



# Plume Customer Testimonials eBook

2024



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# Index

I Who we are

II Customer success examples

01 Haystack

02 HomePass

03 WorkPass

04 Uprise (\*coming soon)

III Partner success examples (\*coming soon)







# Who we are





# We serve the needs of Service Providers and their consumers

For service providers



**Haystack<sup>®</sup>**  
Actionable data & marketing insights suite



For consumers

RESIDENTIAL



**HomePass<sup>®</sup>**  
Smart home suite



COMMERCIAL



**WorkPass<sup>®</sup>**  
Intelligent workplace suite



MULTI-DWELLING



**Uprise<sup>®</sup>**  
Adaptive multi-dwelling unit (MDU) suite



OpenSync<sup>®</sup> + Plume Cloud





400+ CSP partners





# Offering big business impact\*

## Increased ARPU & velocity



Monthly residential ARPU

▲ \$15+



ROI

▲ 200%



NPS

▲ 60



Deployment velocity

▲ 67%

## Reduced OPEX



Support calls

▼ 51%



Truck rolls

▼ 67%



Installation

▼ \$150



Churn

▼ 30%



# Customer success examples





# Haystack

**ARMSTRONG®**

Pennsylvania, USA

A family owned and operated company, providing high-speed internet, digital HD television and telephone service to more than 350,000 customers across six states.

INTERNET / TV / PHONE  
**MCTV**  
*We go the extra smile.*

Ohio, USA

*"We go the extra smile."*

MCTV offers internet, phone, cable TV, and security services for over 60,000 homes and businesses in eastern Ohio and West Virginia.



Europe

Liberty Global is a multinational telecommunications company that provides internet, cable television, and telephone services in six European countries.

LG's networks connect more than 85 million people.



# Haystack



Belgium

Telenet is the largest provider of cable broadband services in Belgium, serving over 2.4 million homes.



Ohio, USA

A family owned and operated company, providing high-speed internet, digital HD television and telephone service to more than 350,000 customers across six states.





# ARMSTRONG®

Pennsylvania, USA

5+

Years of partnership  
with Plume

2019

Launched Zoom Internet  
powered by HomePass with  
Haystack support platform

350,000+

Number of Subscribers

[Read the full case study >](#)  
[Watch the interview >](#)





# Armstrong

Pennsylvania, USA

## CHALLENGE:

- Increasing service calls for in-home WiFi
- Higher OpEx due to rising service calls and truck rolls
- Decreasing subscriber satisfaction and brand erosion

## SOLUTION:

Haystack subscriber experience management suite including:

- Panorama dashboard providing in-home visibility to enable efficient remote support
- Frontline software tools to correlate, diagnose, and remotely resolve issues, and increase subscriber satisfaction



## RESULTS:

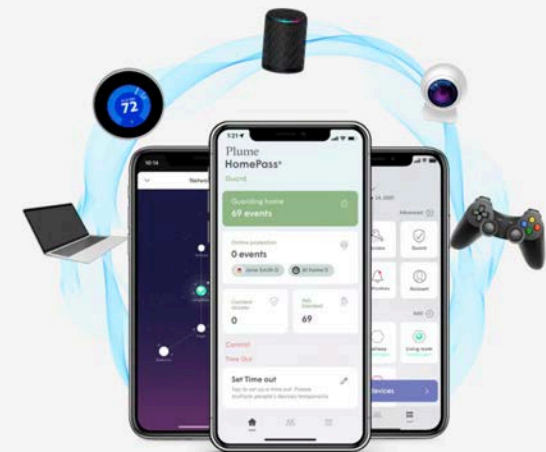
- 30% fewer WiFi service calls
- 33.8% increase in NPS scores
- 18.75% churn reduction



Get Zoom with enhanced Wi-Fi capabilities today! [Shop Now >>](#)



Easily manage your network with the highly rated Plume HomePass® app. You're in complete control over every device in your home.







Ohio, USA

4+

Years of partnership  
with Plume

2020

Launched MCTV  
Whole-Home WiFi with  
Haystack support platform

60,000+

Number of Subscribers

[Read the full case study >](#)



# MCTV

Ohio, USA

## CHALLENGE:

- High volume of subscriber complaints related to WiFi and equipment
- Empower subscribers to independently manage their WiFi

## SOLUTION:

- HomePass featuring adaptive WiFi and Haystack analytics
- Haystack consumer experience platform increases visibility to see and rapidly diagnose issues remotely
  - HomePass subscribers gain improved speed, coverage, and control in an easy to use app, reducing call volumes



## RESULTS:

- 236% subscriber growth
- +4800 new HomePass subscribers
- 100% subscriber self-install rate

## MAKE CONNECTIONS MANAGE CONNECTIONS

MCTV Whole-Home WiFi gives you control over whole-home connectivity. Manage devices and all the loved ones who use them with our free HomePass® app.



