Plume®

Plume Customer Testimonials eBook

2024

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This presentation contains “forward-looking statements” that are based on our management’s current beliefs and assumptions and on information presently available to Plume. Forward-looking statements includes information concerning our business plans and strategies, financial projections and projections of non-financial metrics, competitive position, industry environment, growth opportunities and addressable market. In some cases, forward-looking statements may be identified by use of words such as “anticipate,” “believe,” “continues,” “contemplate,” “could,” “estimate,” “expect,” “explore,” “intend,” “likely,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “target,” “will” or “would” or the negative of these terms or other similar words.

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Who we are

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We serve the needs of Service Providers and their consumers

For service providers

Haystack®

Actionable data & marketing insights suite

For consumers

RESIDENTIAL

HomePass®

Smart home suite

COMMERCIAL

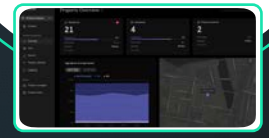
WorkPass®

Intelligent workplace suite

MULTI-DWELLING

Uprise®

Adaptive multi-dwelling unit (MDU) suite



OpenSync® + Plume Cloud

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Offering big business impact*

Increased ARPU & velocity

Monthly residential ARPU

▲ $15+

ROI

▲ 200%

NPS

▲ 60

Deployment velocity

▲ 67%

Reduced OPEX

Support calls

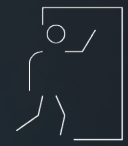
▼ 51%

Truck rolls

▼ 67%

Installation

▼ $150



Churn

▼ 30%

Customer success examples

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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.

LIBERTY GLOBAL

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.

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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 >
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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

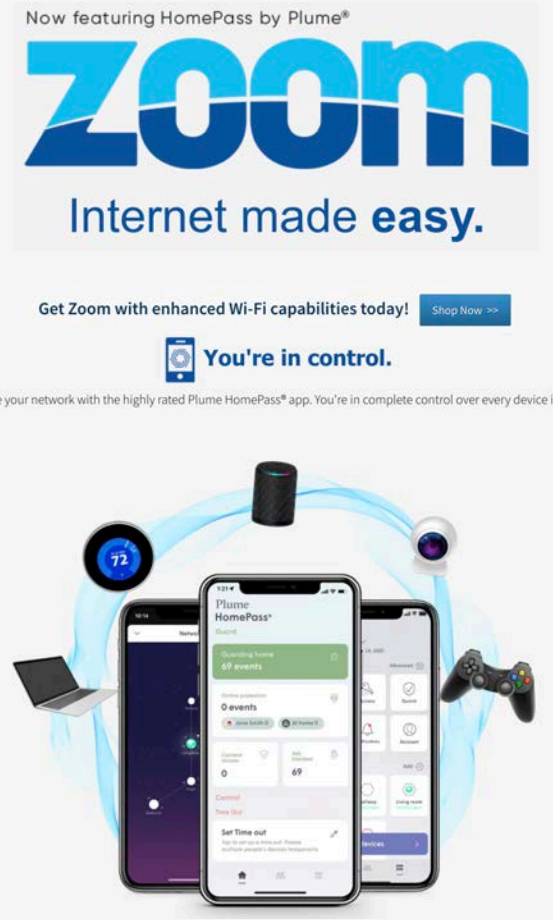
SOLUTION:

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



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INTERNET / TV / PHONE

MCTV®

We go the extra smile.

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 >

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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.

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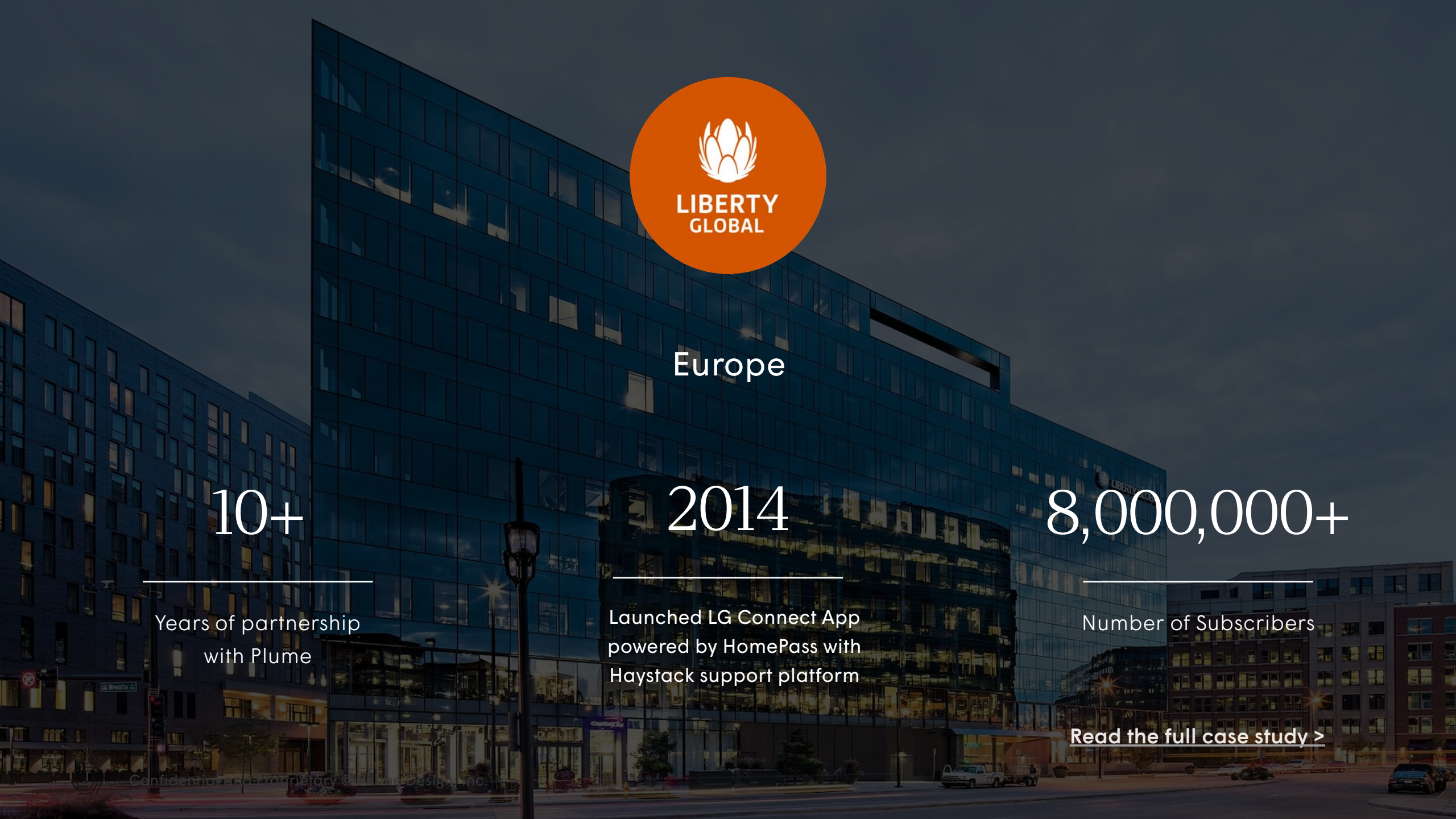

