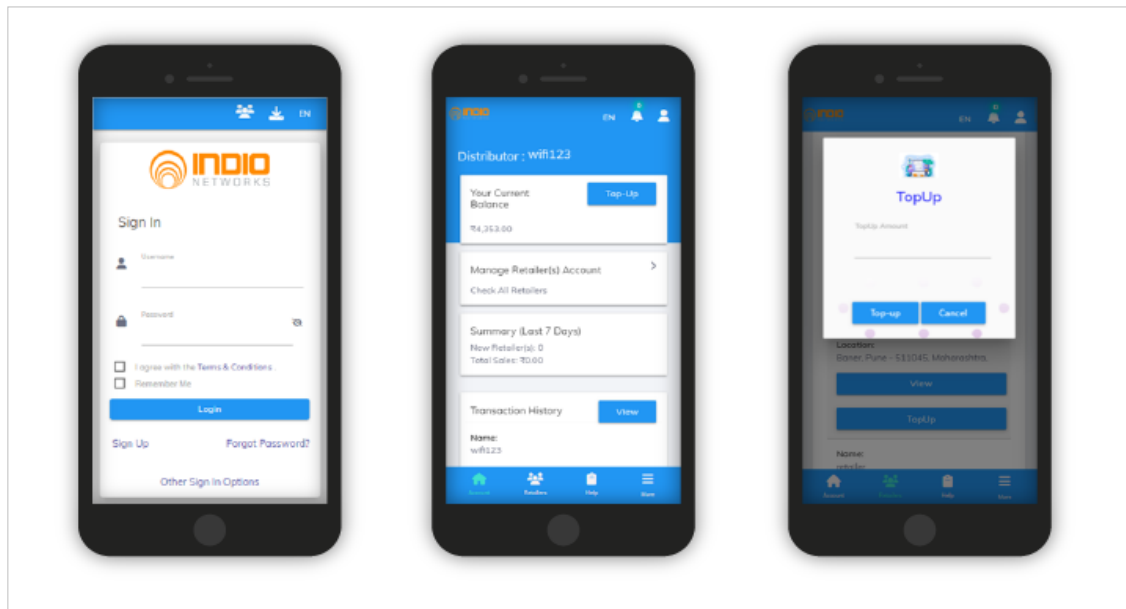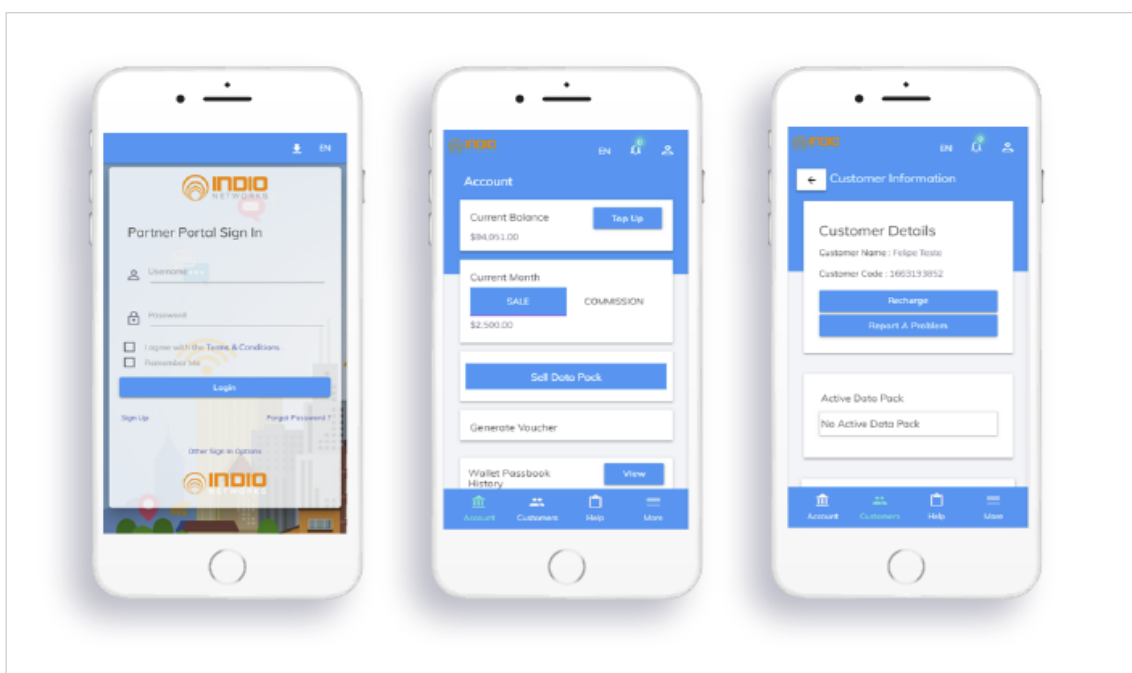

Indio Cloud Dashboard

2. Distributor Application:

Distributors were equipped with an application that enabled them to manage multiple WiFi