## ENJOY THE LITTLEST MOMENTS FROM EVERY DEVICE IN EVERY ROOM OF YOUR HOME

Connect your entire home with MCTV Whole-Home WiFi, Powered by Plume HomePass® for only \$10.95 per month. Experience fast, reliable coverage and high security when you browse, stream your favorite shows, work from home and more.







Europe

10+

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Years of partnership  
with Plume

2014

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Launched LG Connect App  
powered by HomePass with  
Haystack support platform

8,000,000+

---

Number of Subscribers

[Read the full case study >](#)

# Liberty Global

## Europe

### CHALLENGE:

- Improve the overall customer experience across all of its services
- A software deployment on existing hardware via OpenSync

### SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform:

- HomePass adaptive WiFi, maximizing speeds & subscriber experiences on diverse ODM customer premise hardware
- OpenSync integration into its ONEConnect platform to enable a digital cloud strategy and introduce new services via software on existing hardware

### RESULTS:

- + Increased NPS
- > 80% of devices connect to 5 Ghz
- 21% increase in “average time connected” at speeds >50 Mbps



### CONNECT POD

The next generation Connect Pod extends WiFi throughout the home, increasing speed, reliability and coverage by adapting to the environment it operates in.

Through our partnership with Plume Adaptive WiFi™ the technology allows us to optimize and tailor broadband connections, according to the customer and their individual habits, which in turn is enabled by open-source software OpenSync™.







Belgium, Europe

3+

---

Years of partnership  
with Plume

2021

---

Launched Telenet 360° WiFi  
powered by HomePass

1,750,000+

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Number of Subscribers

[Watch the interview >](#)

# Telenet

Belgium

## CHALLENGE:

- Competitor winning on WiFi experience vs. Internet speeds
- **Need solution that optimizes the home WiFi experience**
- High dispatch volumes and low subscriber satisfaction

## SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform

- OpenSync enables software services on existing hardware
- HomePass adaptive WiFi optimizes subscriber experiences
- Haystack suite gives clear view of subscriber issues to identify and resolve most issues remotely

## RESULTS:

- 2.3% ARPU increase
- Increased subscriber satisfaction
- Plume customer experience enabled Telenet to take competitive market share



### Kies je aantal slimme wifi-pods







Ohio, USA

4

Years of partnership  
with Plume

2020

Launched CityLink  
SMART WIFI powered by Plume

25,000

Number of Subscribers

[Watch the interview >](#)





# City of Wadsworth

Ohio, USA

## CHALLENGE:

- Extend CSP visibility from the D-Mark to the whole home
- Exceed subscriber expectations to increase brand loyalty
- Beat tier-1 cable competition by offering better service

## SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform:

- Haystack enabled CSP visibility into the home network with support tools and insights for fast, proactive issue resolution
- HomePass intelligent smart home services provide basis for branded CITYLINK SMART WIFI



## RESULTS:

- > Proactive service resolution
- > ARPU (\$) via personalized service
- 22% reduction in “truck rolls”

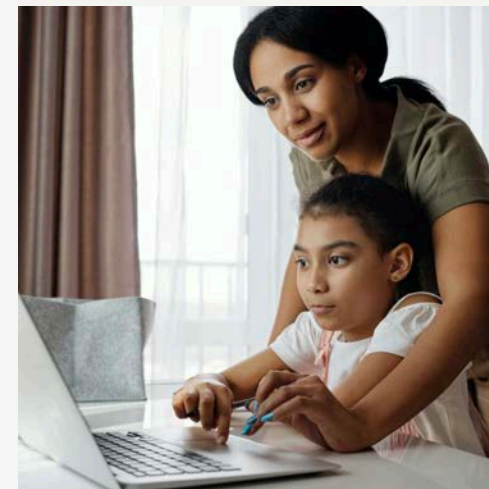
## CityLink brings you Plume



### A smart home super bundle featuring:

- Plume Adaptive WiFi™** – Fast, reliable, consistent Internet throughout the home
- HomePass®** – Parental controls and guest access with unparalleled capabilities
- AI Security** – Safe and secured devices, worry-free browsing, no advertisements

[Learn more about the Plume app and hardware](#)



 CITYLINKCONNECT

## Work, Learn, Play, Connect...

We're spending more time at home and online working, going to school and spending time with family. Whatever you do, do it faster with **CityLink Connect** internet service.

[Sign Up for CityLink Internet Service](#)



# HomePass - APAC Customers

もっと、あなたに響くこと。

**J:COM**

Japan

J:COM Co., Ltd.  
is a Japan-based provider of  
television, high-speed  
broadband, and telephony  
service to 5.5 million  
subscribers.



India

Jio is the largest operator in  
India, offering connectivity,  
fibre, mobile devices, apps,  
home and business solutions to  
more than 200 million  
subscribers.



