



# Inside the Experience Economy:

## How Software is Redefining Home Wi-Fi

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VP of Innovations



# Three strategic questions for Broadband Providers

1

**47%** of  
Subscribers churn  
because of bad  
experience  
(Airties research)

**How do you become  
the best BB  
Experience provider?**

2

**80%** of Telcos say  
new revenue  
streams are a top  
priority (Omdia)

**What new services do  
you Launch to unlock  
new revenue?**

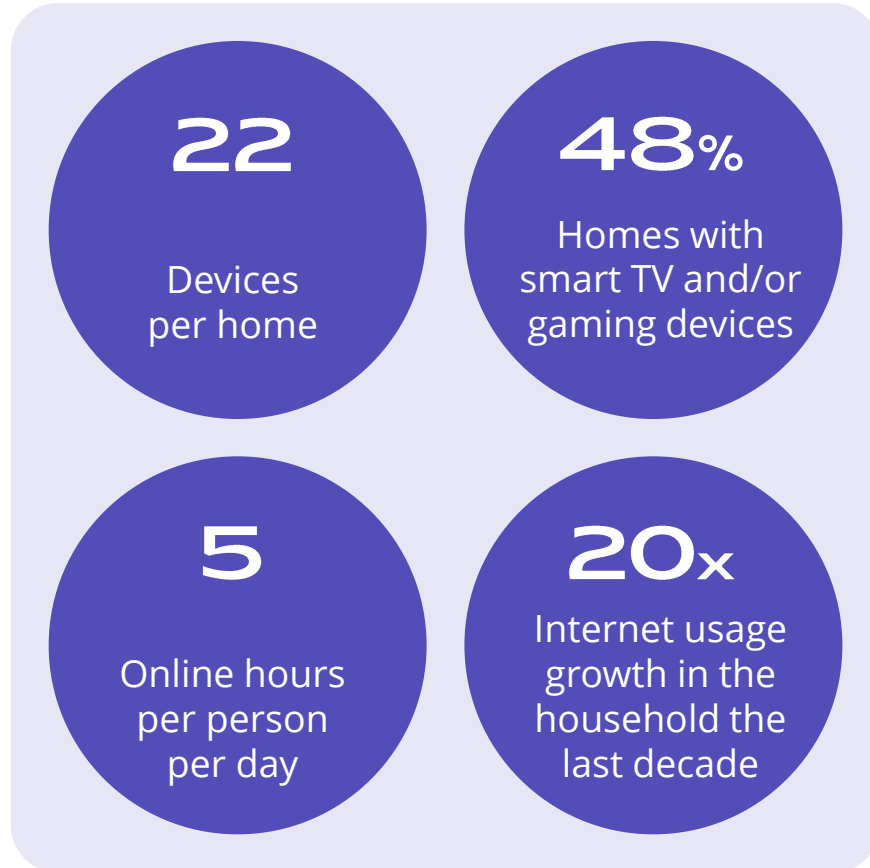
3

**74%** of Telcos are  
implementing  
Agentic AI (McKinsey Feb 26)

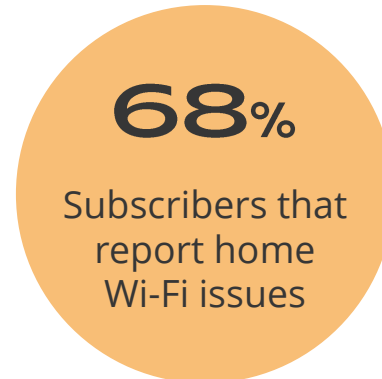
**Where do you focus in  
implementing Agentic  
AI to ensure ROI?**