Europe

10+

Years of partnership with Plume

2014

Launched LG Connect App powered by HomePass with Haystack support platform

8,000,000+

Number of Subscribers

Read the full case study >

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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™.

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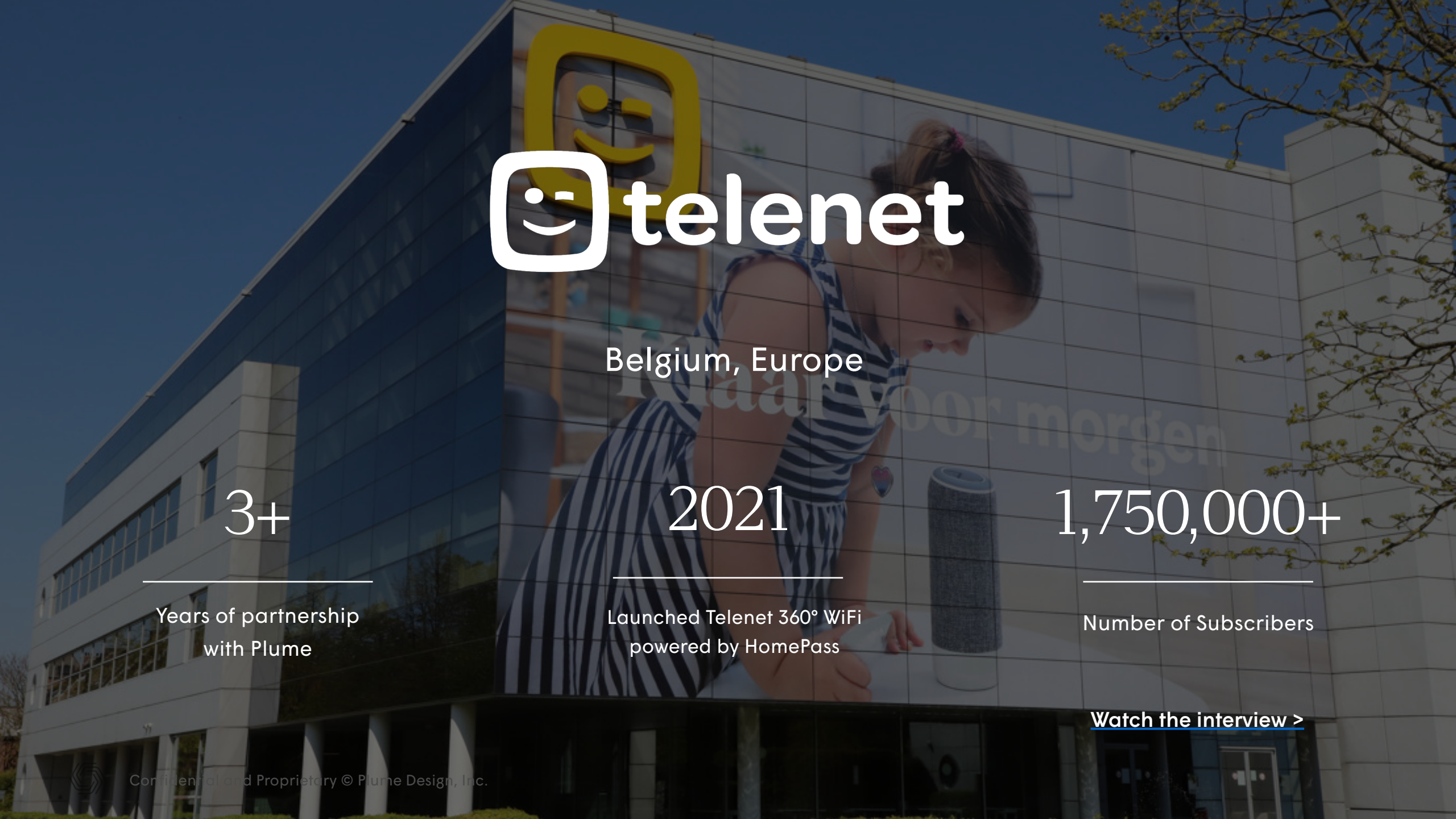