もっと、あなたに響くこと。

# J:COM

Japan

5

Years of partnership  
with Plume

2019

Launched HomePass

5,500,000

Number of Subscribers

[Watch the interview >](#)



# J:COM

Japan

## CHALLENGE:

- Enabling high flawless smart home WiFi experiences
- WiFi interference in multi-dwelling unit spaces

## SOLUTION:

HomePass® smart home suite:

- HomePass applies AI for continuously adaptive WiFi that minimizes sources of interference and maximizes speed
- Simplified offering, ease of implementation, and proven outcomes promote rapid deployment and sales velocity

## RESULTS:

- 4x Faster subscriber internet speeds
- Improved WiFi connectivity in multi-dwelling units





India

1

Years of partnership  
with Plume

2023

Launched HomePass and  
WorkPass powered by Plume

13,000,000

Number of Subscribers



# Reliance JIO

India

## CHALLENGE:

- Consumer demand for consistently high-quality services
- Competitive threat increases potential for subscriber churn
- Grow fiber broadband and Fixed Wireless Access share

## SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform:

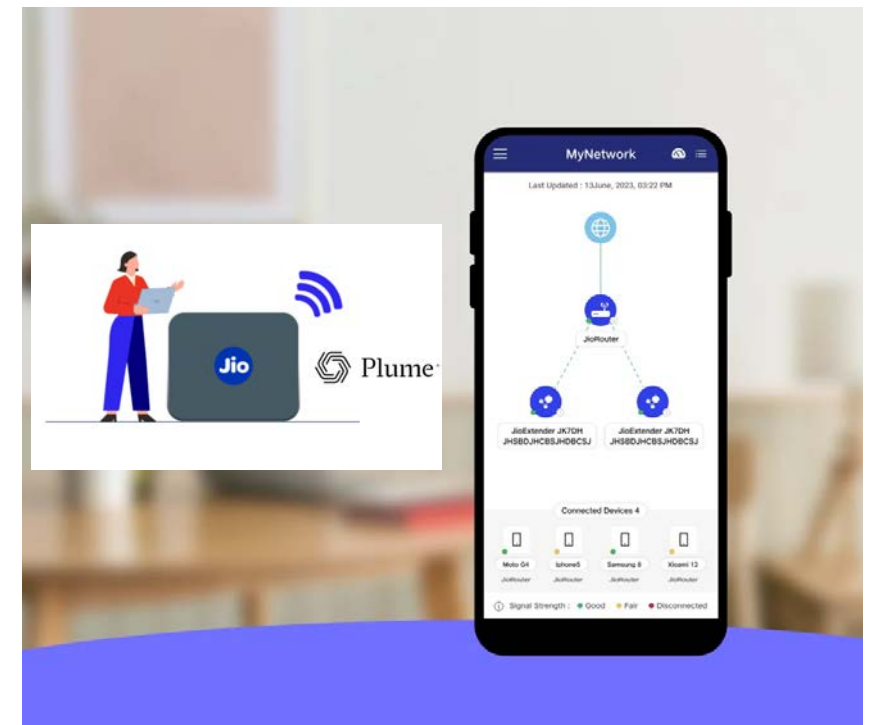
- HomePass adaptive WiFi optimizes subscriber experiences
- Haystack suite gives clear view of home network with insights for proactive issue resolution to reduce churn
- OpenSync enables Plume cloud-hosted software services on existing hardware for fast deployment at scale



## RESULTS:

- Rapid scaling to millions of subscribers
- Enhanced connected home service offers

## Manage and enhance in-house Wi-Fi experience



# HomePass - EMEA Customers



Cyprus

Cablenet in Cyprus offers broadband, fixed telephony and television services to over 230,000 subscribers through its wholly owned cable infrastructure.



Deutsche  
Glasfaser

Germany

Deutsche Glasfaser operates fiber networks for homes, businesses, and institutions in rural Germany and is among the country's fastest-growing broadband providers with 1.5 million subscribers.



Jersey Islands, UK

JT is a government-owned full-service global connectivity and business enterprise provider to over 1.8 million subscribers, headquartered in the Channel Islands.





# HomePass - EMEA Customers



Europe

VodafoneZiggo Group offers video, broadband internet, television, voice, and mobile services to 3 million home and business customers.



Isle of Wight, UK

WightFibre is a full-fibre network operator on the Isle of Wight, UK, providing telephone and broadband internet services to over 150,000 subscribers.