# Measure and Optimize Home Network Experience



\* USA data



## Measure & Optimize Home Network for Best User Experience

Connection Quality Measurement

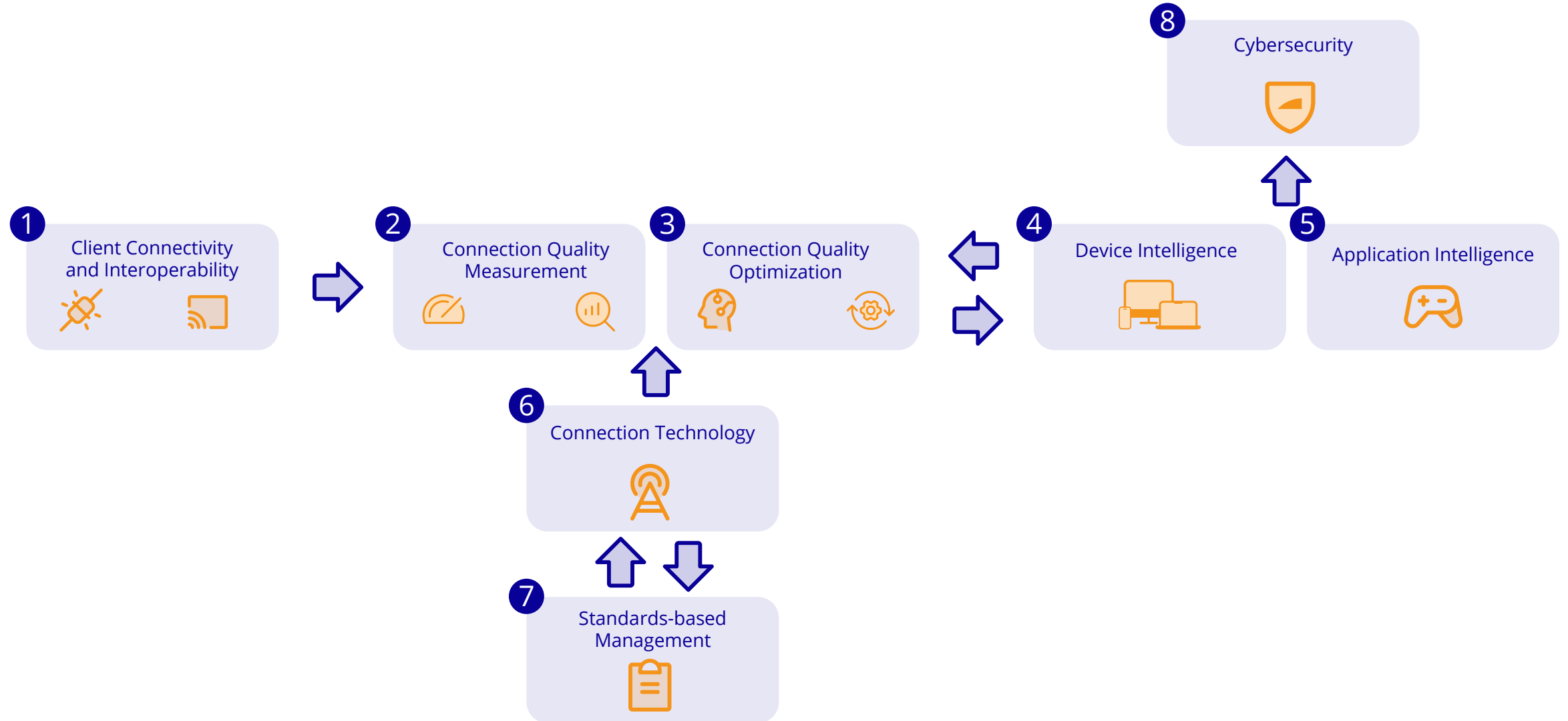


Connection Quality Optimization



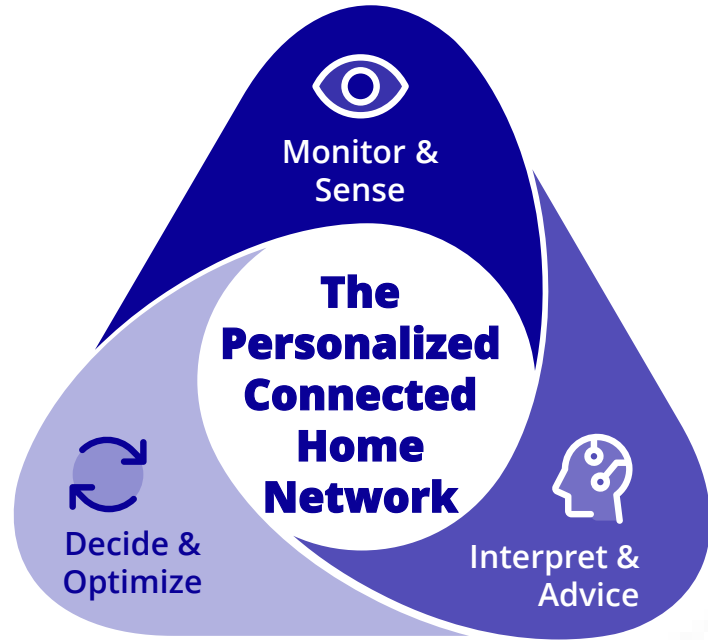
# Provide Value Generating Services

High Speed doesn't always mean great experience

