CELTIC-NEXT
Proposers Brokerage Day
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Pitch of the Project Proposal

Wi-Excellence

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Teaser

What do I gain from this?
Quantitatively evaluating QoS-sensitive-application-experience of end-users, finding root cause of bad experience in the networking pipeline (i.e., Wi-Fi & FWA), and proposing cures to alleviate these problems.
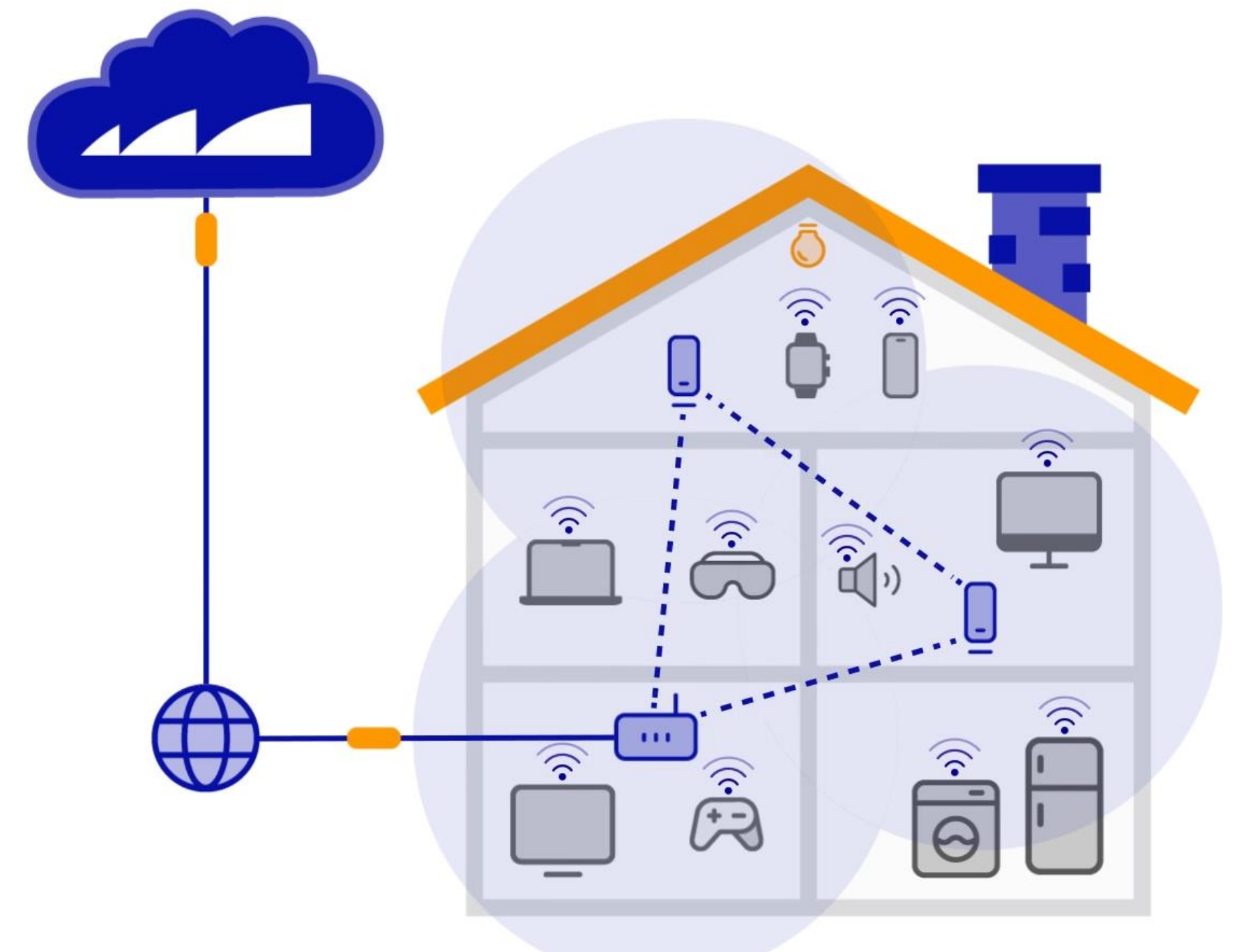
What is your value proposition?
Measuring end-user experience, pinponting the problem, and proposing solutions
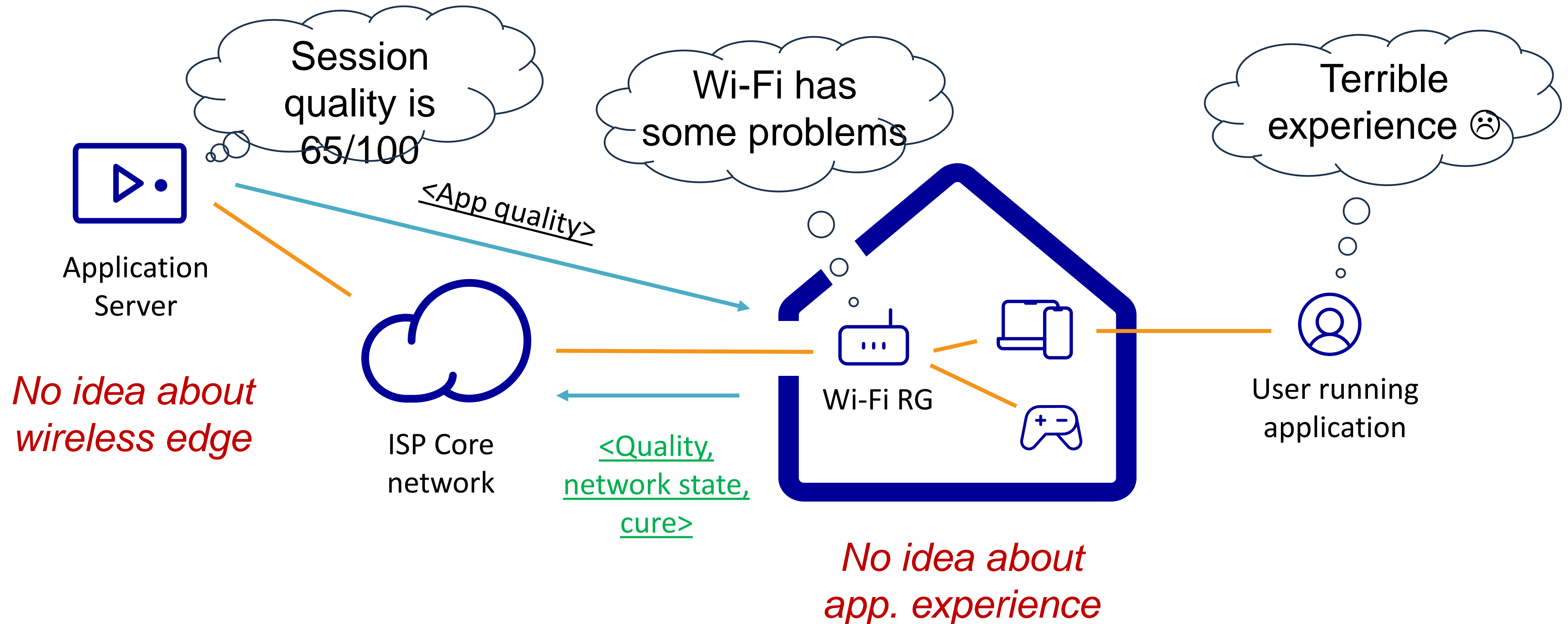
Why should I care?
As an ISP or application vendor, if you want to increase end-user experience and reduce churn of customers