# /// cablenet

Cyprus, Europe

5

Years of partnership  
with Plume

2019

Launched UltraWiFi Internet  
powered by HomePass

205,000

Number of Subscribers

[Read the full case study >](#)

[Watch the interview >](#)



# Cablenet

## Cyprus

### CHALLENGE:

- Increasing levels of service calls for in-home WiFi
- Hi OpEx due to rising service calls and truck rolls
- Decreasing subscriber satisfaction

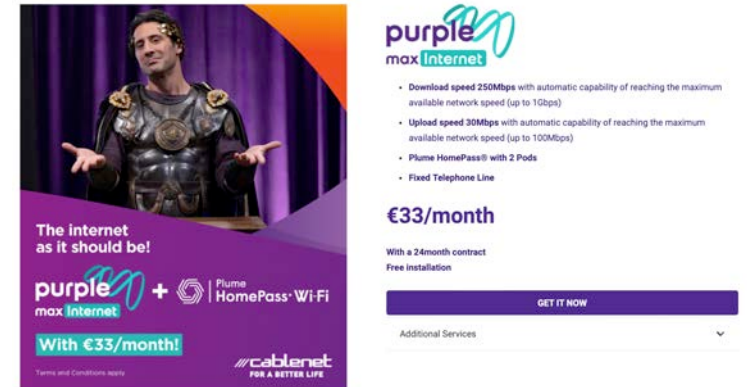
### SOLUTION:

#### HomePass smart home suite:


- Provides advanced security, personalization, and control to deliver the best digital experience possible to subscribers
- Bundled fiber broadband with Plume's HomePass in single, premium offering, Purple Max Internet, for all subscribers
- Market HomePass to all Cyprus homes as an "over-the-top" offer, regardless of current choice of broadband provider

### RESULTS:

- #1 CSP for customer satisfaction
- 40% increase in subscriber base
- 19.4% increase in ARPU



The image shows a promotional graphic for Purple Max Internet. On the left, a man in a metallic, futuristic suit stands with his hands outstretched. The text reads: "The internet as it should be!" followed by the Purple Max Internet logo and "Plume HomePass WiFi". Below that, it says "With €33/month!". On the right, the Purple Max Internet logo is shown above a list of features: "Download speed 250Mbps with automatic capability of reaching the maximum available network speed (up to 1Gbps)", "Upload speed 30Mbps with automatic capability of reaching the maximum available network speed (up to 100Mbps)", "Plume HomePass® with 2 Pods", and "Fixed Telephone Line". Below the list, the price "€33/month" is displayed, along with "With a 24-month contract" and "Free installation". A purple button says "GET IT NOW". At the bottom, there is a section for "Additional Services" with a dropdown arrow.



The image displays three mobile app screens. The left screen shows a home dashboard for "4 People home" with 14 devices, listing "Ella's MacBook", "Olivia's iPhone", and "Max's Laptop". The middle screen shows the "Plume" app interface with a central "14.2 Mbps" speed indicator and a "Download Speed" button. The right screen shows "Device Internet Speed" for "Olivia's MacBook" with a speed of "136 Mbps" and "9 Mbps". Below the screens is a purple button that says "TOUR THE APP".







Deutsche  
Glasfaser

Cologne, Germany

2

Years of partnership  
with Plume

2022

Launched SmartWifi  
powered by Plume

1,500,000+

Number of Subscribers





# Deutsche Glasfaser

Germany, Europe

## CHALLENGE:

- Improve the customer experience across all of its services
- Needed a solution that prevents home network congestion and provides constant fast fibre speed and capacity for a large number of users and connected devices
- Software deployment on existing hardware via OpenSync

## SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform:

- HomePass adaptive WiFi, maximizing speeds and subscriber experiences on diverse ODM customer premise hardware
- OpenSync integration to enable a digital cloud strategy and introduce new services via software on existing hardware

## RESULTS:

- First to launch WiFi 6E in Germany
- Leveraging the Plume Cloud, the DG WLAN system intelligently optimizes the flow of data to all devices



**DG WLAN PLUS**

Mit dem ersten WLAN 6E Glasfaser-Router Deutschlands.

- ✓ Atemberaubende Leistung
- ✓ Maximale Sicherheit
- ✓ Einzigartiger Komfort

Powered by Plume HomePass®

 Plume 





## British Channel Islands

3

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Years of partnership  
with Plume

2021

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Launched JT Total WiFi  
powered by HomePass

32,000

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Number of Subscribers

[Read the full case study >](#)



# JT Global

## British Channel Island

### CHALLENGE:

- Fast speed alone no longer meets needs of subscribers
- Home WiFi can be impacted by factors beyond JT's control
- Maximize potential of fiber network and QoE in the home

### SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform:

- Optimizes WiFi speeds and experiences from the router to end devices
- HomePass intelligent smart home services provide basis for branded JT Total WiFi mobile app to monetize fiber service
- Haystack data prediction & analytics suite insights enable JT to identify and remedy issues faster

### RESULTS:

- 42.9% higher customer SAT scores
- 82% of JT Total WiFi subscribers are "satisfied or very satisfied"
- Increased ARPU across tiers

**A WI-FI THAT KEEPS LEARNING JUST LIKE YOU**

JT Total WiFi | Plume HomePass®

#### Benefits

- Wi-Fi Optimisation**  
Control your home Wi-Fi from the touch of a button. JT Total Wi-Fi opens up a world of smart home capabilities, optimising the bandwidth for connected devices across your home.
- Access Controls**  
Simple app-based control  
Access for guests and individual devices can be controlled and managed with custom passwords easily through the App.
- Parental controls**  
Keep your kids safe online  
Set up age-appropriate content filters, block or approve specific websites and manage the type of content that each profile can access. You can even freeze internet instantly or on a schedule – so whether it is focus time, family time, or bedtime you're in control.
- Security**  
Giving you peace of mind  
JT Total Wi-Fi provides protection from security threats from both inside and outside your home network, plus gives you adblocking functionality and device protection.  
You can even enable Wi-Fi motion sensing that captures signals indicating movement within a home near a particular Wi-Fi device, and can be monitored using the App.





vodafone  Ziggo

Netherlands, EMEA

3

Years of partnership  
with Plume

2021

Launched SmartWifi  
powered by Plume

3,000,000

Number of Subscribers

[Watch the interview >](#)





# Vodafone Ziggo

## Europe

### CHALLENGE:

- No visibility into existing home devices
- Software deployment on existing hardware via OpenSync

### SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform:

- HomePass adaptive WiFi, maximizing speeds and subscriber experiences on diverse ODM customer premise hardware
- OpenSync integration onto its platform to enable a digital cloud strategy and introduce new services via software on existing hardware

### RESULTS:

- +10 Increase in NPS
- > 80% of devices connect to 5Ghz
- 21% increase in “average time connected” at speeds >50 Mbps



The screenshot shows the Ziggo website interface. At the top, there is a navigation bar with links for 'PRODUCTEN', 'KLANTENSERVICE', 'ENTERTAINMENT', and 'ZAKELIJK'. The Ziggo logo is on the right, along with icons for 'ZIGGO GO', 'ZOEKEN', 'ZIGGO MAIL', and 'MIJN ZIGGO'. Below the navigation bar, a dark banner contains the text 'De SmartWifi pods werken exclusief met de SmartWifi Ziggo modems' and a button 'Welk type modem heb jij?'. The main content area features a large orange banner with the headline 'SmartWifi met slimme wifi-versterkers' and the subtext 'Altijd en overal in huis perfecte wifi'. There are two buttons: 'SmartWifi voor klanten' and 'Overstappen naar SmartWifi'. Below this, there is a section titled 'SmartWifi pods' with the text 'Vergroot je wifi-netwerk met deze slimme zeshoekige wifi-versterkers'. At the bottom of this section are two buttons: 'Nu installeren' and 'Problemen oplossen'. An image of a white, hexagonal SmartWifi pod is shown on the right side of the 'SmartWifi pods' section.







## Isle of Wight, EMEA

3

Years of partnership  
with Plume

2021

Launched WightFibre  
Whole Home WiFi  
powered by Plume

20,000

Number of Subscribers

[Watch the interview >](#)





# WightFibre

Isle of Wight, EMEA

## CHALLENGE:

- High volume of broadband complaints due to poor WiFi
- Optimize reliability, performance, & security of connected devices
- Introduce new and personalized, in-home services at scale

## SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform:

- Haystack data prediction & analytics suite gives clear view of subscriber issues to enable fast resolution
- HomePass intelligent smart home services provide basis for branded WightFibre Whole Home WiFi
- OpenSync enables ISPs to introduce new services with ease



## RESULTS:

- Exceptional customer service
- +NPS Score of 79



As people and devices come and go in your house, HomePass™ by Plume lets you see which devices are accessing the Internet and how much they're uploading or downloading. You can block and unblock specific devices from accessing the Internet.

**Adaptive WiFi**  
Consistent speed and coverage with WiFi that proactively adjusts to you\*.

**Access Control**  
Intuitive tools for managing users, devices, and internet access including parental control.

**Internet Security**  
Safe and secured devices, worry-free browsing, no advertisements.



# HomePass - North American Customers



Utah, USA

All West is a leader in providing internet, TV streaming, and phone service to 15,000 subscribers in rural areas stretching from northeast Utah to Southwest Wyoming.



Canada

Bell Canada is a leading telecommunications company offering landline, mobile, internet, television, and enterprise services across Canada.



Florida, USA

Blue Stream Fiber is a telecommunications company in Florida that offers internet, TV, and phone services to over 150,000 households and more than 500 communities.





# HomePass - North American Customers



Colorado, USA

Pulse Fiber Internet provides fast & reliable fiber Internet, WiFi, TV, and Voice services to over 30,000 subscribers in Northern Colorado.



Tennessee, USA

Directly connected to over 80,000 households and businesses in the city of Clarksville, CDE Lightband offers subscribers 1-stop shopping for electricity, Internet, video & voice services.