hotspots within their regions, including overseeing Retailer accounts and handling revenue and transactions. All these transactions took place virtually using a wallet-based system.
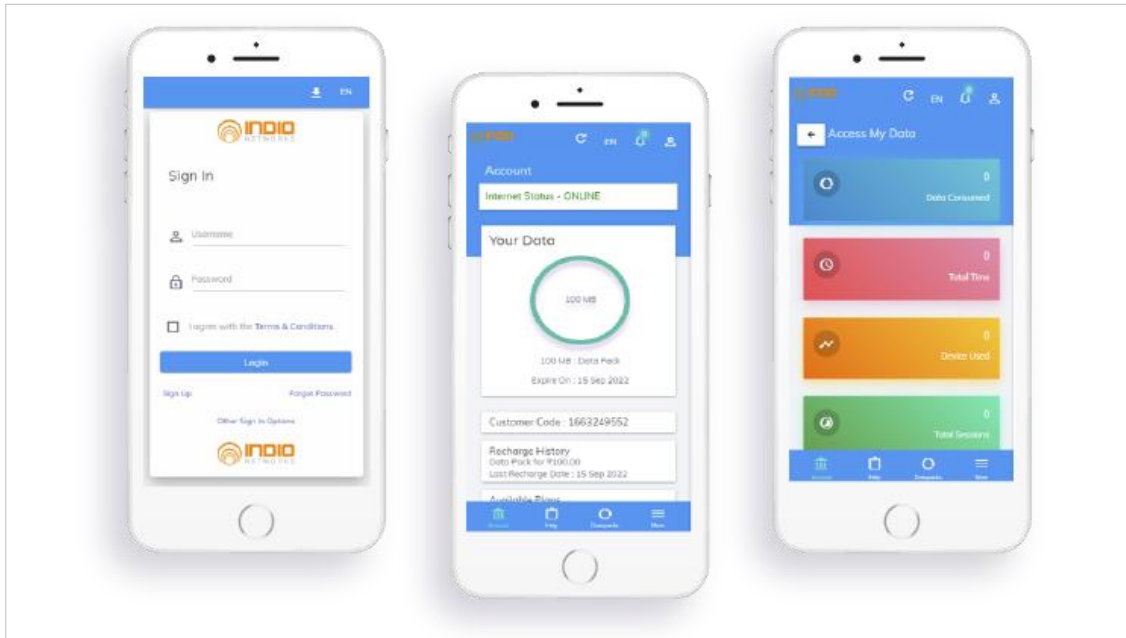