Organisation Profile

- Airties provides managed Wi-Fi solutions for the Tier 1 Internet Service Providers (ISPs) across the globe.

- Currently, Airties integrates into and remotely manages more than 35 million home Gateways mostly in USA and Europe.

- Airties' SW solutions optimize Wi-Fi connections and home networks, leading optimized user experience.

- Airties utilizes AI-powered methods for optimization of home networks.

Proposal Introduction (1)

Session quality is 65/100

Wi-Fi has some problems

Terrible experience ☹

<App quality>

Application Server

No idea about wireless edge

Wi-Fi RG

ISP Core network

<Quality, network state, cure>

User running application

No idea about app. experience

Proposal Introduction (2)

- A framework for quantitavely measuring application QoE using application vendor information, criss-crossing them with wireless edge issues, and proposing cures.

- Improved end-user Internet experience, improved end-user QoE on QoS-sensitive applications

- **Self-healing** wireless edge and fixed wireless access that works on quantitative quality data

	Work Packages	Year 1				Year 2				Year 3			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
WP1	Management & Governance	■	■	■	■	■	■	■	■	■	■	■	■
WP2	System requirement analysis	■	■	■	■								
WP3	Framework & Infrastructure development			■	■	■	■	■	■				
WP4	Lab Testing & field deployment						■	■	■	■	■	■	■
WP5	Dissemination & Outreach activities									■	■	■	■

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Partners

Managed Wi-Fi Solutions

Looking for partners

- <mark>Application vendors</mark> of QoS-sensitive applications
- <mark>STA vendors</mark> for which QoS-sensitive applications are critical
- <mark>ISPs, Cellular and Broadband operators</mark> focusing on QoS/QoE of their customers
- <mark>Research bodies</mark> for evaluating QoS/QoE

Contact Info

For more information and for interest to participate please contact:

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Presentation is available via: