



Global, Mobile Connectivity to Increase Customer Loyalty

What customers want

When surveyed, credit card holders of one of the world's largest banks named cost-effective, global connectivity as the leading benefit of maintaining their credit card contract. The bank had recently begun delivering the iPass service to card holders.

Another business, a luxury retailer, saw a nearly 50% increase in signups to its customer card after providing iPass to its customer cardholders.

How iPass keeps your customers connected

- ▶ Unlimited access on unlimited devices. We give your customers unlimited data for unlimited time on unlimited devices.
- ▶ Largest global Wi-Fi network. With 50 million Wi-Fi hotspots and growing, iPass keeps your customers connected in airports, airplanes, hotels, trains, public venues, your local café and more.
- ▶ The best Wi-Fi hotspots for your needs. iPass SmartConnect technology automatically connects your customers to the best hotspot based on their usage needs.
- ▶ Convenient to use. There's no need to look for a free hotspot or enter credentials in order to connect. iPass makes it easy by connecting your customers automatically.
- ▶ Secure connections. Your customers can use the iPass Last Mile VPN to keep their data safe where it is most vulnerable. One-time Password keeps their user credentials hidden.



How iPass positively impacts your business

- ▶ More loyalty customers
- ▶ More downloads of your customer app
- ▶ More usage of your customer app
- ▶ Real-time communication with your customers through in-app messaging
- ▶ Increased sales
- ▶ Higher sales value per customer

Bringing iPass to your customers is easy

- ▶ The iPass SmartConnect SDK (Software Development Kit) allows you to integrate the iPass service into your customer app.
- ▶ You can also use a stand-alone app, with your brand or with ours.

How to communicate the additional benefits to your customers

- ▶ An email campaign, either as part of your regular customer communication or not.
- ▶ An insert in catalogues, boxes, etc.
- ▶ A promotion on your website
- ▶ A website download, specifically branded for your company
- ▶ Post-purchase, your customer will be guided to a website, branded for your company, where they can download the app



ABOUT IPASS

iPass is a leading global provider of mobile connectivity, offering convenient, secure, always-on Wi-Fi access on any mobile device. Built on a software-as-a-service (SaaS) platform, the iPass cloud-based service keeps its customers connected by providing unlimited Wi-Fi connectivity on unlimited devices. iPass has 50 million hotspots in more than 100 countries, at airports, hotels, train stations, convention centers, outdoor venues, inflight, and more. Using patented technology, iPass SmartConnect takes the guesswork out of Wi-Fi, automatically connecting customers to the best hotspot for their needs. Customers simply download the iPass app to experience unlimited, everywhere, and invisible Wi-Fi.

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How your customers will receive support

- ▶ If the app carries the iPass brand, we directly handle your customers' support questions
- ▶ If the app carries your brand, you handle first-tier support questions and direct the other cases to us.

Who benefits from iPass?

- ▶ Customer loyalty clubs
- ▶ Frequent-traveler programs
- ▶ Credit card companies
- ▶ E-tailers
- ▶ Travel companies, especially travel e-tailers
- ▶ Automotive companies and roadside assistance services
- ▶ Mobile Virtual Network Operators

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