Belgium, Europe

3+

Years of partnership with Plume

2021

Launched Telenet 360° WiFi powered by HomePass

1,750,000+

Number of Subscribers

Watch the interview >

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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

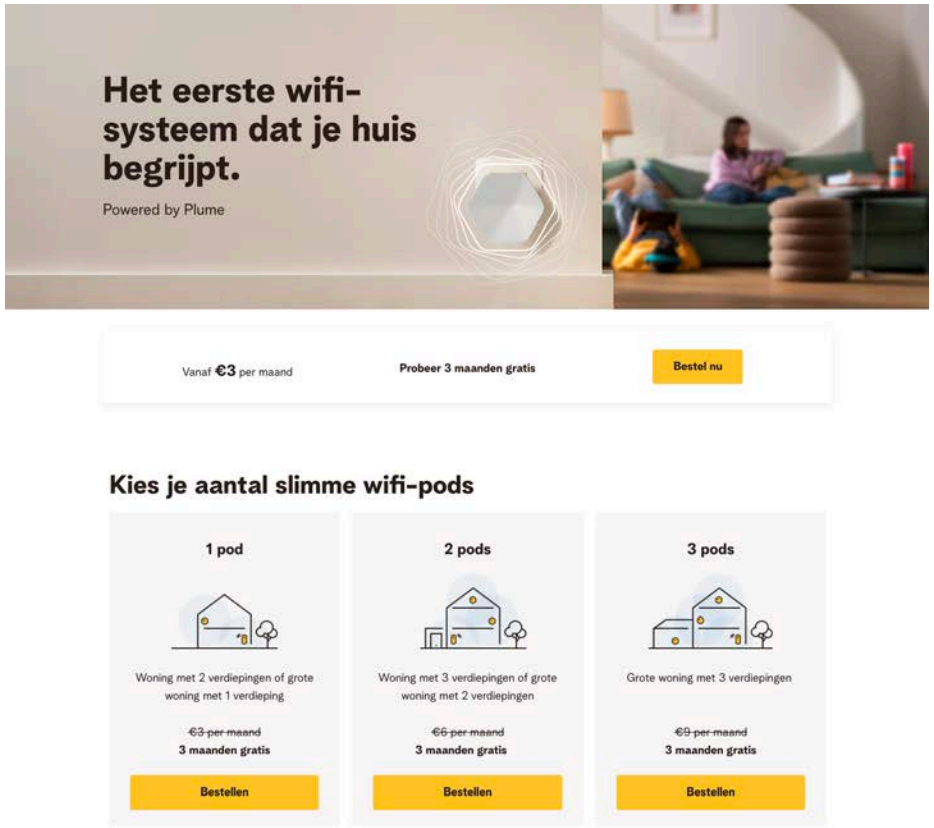
SOLUTION:

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



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Ohio, USA

4

Years of partnership with Plume

2020

Launched CityLink SMART WIFI powered by Plume

25,000

Number of Subscribers

Watch the interview >

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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”

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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.

Jio

India

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

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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

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India

1

Years of partnership with Plume

2023

Launched HomePass and WorkPass powered by Plume

13,000,000

Number of Subscribers

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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:

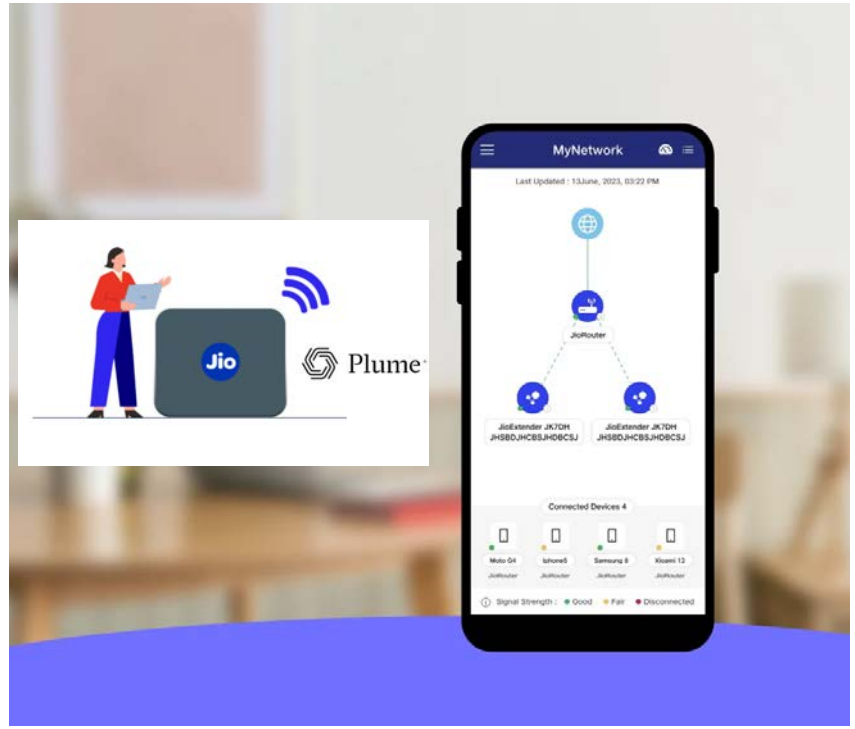
Plume AI-powered, cloud-based, SaaS experience platform:

- 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



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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.

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.

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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.

