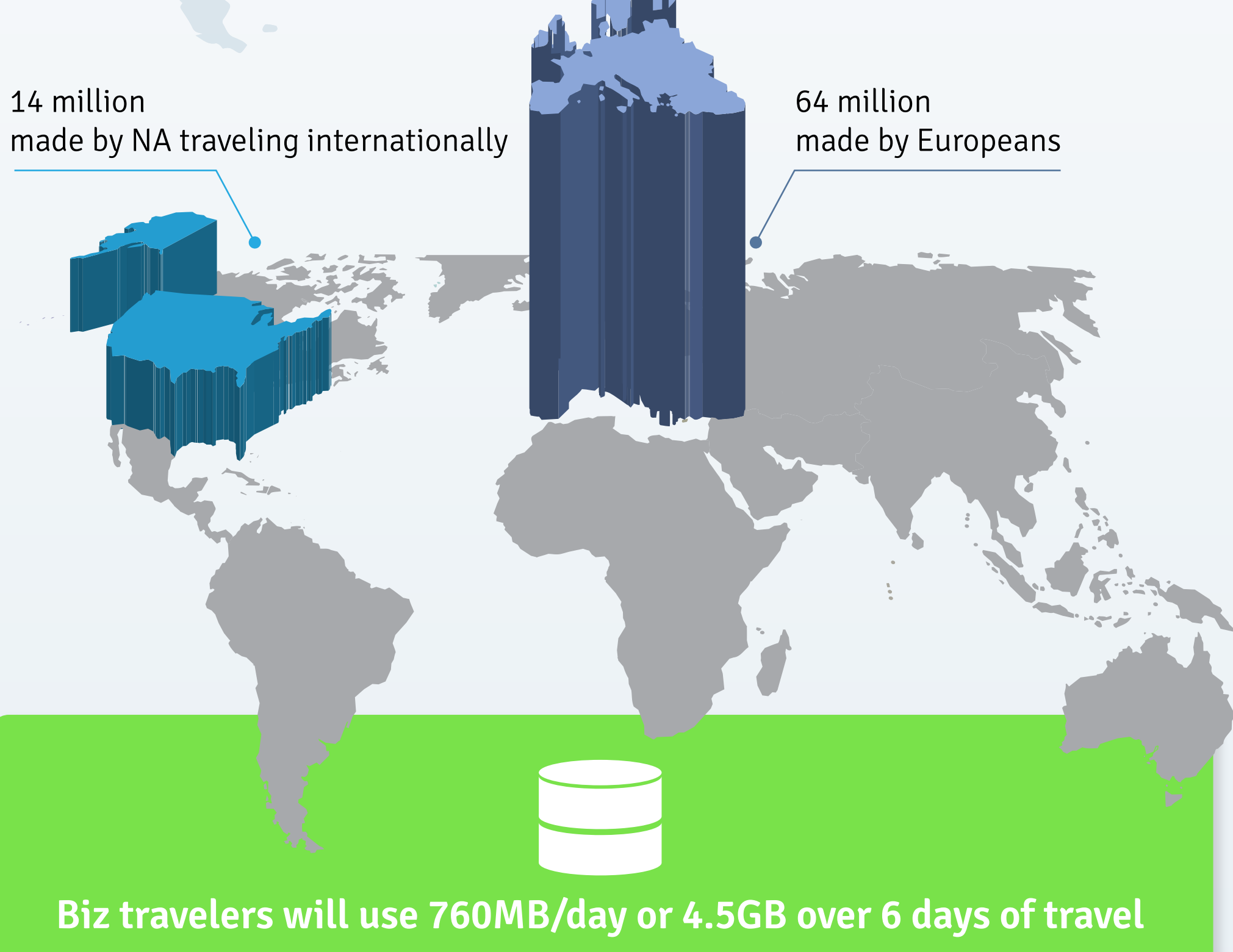


# ALWAYS ON

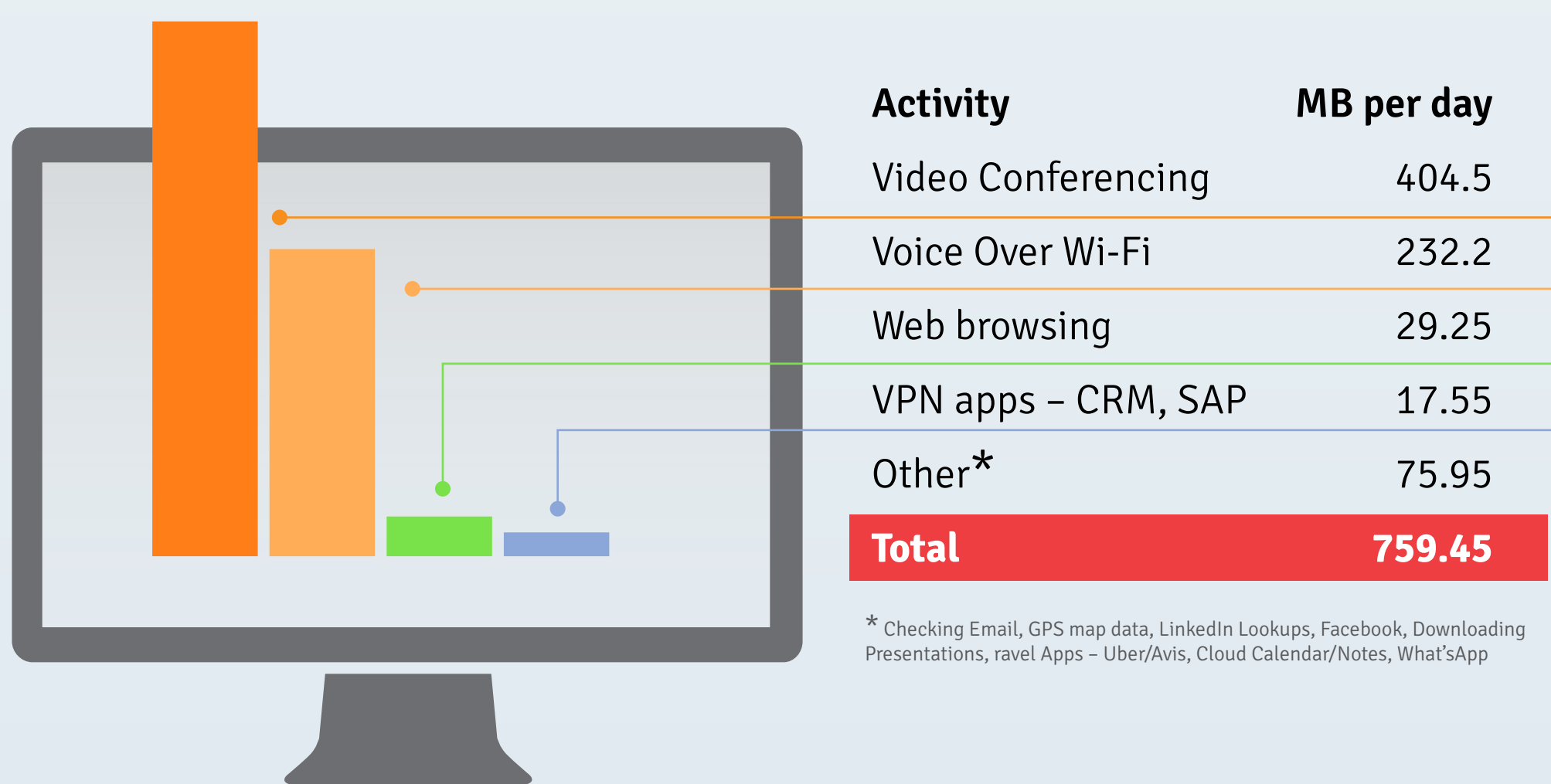
Now more than ever - you need to stay connected on multiple devices, everywhere in the world - at work or play

## International Business Travel

78 million international business trips made in 2014



## Average Daily usage of a Business Traveler



## WiFi Package Alternatives

### A. Predominantly cellular solution

Only works well with a smartphone and typically when traveling within your home country  
Cost is predicated on the package that has been purchased  
When individual travels outside the US/Europe there are new costs due to data and voice roaming

### B. Buy Wi-Fi on demand as you need it

Continuously creating profiles and logging into new Wi-Fi services with name, password and credit card number is inefficient and cumbersome.

#### The Cost of WiFi On-demand

	Airport	In-Flight Wi-Fi	Hotel	Total
In the US	\$45	\$60	\$12	\$117
Outside the US	\$10	\$108	\$12	\$130
In Europe	\$30	\$32	\$11	\$73
Outside Europe	\$10	\$108	\$11	\$129

### C. Free Wi-Fi

#### “Wi-Free” isn’t Really Free

1. Travelers do without, losing valuable work time
2. Spending time that could better be used working to find a free hotspot
3. Have difficulty connecting or staying connected to slow/unstable access points
4. May only be able to connect a single device, when they need multiples
5. Cannot use Inflight Wi-Fi, as there is no free option
6. Will pay for Wi-Fi, and then expense it back to company

### D. Paid Wi-Fi subscription service

Best approach for total cost of “always on” connectivity

## ALTERNATIVES ARE COSTLY

#### Daily Usage Savings

	In the US	In Europe	Outside US	Outside Europe
Predominantly Cellular	\$110	\$85	\$828	\$1,458
Buy Wi-Fi as you go	\$117	\$73	\$130	\$129
Use only Free Wi-Fi	\$536	\$211	\$877	\$877
Buy a Wi-Fi subscription	\$55	\$25	\$55	\$55
<b>MINIMUM SAVINGS</b>	<b>\$55</b>	<b>\$48</b>	<b>\$75</b>	<b>\$74</b>

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