

Reselling for Revenue

Alternative channels for growth



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Brand Identity "The Hometown Hero"

Personalized good neighbor service

First on the scene of new developments

Create a higher "switching cost"



Layering Services and Products

Natural complementary services

Know you customer base needs

SPIFF, Incentives, etc.

Maximise Margins



Leverage Supplier Funding

Market Development Funds "MDF"

Co-branding opportunities

Supplier ecosystem partner's offers



Layered services and rev streams for WISPS ... a historical perspective



VoIP as a Service

Resell cloud platforms

In-house architecture

End customer premise-based solutions



Summary

Partnership with providers

Agent/Reseller Programs

MSP-like model/mindset



Trending new service models

**Mobile Data Offload via OpenRoaming/Passpoint
or CBRS: Venue and community Wi-Fi**

**Monetize "De-Wi" Solutions
Helium, Pollen, Althea**

Security Solutions with Wi-Fi Sensing



Trending Services Opportunities

Helping Utilities install private networks

**Leasing "dark fiber" or access to MSPS
...for MDU, Venue, Enterprise**

Simplifying IoT via Oliver IQ or Matter

Become a Mobile Virtual Network Operator



THANK YOU