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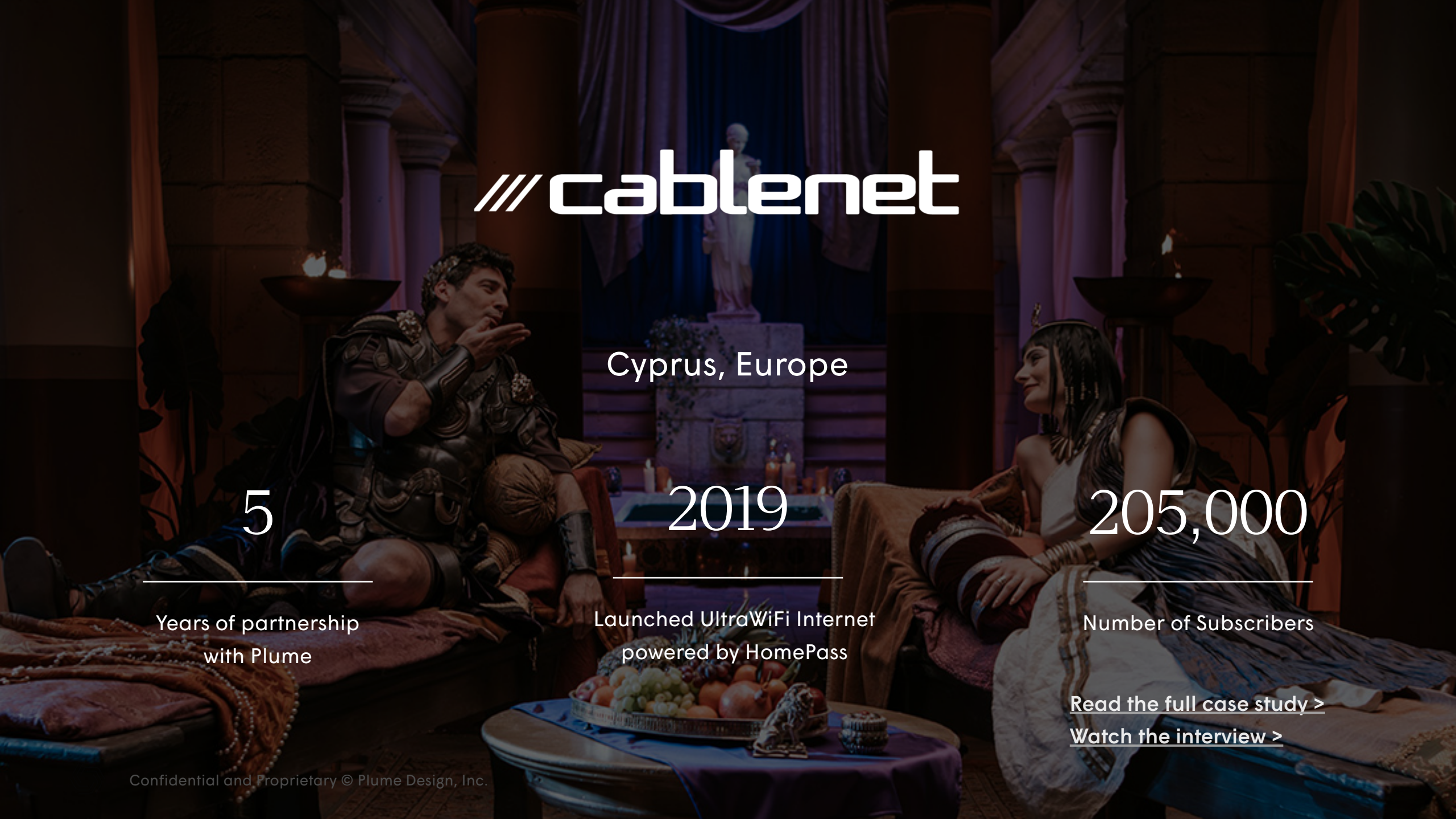

Cyprus, Europe

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 >

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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

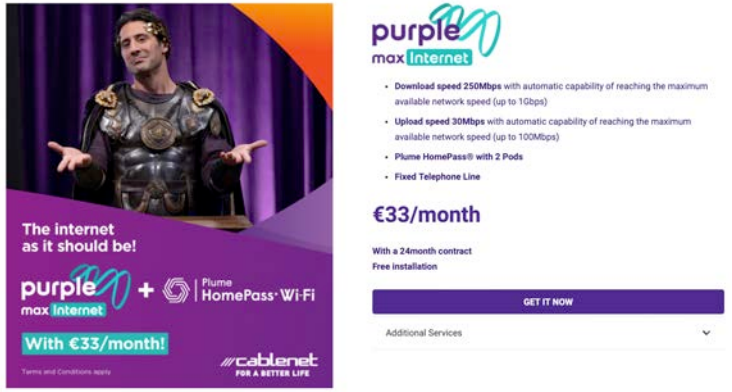
SOLUTION:

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



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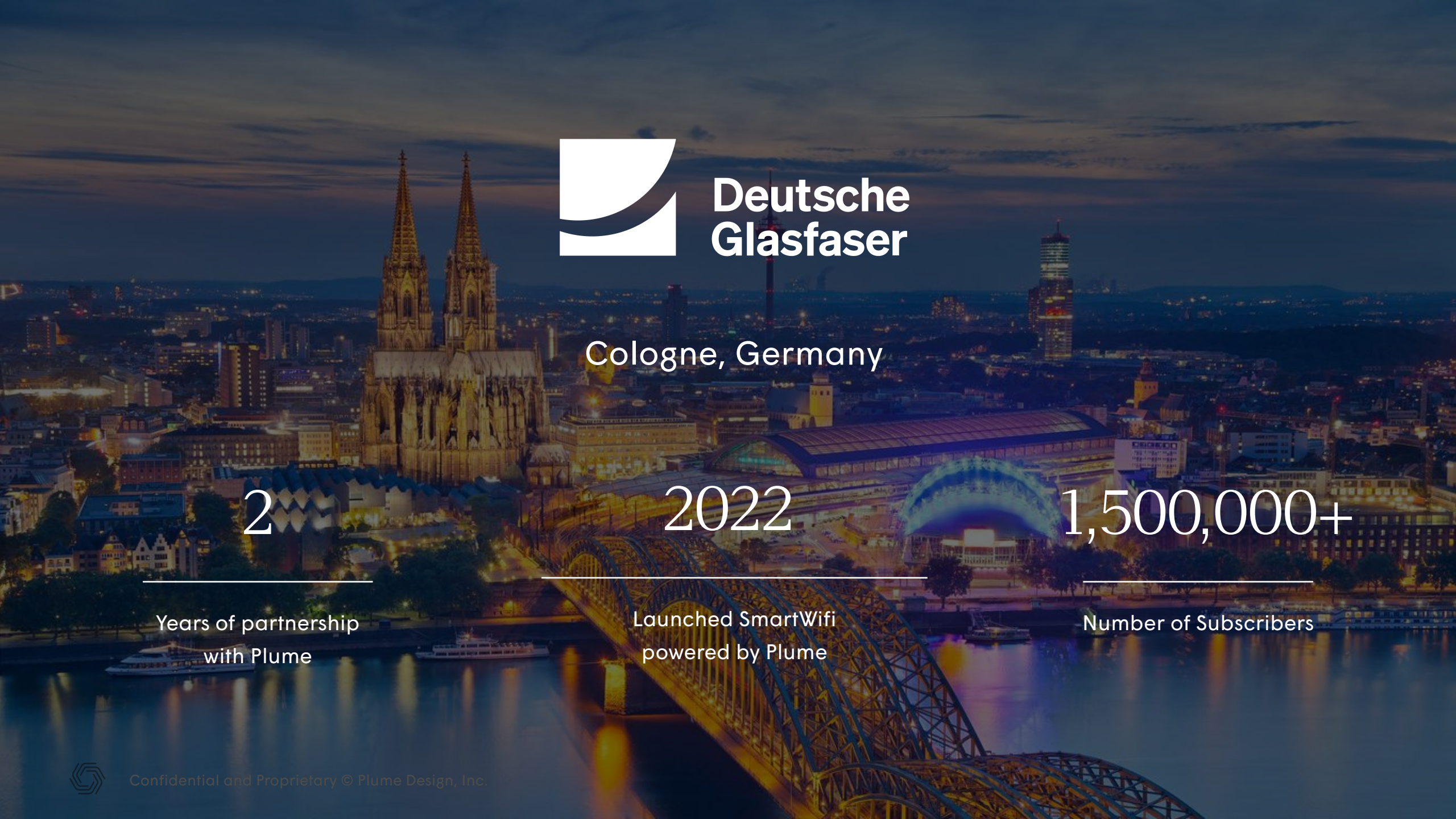

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Deutsche Glasfaser

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

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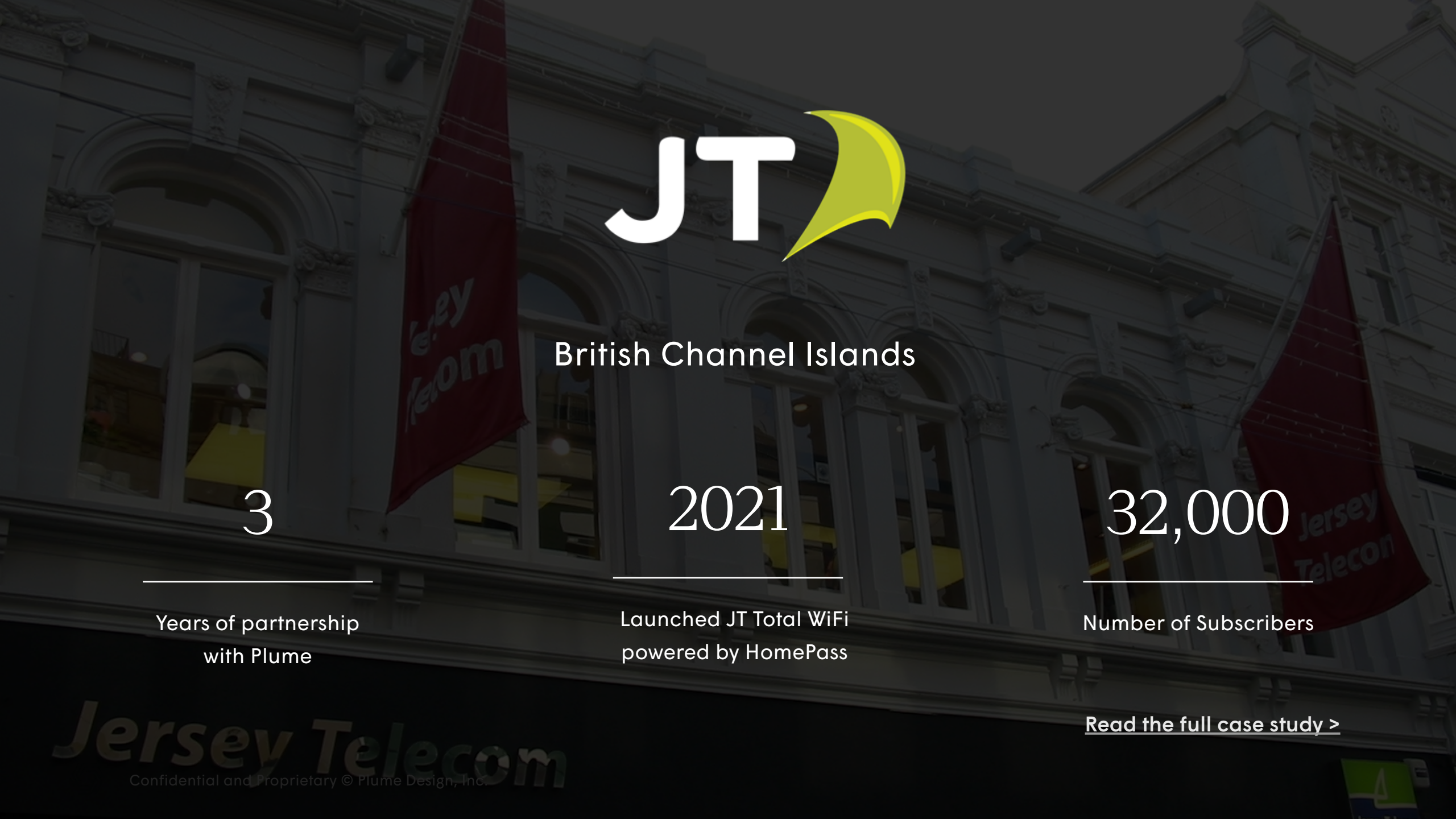