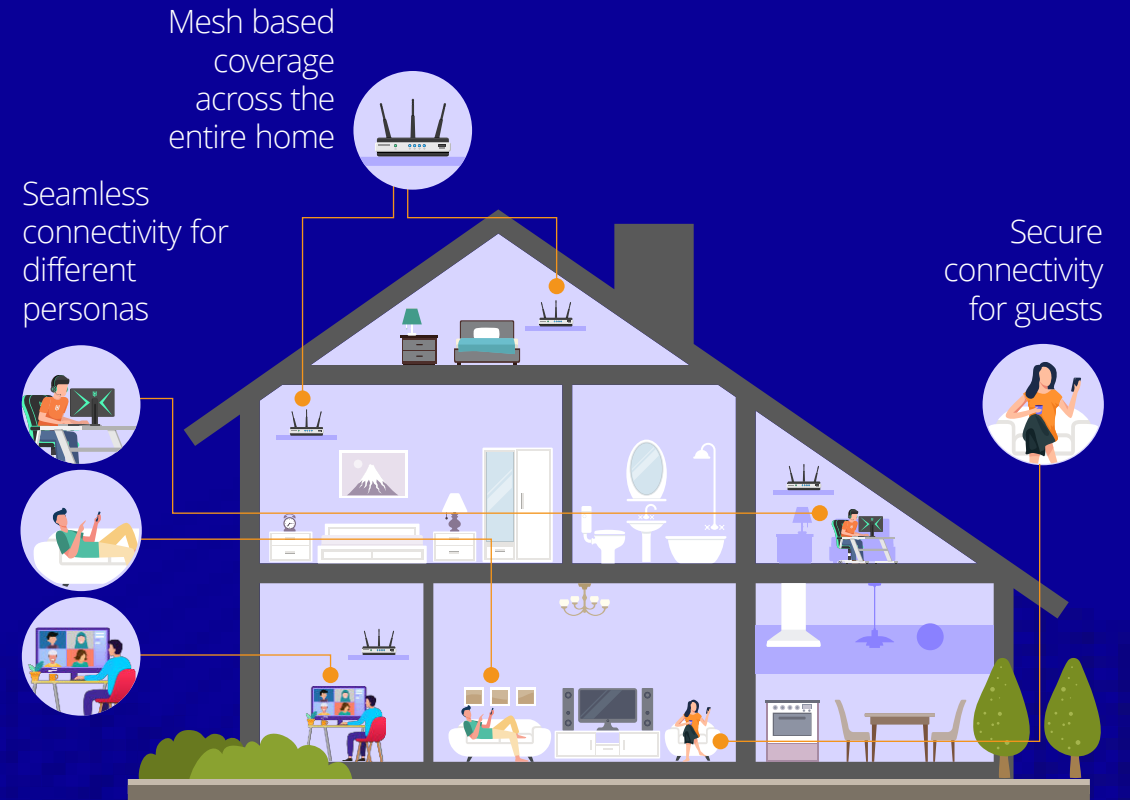


# Personalize Experience with AI

Every home is unique in its needs and challenges



- 1 Monitor and Sense for early detection
- 2 Optimize experience through AI-based new services
- 3 Intelligence layer to provide actionable insights for AI-based services






# Airties Technology Overview


AI-powered Personalized Experience


Features & Capabilities

## Connectivity Optimization


 Multi-network Support


 Mesh Topology Optimization


 Channel & Steering Management


 Hyper-Personalization


## Business & Operational Insights

 Connectivity Experience Index

 Device Intelligence


 Broadband Health Insights


 Analytics-powered Marketing / Care Ops / Network Ops


 Application Intelligence

 FWA Insights


## Value Added Services

 Malware & Threat Protection

 Wi-Fi Monetization


 Parental Controls & Content Filtering

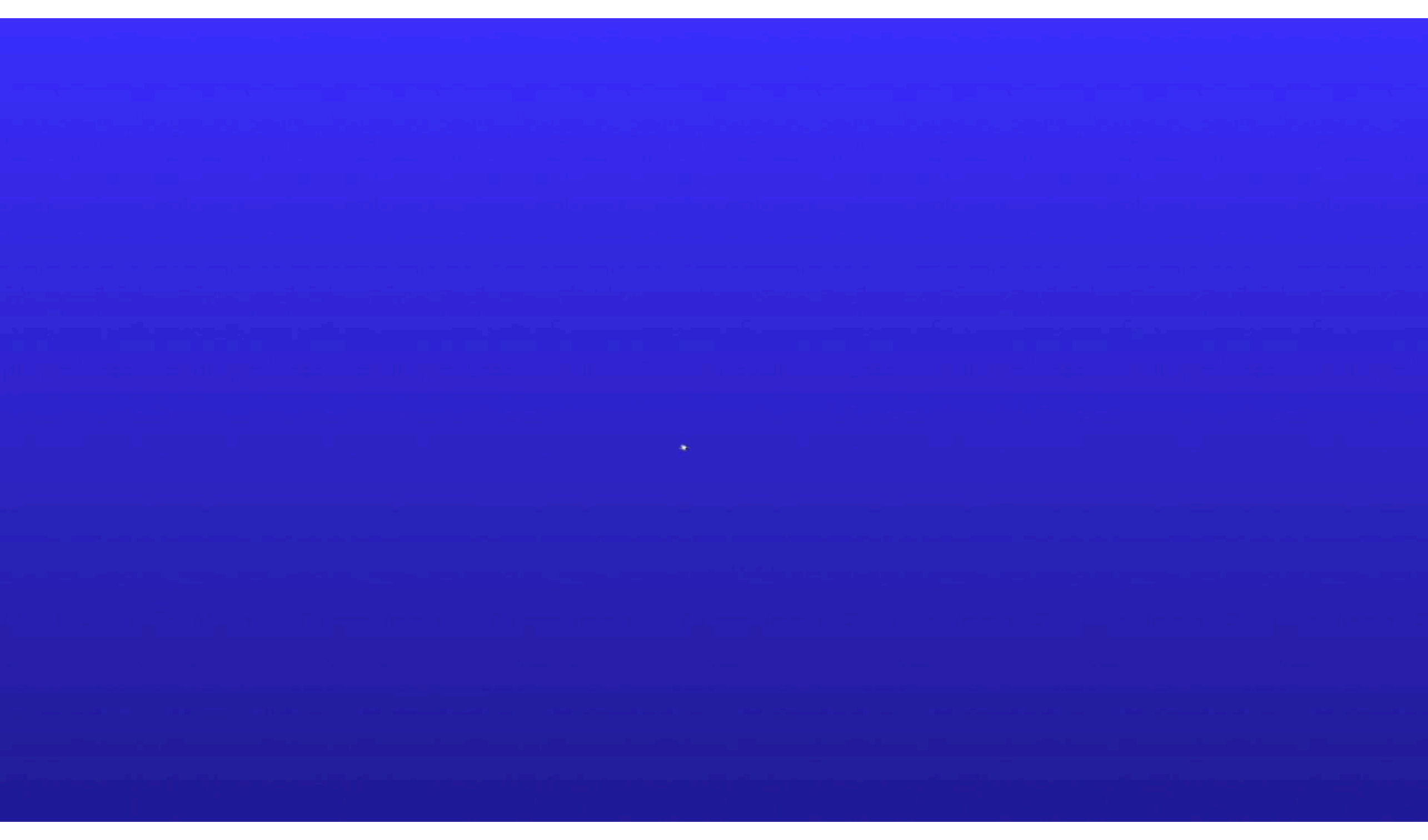
## User Interfaces

 Management Dashboards

 Admin Portals

 Careview

 Home & Pro Companion Apps



# Operator boosts NPS score with 31pts

AI correlates Wi-Fi experience and NPS

## Challenge:

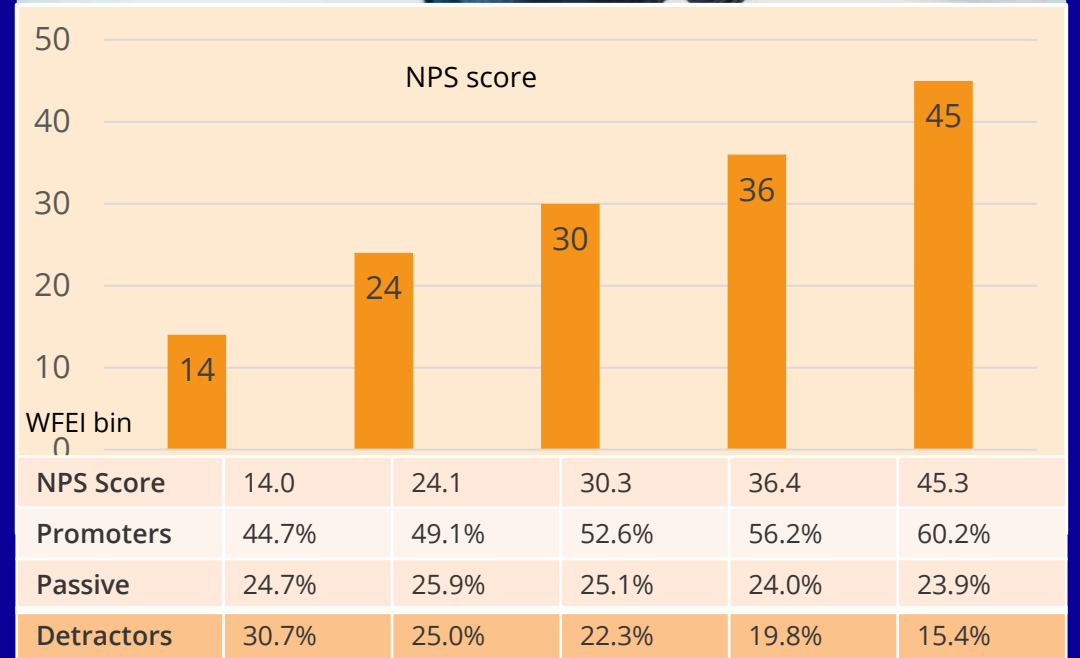
- High churn by poor in-home Wi-Fi experience
- Difficult to measure true experience in the home