Utah, USA

4

Years of partnership  
with Plume

2020

Launched Managed  
WiFi by Plume

14,944

Number of Subscribers

[Read the full case study >](#)





# All West

Utah, USA

## CHALLENGE:

- Support teams overwhelmed by high volume of complaints
- Lack of insight to determine network versus WiFi issues
- Increasing OpEx due to resulting “truck rolls” is untenable

## SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform:

- HomePass gives advanced security, personalization, and control to deliver the best digital experience to subscribers
- Haystack enables total CSP visibility into the home network with support tools for faster, more proactive customer resolution and solid network performance



## RESULTS:

- 20% faster resolution times
- 15% reduction in “truck rolls”
- 46% subscriber growth

## Managed Wi-Fi by Plume

The next step in Wi-Fi Performance. Connect computers, laptops, gaming systems, tablets, and other Wi-Fi products with Plume. Plume is a cloud-based system that provides you with a superior, broadband experience where and when you need it. The Plume SuperPods plug into your wall and work to optimize your Wi-Fi and maximize your broadband speed potential.







Bell



Bell

Montreal, Canada

6

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Years of partnership  
with Plume

2018

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Launched Managed  
WiFi by Plume

4,470,000

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Number of Subscribers

[Watch the interview >](#)



# Bell Canada

## Canada

### CHALLENGE:

- Solution to achieve its distributed WiFi architecture strategy
- A platform for fast services delivery independent of gateway
- Lack of visibility to diagnose and resolve issues without dispatch of technicians

### SOLUTION:

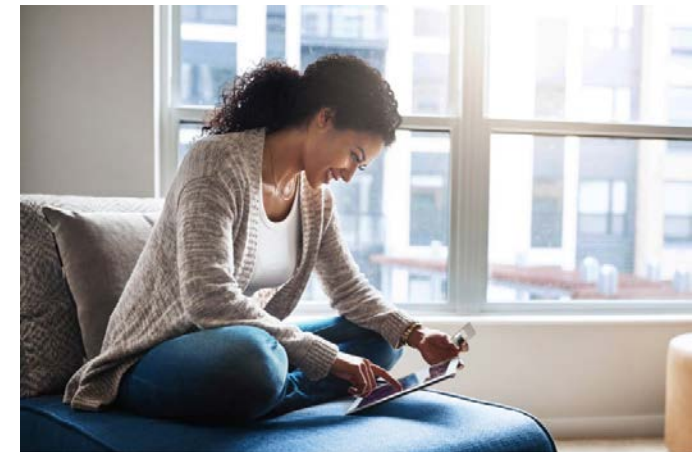
Plume AI-powered, cloud-based, SaaS experience platform:

- HomePass transformed connected experience with greater WiFi coverage, performance, and personalized services
- Software platform delivers services independent of hardware
- Haystack analytics software suite and support tools enables increased visibility, fast issue correlation, and resolution



### RESULTS:

- Happier subscribers
- Higher visibility and faster resolution
- Lower OpEx support costs



Experience great Wi-Fi in every room



Not with Bell?

Sign up for Fibe Internet and add Wi-Fi pods.

See available packages



Already have Fibe Internet?

Add Wi-Fi pods from \$5/mo. each [Learn more](#)

Order now



# Blue Stream fiber

Florida, USA

2

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Years of partnership  
with Plume

2022

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Launched Total Home WiFi  
Powered by Plume

150,000

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Number of Subscribers

[Watch the interview >](#)



# Blue Stream Fiber

Florida, USA

## CHALLENGE:

- Deploying new Fiber internet service to managed communities with senior residents
- Lack of insight to determine network versus WiFi issues
- Convincing property managers to adopt Fiber created need for validated ROI data

## SOLUTION:

- Plume AI-powered, cloud-based, SaaS experience platform:
- HomePass provides advanced security, personalization, and control to deliver the best digital experience to subscribers
  - Uprise enables total CSP visibility into the home and apartment network along with back-end support tools for faster, more proactive customer resolution and solid network performance



## RESULTS:

- 25% subscriber growth
- 50% reduction in truck rolls
- Seamless video streaming experience for Blue Stream IPTV

## Blue Stream Fiber Total WiFi

Smart, Adaptive Whole-Home Managed WiFi Service From Blue Stream Fiber





Colorado, USA

2

Years of partnership  
with Plume

2023

Launched Adaptive WiFi+,  
powered by HomePass

30,000

Number of Subscribers

[Watch the interview >](#)



# Pulse Internet

Colorado, USA

## CHALLENGE:

- Speed without improved experiences impacted goals
- Lack of insight to determine network versus WiFi issues

## SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform:

- HomePass personalization, security, and control delivers connected experience to subscribers beyond “speed”
- Haystack enables greater CSP visibility into home networks with historical & proactive insights for fast issue resolution

## RESULTS:

- +68 points Net Promoter Score
- Improved subscriber experience
- Increased customer lifetime value
- Reduced WiFi complaints