British Channel Islands

3

Years of partnership with Plume

2021

Launched JT Total WiFi powered by HomePass

32,000

Number of Subscribers

Read the full case study >

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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

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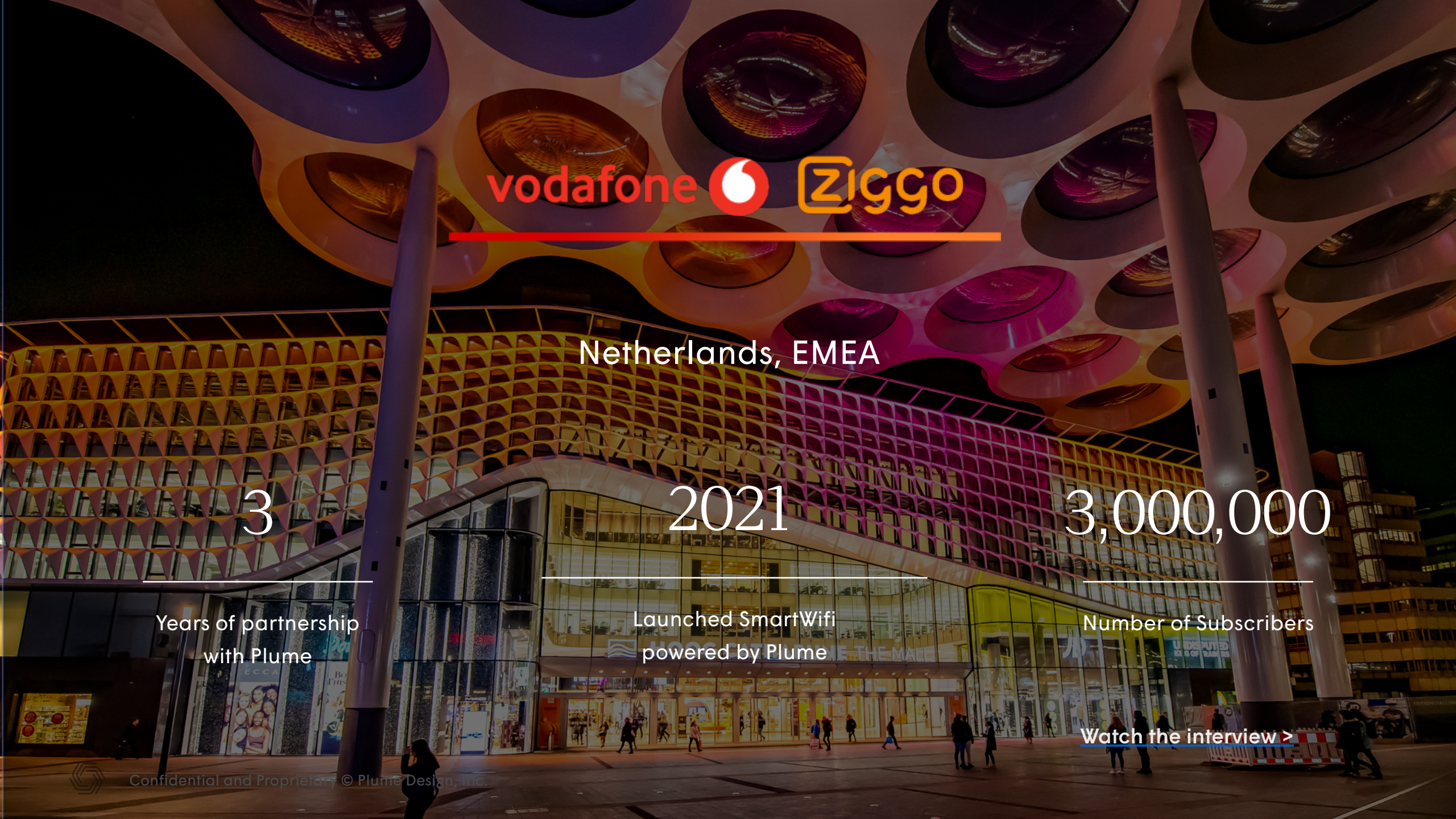

Netherlands, EMEA

3

Years of partnership with Plume

2021

Launched SmartWifi powered by Plume

3,000,000

Number of Subscribers

Watch the interview >

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Vodafone Ziggo

Europe

CHALLENGE:

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

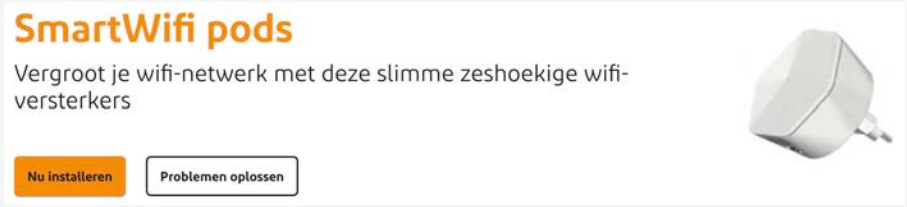
SOLUTION:

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



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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 >

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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

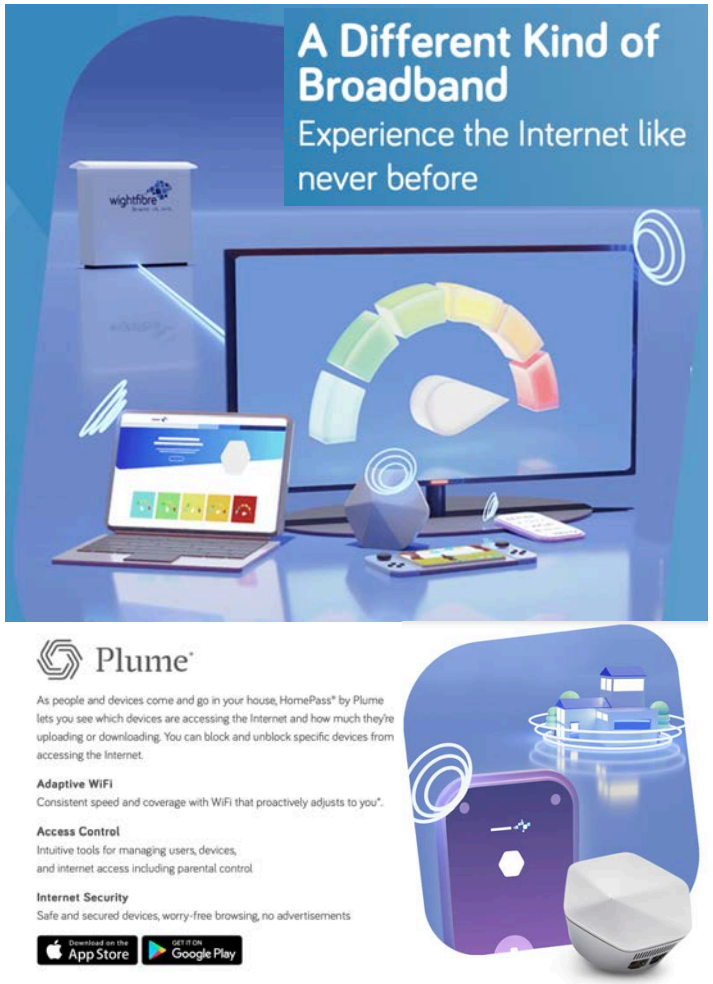
SOLUTION:

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



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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.

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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.

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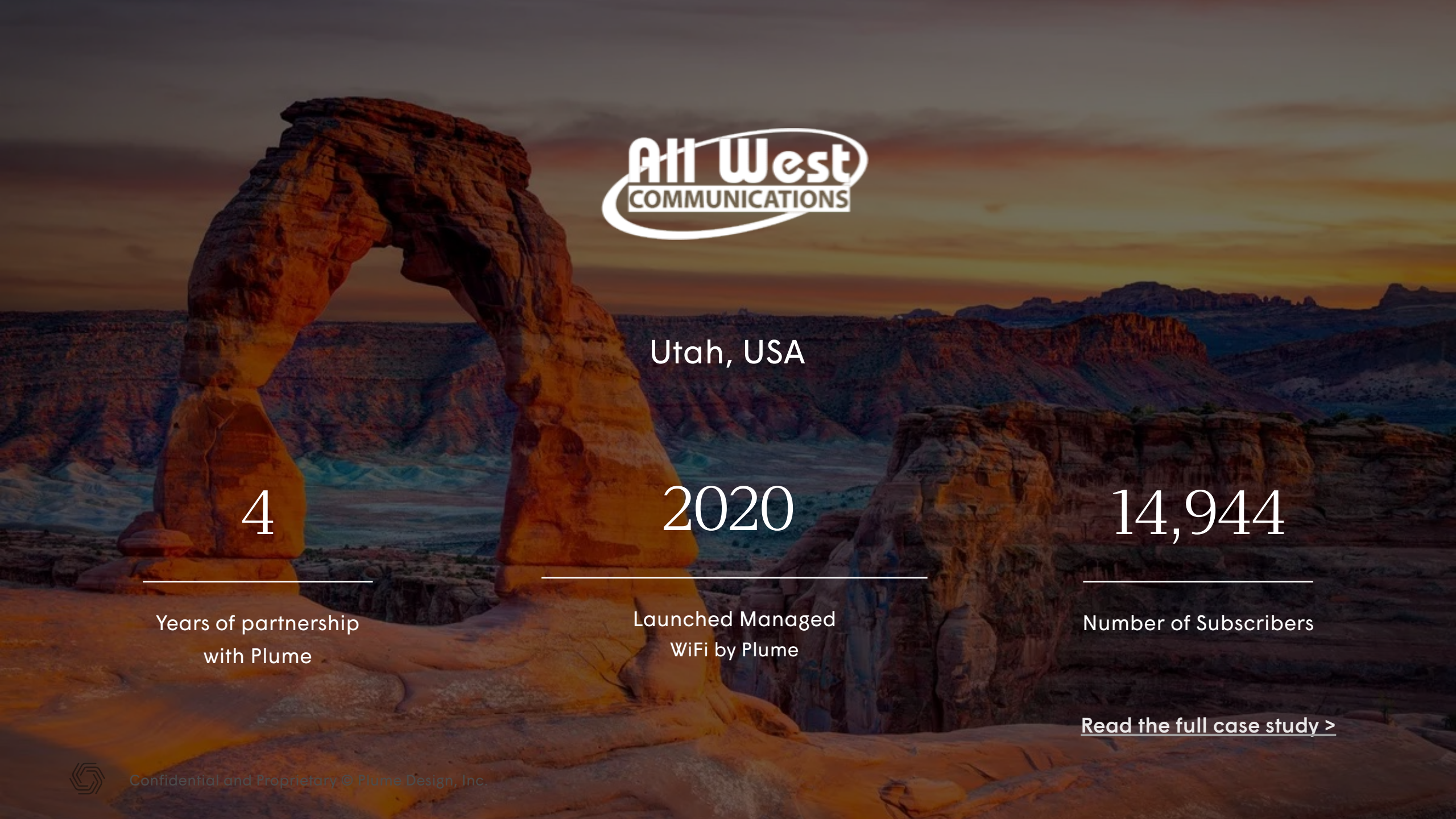