## Solution:

- AI correlates Wi-Fi Experience to NPS score
- Device and application-level insight and autonomous resolution
- Add Mesh to remove dead zones and interference

## Outcome:

- 56K fewer disconnects PA, 7.5K subscribers retained
- 52.4% reduction in field related issues
- + 5M in revenue a year



# Who We Are

With 21 years of Wi-Fi and connectivity expertise, Airties is the preferred partner of leading ISPs in connectivity experience management.

**50M+**

Households managed to date by Airties Cloud



**22**

Years perfecting Wi-Fi technologies



**400+**

Employees of 18 nationalities



**80%**

Employees in R&D



**130+**

Different CPE platforms integrated



**40+**

Wi-Fi related patents



**HQ**

in **Paris/France**  
Board/Sales/Marketing



**Backed**

by Providence Private  
Equity Partners



# Our Customers

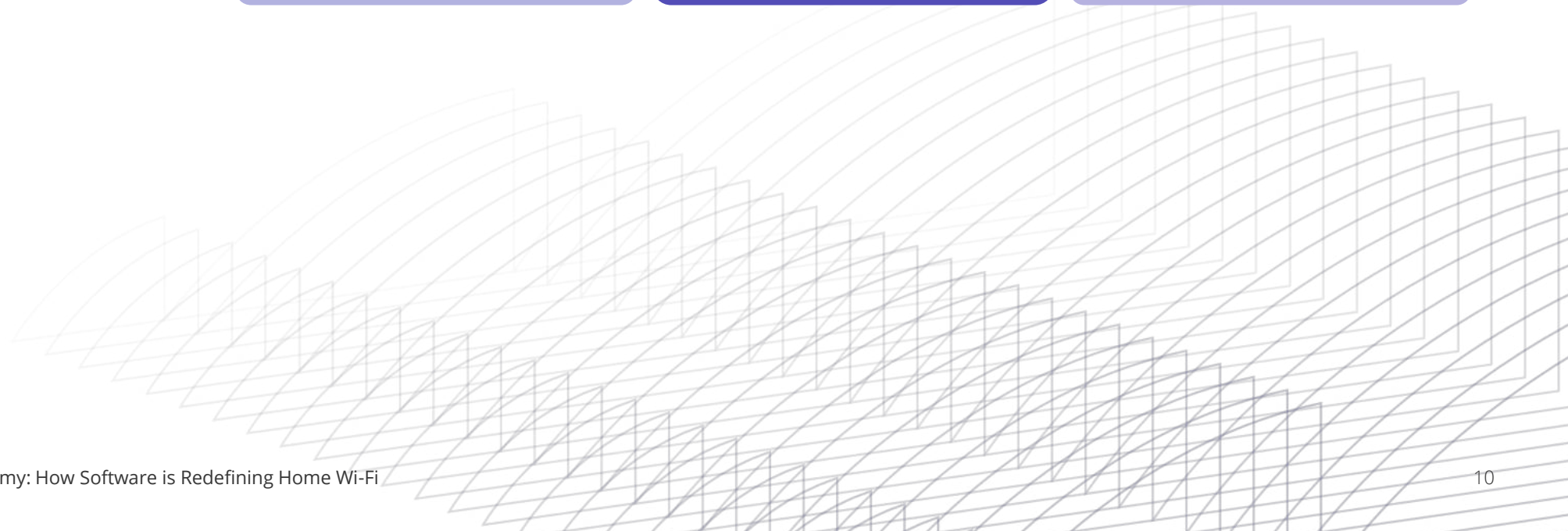


# In summary

Transform the  
connected  
Home  
experience

Unlock new  
revenue  
streams

Show ROI  
in AI





Thank you

