

CUSTOMER SUCCESS STORY

## GCI: Delivering Shared Usage Plans



### GCI trusts Sandvine to help them out-manuever the competition

GCI successfully competes in a crowded marketplace by consistently being the first to market with new subscriber services. In one example, GCI used Sandvine's Quota Manager to create group shared plans that provide mobile data access for up to ten members across any combination of mobile device.

#### Grow Revenue

Shared plans grow revenue in a 'snowball' effect: once one family member has signed up, there's a real incentive for others to join up, too.

#### Satisfied, Loyal Subscribers

Shared plans increase satisfaction because each person gets what they need.

Loyalty also increases because more people are involved in a churn decision.

#### Propel Your Network

*"Sandvine's intelligence layer has helped propel our network capabilities so our customers can use the latest devices on the largest and fastest data network in Alaska."*

- Brandy Goss-Crum  
Director, Product Management and  
Development

#### About GCI

GCI is an Alaska-based company providing voice, video, and data communication services to residential, commercial, and government customers across a converged multi-access (2G, 3G, LTE, Cable) network.

Since its founding in 1979, GCI has grown to become a premier integrated telecommunications provider.



Are you beating the competition to market? Visit [www.sandvine.com](http://www.sandvine.com)