Utah, USA

4

Years of partnership with Plume

2020

Launched Managed WiFi by Plume

14,944

Number of Subscribers

Read the full case study >

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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

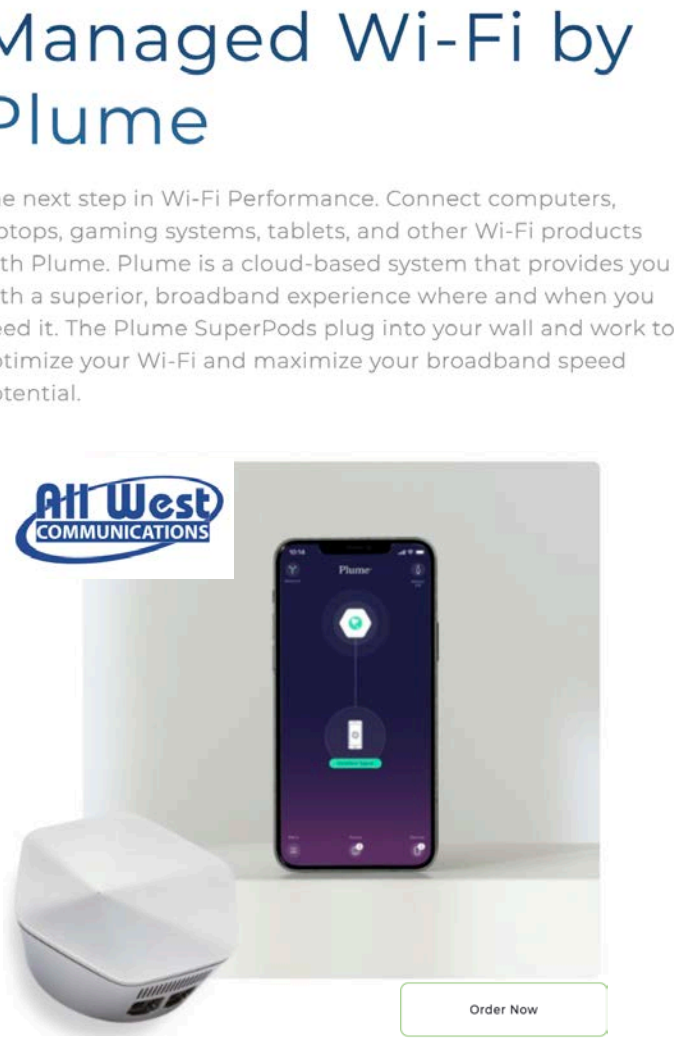
SOLUTION:

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



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Montreal, Canada

6

Years of partnership with Plume

2018

Launched Managed WiFI by Plume

4,470,000

Number of Subscribers

Watch the interview >

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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

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Florida, USA

2

Years of partnership
with Plume

2022

Launched Total Home WiFi
Powered by Plume

150,000

Number of Subscribers

Watch the interview >

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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

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Colorado, USA

2

Years of partnership with Plume

2023

Launched Adaptive WiFi+, powered by HomePass

30,000

Number of Subscribers

Watch the interview >

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Pulse Internet

Colorado, USA

CHALLENGE:

- Speed without improved experences 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

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Tennessee, USA

4

Years of partnership with Plume

2020

Launched Managed WiFi by Plume

25,000

Number of Subscribers

Read the full case study >

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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

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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.

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Portugal, Europe

4+

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 >

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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

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OEC Fiber

Oklahoma, USA

3

Years of partnership with Plume

2021

Launched Managed Midco Business WiFi Pro

1000+

Number of SMB Subscribers

Watch the interview >

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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®

broadbandnow

Top 10 Fastest Real-World Speeds 2024

Regional Provider

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Mid-West, USA

3

Years of partnership with Plume

2023

Launched Managed Midco Business WiFi Pro

415,000

Number of Subscribers

Watch the interview >

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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:

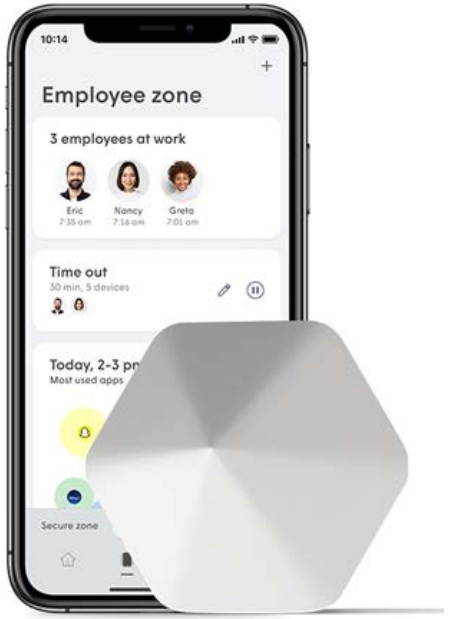
- WorkPass gives small businesses flawless connectivity, productivity tools, and essential security protection
- Separate Secure, Employee, and Guest networks ensure fast, secure connectivity for operations, staff, & customers
- Turns guest analytics into business insights

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.



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