



# Deliver a better Wi-Fi experience

For subscribers, broadband service is only as good as the Wi-Fi

Subscribers are turning to third-party, unmanaged Wi-Fi solutions to ease their troubles with connectivity and security. ISPs have the opportunity to step in and deliver a delightful Wi-Fi experience for increased ARPU and decreased support costs.



Meet Minim, the AI-driven platform for ISPs to autotune and secure the home network.

As a Minim Certified Partner, Nology works with ISPs to deliver value-added services to subscribers. Leveraging Minim's AI-driven platform and intuitive apps, ISPs can differentiate from their competitors with a premium connected experience and top-notch support.



# Minim at a glance

## How Minim benefits you and your subscribers

### Holistic

Minim is the consumer-friendly whole home Wi-Fi and security platform that subscribers demand.

- ⌘ Increase your revenue, better compete on value-added services, and reduce customer support call volume.
- ⌘ Your subscribers will enjoy peace of mind and the power of self care.

### Made for ISPs and subscribers

Minim treats both care professionals and subscribers as first-class citizens with a synchronized view of the home network.

- ⌘ Never play second fiddle to popular consumer products. Minim gives you what you need to stay ahead of the competition.
- ⌘ Your subscribers will feel validated with a shared, single view of their home network performance— It makes for better relationships with care reps!

### IoT intelligent

Minim employs AI to automatically identify, optimize, and secure home devices— no user inputs necessary, and no deep packet inspection (for privacy).

- ⌘ Decrease OpEx and increase customer satisfaction by staying ahead of subscriber issues with a proactive platform.
- ⌘ Thanks to device fingerprinting and AI-driven network recommendations, your subscribers will find the mobile app easy-to-use and will be pleasantly surprised when everything just works.

### Modular and open

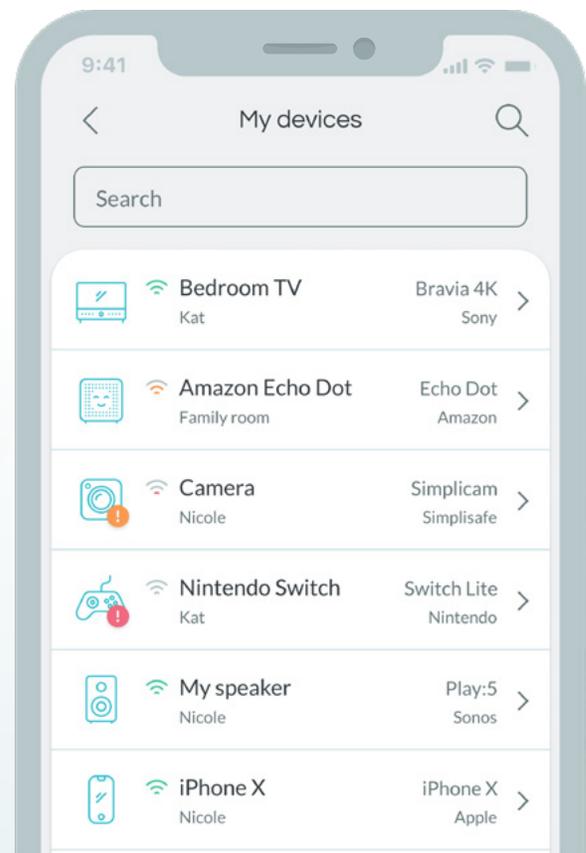
Minim's modular and open platform enables seamless integration with best-in-class OEMs and gives ISPs the freedom to choose apps and hardware.

- ⌘ Deploy Minim with your new and existing CPE and give your CSRs intuitive tools to become smart home experts overnight.
- ⌘ Your subscribers will appreciate a solution that's been custom-tailored by your business to meet their needs.

### True network-level threat detection

Minim protects all devices in the home using invisible monitoring.

- ⌘ Protect your subscribers without interfering or compromising their privacy.
- ⌘ Your subscribers will take comfort in comprehensive network security and appreciate that their service provider guards their digital wellbeing.



# Minim customer testimonials

## Washington Broadband

ISP launches Minim-powered “Myfi” app for increased revenue and fewer customer support calls

Washington Broadband is the largest and longest-running locally owned ISP in Yakima, Washington. The company brings high-bandwidth, low-latency internet services to 5,000 rural subscribers across the county. When CEO Forbes Mercy heard that Minim could reduce the company’s support call volume and present a new revenue opportunity, he jumped at the chance to add it to their service portfolio.



“ [Minim] cut down the number of customer support calls dramatically while also boosting my revenue. ”  
- Forbes Mercy, CEO

In no time, the Minim-powered and Washington Broadband branded Myfi mobile app was launched as a \$5 upgrade to their existing internet packages.

### Results



Branded Washington Broadband Myfi app for \$5/mo



An additional \$10K ARR and growing



Fewer support calls and lower customer churn



Laser accuracy in troubleshooting customer issues

## Airlink Rural Broadband

ISP leverages the Minim platform to remotely secure 1,000 infected MikroTik routers in the field

Airlink Rural Broadband is a family owned and operated ISP that



supports 2,000 subscribers in unserved and underserved areas in the Columbia, MO region. The company prides itself on delivering reliable internet services and top-notch customer experiences.

“ Our network has been running smoother than ever before. ”  
- Sean Moore, CTO

Soon after Airlink launched their Minim-powered services, the MikroTik routers they had in the field became subject to a Winbox vulnerability. Leveraging the Minim platform, Airlink was able to act swiftly to remotely secure the 1,000 infected MikroTik routers while gaining enhanced visibility and control.

### Results



Remotely secured 1,000 MikroTik routers



Cost recovery of MikroTik routers (saved \$200 per truck roll and replacement)



Reported customer satisfaction with self-help tools



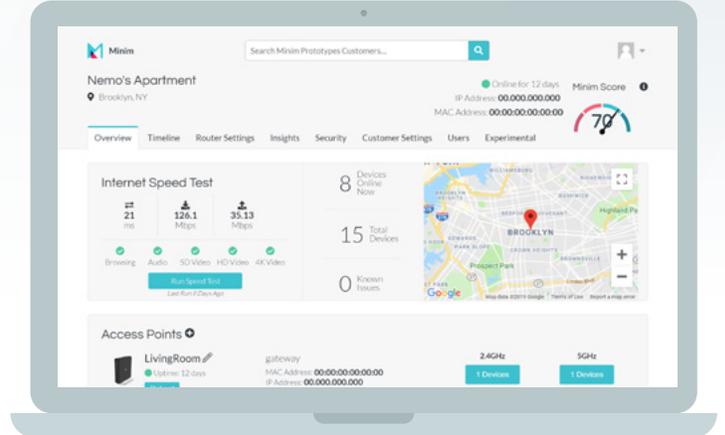
Strengthened brand reputation and reliability

# Minim features

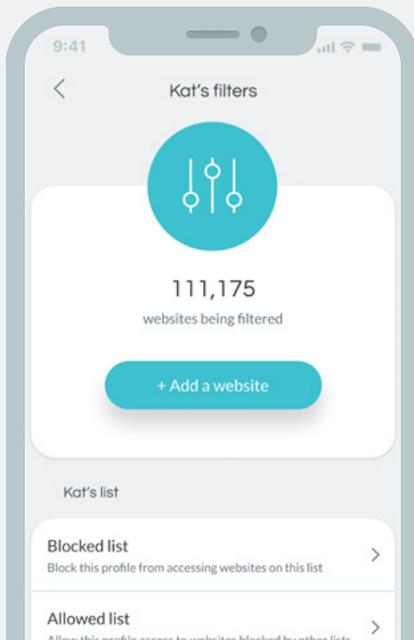
The **Minim Care Portal** gives your CSRs vital tools to efficiently resolve top call issues.

- ⌘ Intuitive customer care interface
- ⌘ Router and extender management
- ⌘ Rich device identification and insights
- ⌘ Signal strength history by device
- ⌘ Bandwidth usage history by device
- ⌘ Wi-Fi channel management and port forwarding
- ⌘ AI-driven recommendations for devices
- ⌘ Subscriber reporting and analytics

A few applications and key features on the Minim platform



Reduce truck rolls and support call lengths with a complete visual understanding of the home network.



Help your subscribers digitally parent with comprehensive content filtering.

The **Minim app** empowers your subscribers to optimize and secure their smart home.

- ⌘ Easy-to-use mobile app
- ⌘ Parental controls and ad block
- ⌘ Router offline notifications
- ⌘ Device signal strength history
- ⌘ Device bandwidth history
- ⌘ SSID and password management
- ⌘ Guest Wi-Fi management
- ⌘ Connected device inventory
- ⌘ AI-driven recommendations
- ⌘ Timeline of network events

**Minim has cloud security for the smart home era**

**built in.** From real-time threat intelligence, IoT behavioral analyses, and port/network scan discovery to protection from malware, targeted attacks, phishing, remote access and DDoS, the home network will be safe and sound.

For more information, visit [www.nology.co.za](http://www.nology.co.za)