Tennessee, USA

4

Years of partnership  
with Plume

2020

Launched Managed  
WiFi by Plume

25,000

Number of Subscribers

[Read the full case study >](#)





# CDE Lightband

Tennessee, USA

## CHALLENGE:

- High customer calls, dispatches, and churn due to WiFi issues
- Lack of insight to identify network, equipment, and WiFi issues

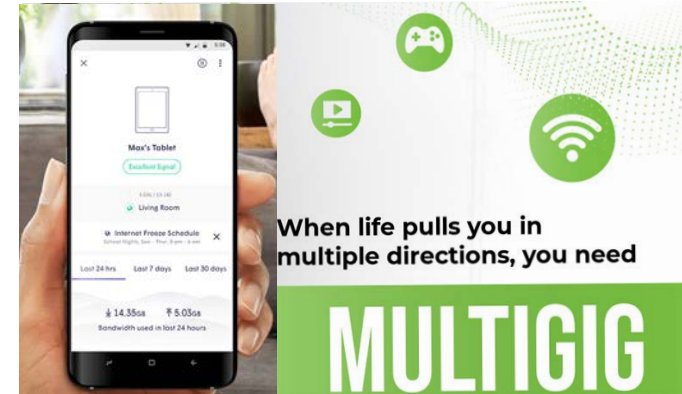
## SOLUTION:

Plume AI-powered, cloud-based, SaaS experience platform

- HomePass smart home services built on self-optimizing WiFi
- Haystack analytics software suite and support tools for CSPs enable increased visibility, fast issue correlation & resolution
- Plume high-performing WiFi SuperPod in home devices

## RESULTS:

- >48% lower subscriber churn
- +44% subscriber growth
- 85% customer satisfaction score



## Network Management

### Complete Network Management

- **Easy Set-up** – The app will guide you through a simple set-up process. Personalize user profiles and assign devices to individuals to maintain a bird's eye view of everything that happens on your network.
- **Convenient Upgrades** – Don't worry about missing out—all future features will automatically install from the cloud when network activity is low. You can always schedule a time that works best for you.
- **Network Calibration** – Monitor your Wi-Fi signal strength and network activity, plus pod placement tips to fine-tune your wireless network based on your patterns.
- **Visibility** – Curious which devices drain your bandwidth? One tap shows you device consumption and pod connections.
- **Privacy** – Enable Privacy Mode if you don't want our smart wi-fi service provider.

Order Now



# WorkPass



Lisbon, Portugal

NOS is a Portuguese telecommunications and media company which provides mobile and fixed telephony, cable television, satellite television and internet to over 10 million subscribers.



Oklahoma, USA

OEC Fiber is an internet service provider in Norman, OK, that offers high-speed fiber services to residences, businesses and institutions.



Midwest, USA

Midco's Business division provides custom-built phone, Internet, cable TV, advertising, and data center solutions to customers in the Mid-West area.





The NOS logo is displayed in white against the blue-tinted background of the building. It features the letters 'N' and 'S' in a bold, sans-serif font, with a circular graphic composed of radiating lines between them.The NOS logo is visible on the building's facade, rendered in a light blue color that matches the building's architectural palette.

Portugal, Europe

4+

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Years of partnership  
with Plume

2022

---

Launched WiFi Pro  
powered by WorkPass

100,000+

---

Number of SMB  
Subscribers

[Read the full case study >](#)

[Watch the interview >](#)





# NOS

Portugal

## CHALLENGE:

- Enable high productivity and flawless WiFi experiences to SMBs
- Enterprise solutions too complex and costly for SMBs
- Residential options lack needed features and security

## SOLUTION:

WorkPass® suite for small businesses:

- SMBs get productivity solutions and insights to improve customer interactions and forge a competitive edge
- Peerless WiFi connectivity, robust security features, and enhanced user experiences for employees and clients alike
- Simplified offering, ease of implementation, and streamlined onboarding for end users promotes rapid deployment



## RESULTS:

- 3x new SMB clients versus legacy solution
- 30% increase in ARPU

## Adira a uma solução de Wi-Fi Pro

Wi-Fi Pro desde

**€25,00**  
/mês

**Cobertura**

Wi-Fi em toda a empresa, com diagnóstico e instalação profissional

**Equipamentos**

Inclui até 4 Super Extenders  
Adicione mais por €1,63/mês

**App WorkPass**

Gestão através de uma app fácil de usar e configurar

## Uma solução com benefícios para vários negócios







Oklahoma, USA

3

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Years of partnership  
with Plume

2021

---

Launched Managed  
Midco Business WiFi Pro

1000+

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Number of SMB  
Subscribers

[Watch the interview >](#)



# OEC Fiber

Oklahoma, USA

## CHALLENGE:

- Solution to meet needs of any business that needs Internet service and does not require an IT Consultant
- Provide best-in-class experience to grow ARPU (\$)
- Needed a solution that spanned the gap between Enterprise and Residential solutions

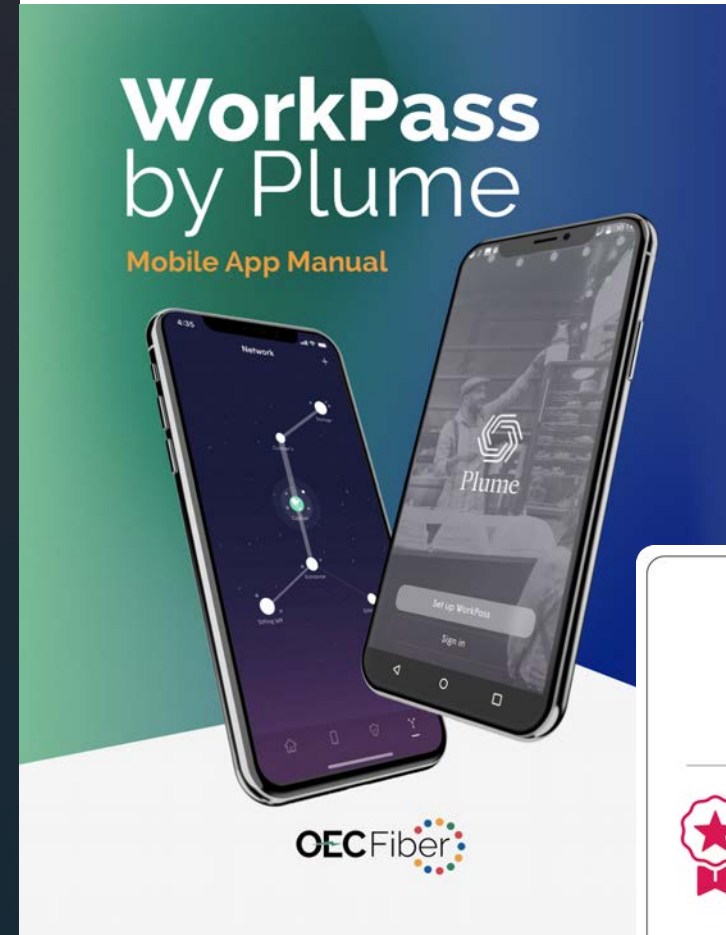
## SOLUTION:

- WorkPass® gives small businesses flawless connectivity, productivity tools, and essential security protection
- Separate Secure, Employee, and Guest networks ensure fast, secure connectivity for operations, staff, and customers
- Turns guest analytics into business insights



## RESULTS:

- 100% of all new SMB customers adopt WorkPass®
- > 27% of all SMB customers have WorkPass®







Mid-West, USA

3

Years of partnership  
with Plume

2023

Launched Managed  
Midco Business WiFi Pro

415,000

Number of Subscribers

[Watch the interview >](#)



# Midco

South Dakota, USA

## CHALLENGE:

- Solution to meet underserved needs of small businesses
- Provide best-in-class experience to grow ARPU (\$)
- Compatible with Midco connectivity tech (HFC, HTTP, FW)

## SOLUTION:

WorkPass® small business suite:

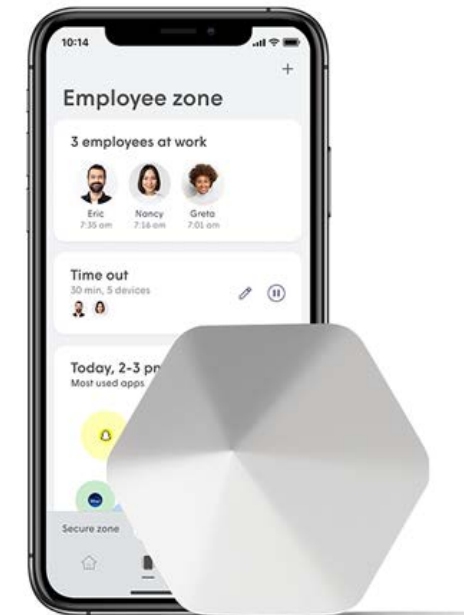
- WorkPass gives small businesses flawless connectivity, productivity tools, and essential security protection
- Separate Secure, Employee, and Guest networks ensure fast, secure connectivity for operations, staff, & customers
- Turns guest analytics into business insights

## RESULTS:

- Increased ARPU \$12 (average) with SuperPods®
- > 25% Midco small biz owners buy WiFi-Pro

## Tailored for your SMB's success.

Midco Business Wi-Fi Pro isn't your average internet service. It's a tailor-made suit in a world of off-the-rack solutions. It's designed around our cutting-edge adaptive Wi-Fi solution and features an intuitive mobile application for seamless network management.







# Contact us

[partner@plume.com](mailto:partner@plume.com)



