

CUSTOMER SUCCESS STORY

# C Spire Wireless Adds More Value to Their Wireless Services



## C Spire offers free adult content filtering as a value-added service

In 2013, C Spire began to offer free adult content filtering as a value-add so that customers could better manage access on their wireless devices. This opt-in service is enabled by Sandvine's patented traffic redirection technology.

### How it Works

To enable this opt-in service, the Policy Traffic Switch (PTS) redirects web traffic to our content filtering partner.

The filtering service, available for every line on a C Spire account, blocks access to Internet content identified as being adult in nature and redirects the device's browser to a webpage with a message indicating that user access to the content has been denied.

### A Rich Ecosystem

Sandvine's patented traffic redirection has enabled dozens of plug-and-play value-added services (VAS) deployments.

These deployments take advantage of our Solutions Partner Ecosystem—a collaboration of partners and pre-integrated joint solutions that let CSPs rapidly deploy new services, improve subscriber retention, and enhance subscriber online quality of experience.

### Added Protection

*"Whether at home or on the go, families and businesses are using mobile devices to make their lives easier, more efficient and meaningful. However, parents and employers can't always be looking over a child or employee's shoulder to monitor their usage. This service gives added protection where needed by laying the ground rules for accessing content."*

*- Jim Richmond  
VP of Corporate Communications*

### About C Spire Wireless

C Spire is a diversified telecommunications and technology services company. The Ridgeland, Mississippi-based firm operates the nation's largest privately held 4G LTE wireless communications network in the U.S. with over 1,600 cell sites providing wireless services and premier mobile communications to consumers and businesses in four states.



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