

CUSTOMER SUCCESS STORY

nTelos Relieves Data Anxiety



Zero-rating software updates let subscribers relax

When nTelos Wireless introduced a new, highly anticipated smartphone in 2012, they chose to zero-rate software updates to relieve subscriber anxiety about data usage. To implement this zero-rating, nTelos turned to Sandvine Usage Management and our traffic classification technology.

How it Works

While zero-rating traffic sounds simple, getting it right requires advanced technology.

Beyond correctly identifying the traffic itself, the solution must interface directly and in real-time to the charging system—and not all policy control systems do this. Failure to do so can overcharge subscribers or lead to revenue leakage for the network provider.

The Next Step

In the case of nTelos, they simply wanted to zero-rate software update traffic for a particular brand of mobile device, but there's no technical reason why they had to stop there.

With Sandvine, network operators can zero-rate practically anything: common examples include the operator's own web and media content, and content from technology and media partners.

Word of Mouth

"The Sandvine intelligence layer gives us critical insight into our broadband network. The Sandvine technology enables nTelos to maintain a quality customer experience for our 3G and 4G wireless customers."

- Dan Meenan
Vice President, Engineering

About nTelos Wireless

nTelos Wireless is a leading provider of wireless communications services in select areas of a number of states (Virginia, West Virginia, Maryland, Ohio, Kentucky, Pennsylvania, and North Carolina).



Do you want to implement zero-rating? Visit www.sandvine.com