3. Retailer Application:

Retailers, responsible for managing WiFi hotspots, were enabled with an application that facilitated WiFi provision through a micro-billing system, offering various data packs to end-users.
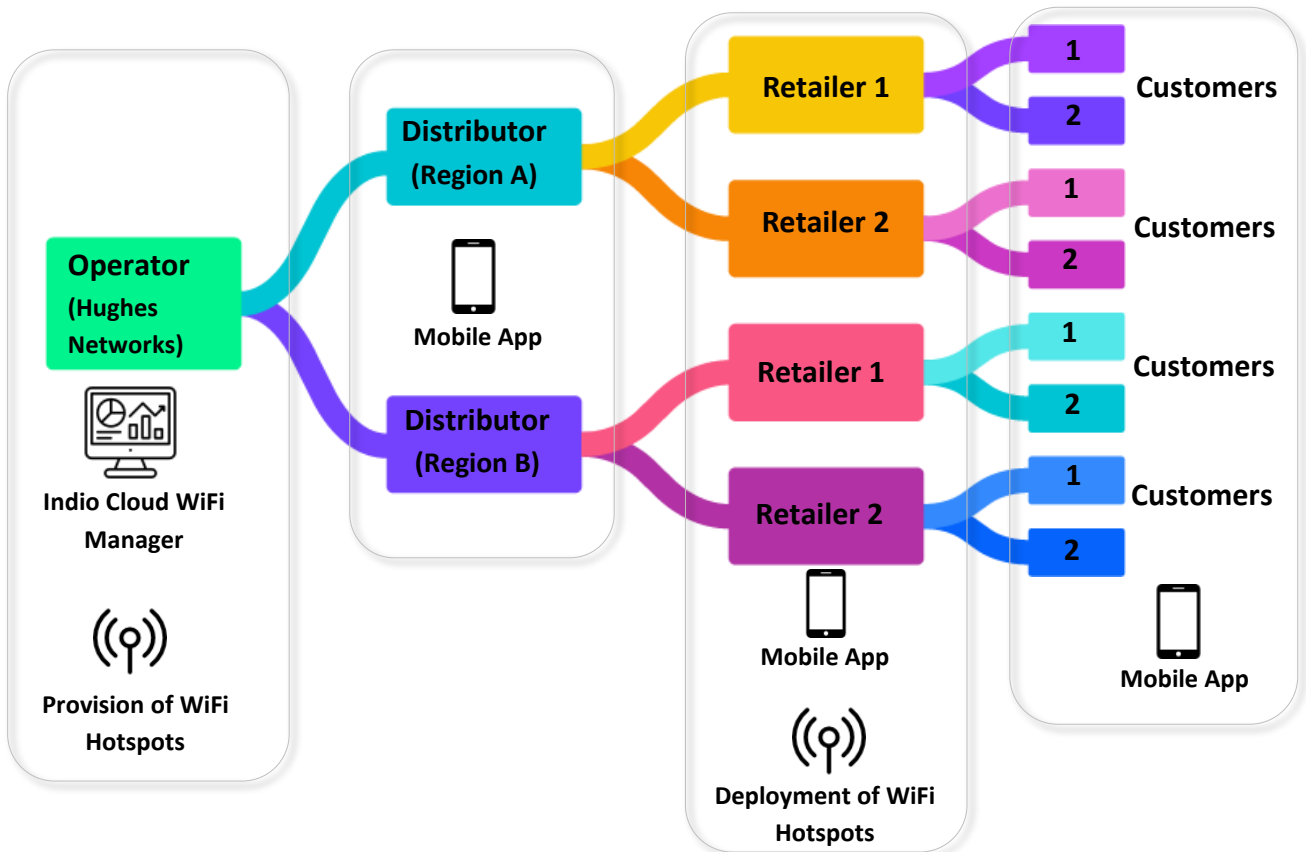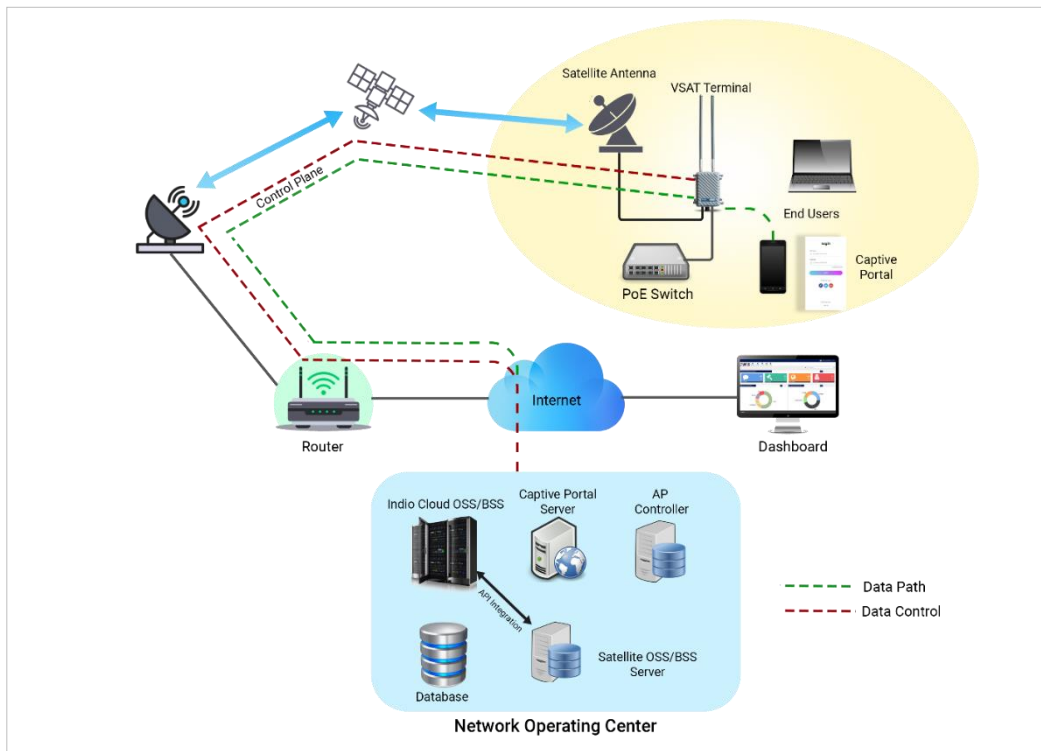
4. Customer Application:

End-users, or customers, could locate nearby Retailers (WiFi hotspots) via an easy-to-use multilingual application. They were able to choose from a range of data pack plans and make purchases tailored to their preferences.

Indio Connect Hierarchy
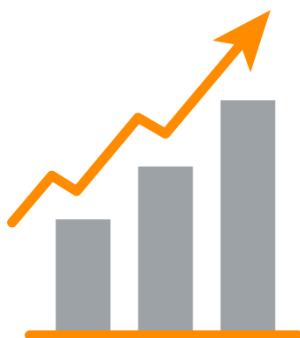
Deployment Architecture

Impact

Indio Networks and Hughes Networks succeeded in connecting over 2500+ hotspots thereby connecting millions of people across Latin American countries like Mexico, Colombia, Brazil and Peru, through public WiFi hotspots, a significant step in reducing the digital divide in the region.

All stakeholders involved, including Operators, Distributors, Retailers, derived substantial benefits from this innovative revenue model.

Revenue generated (in dollars):   **Number of WiFi hotspots deployed:**

$160,000+ per month   **2500+**

Testimonials

We had the opportunity to interview a few individuals who have benefited from these initiatives, and here are their testimonials:

"
I walk nearly 7 kms to avail the WiFi service, which helps me immensely for obtaining crucial information related to agriculture.

- **Andrés**
a farmer in Mexico

"
The availability of WiFi is enabling us to advance our community development efforts and broaden the spectrum of opportunities for our residents.

- **Rafael**
a resident of Brazil

"
Internet connectivity has transformed my small venture into a global success. WiFi has connected me with customers far and wide.

- **Maria**
a young entrepreneur in Mexico