

ZIPLINK SYSTEMS



USING PRESEEM AND SONAR TO UPSELL AND SUPPORT GROWTH

Background

Ziplink Systems is a young and fast-growing Wireless Internet Service Provider (WISP) based out of Queen Creek, AZ. David Busch is the founder and CEO at Ziplink. One of the key reasons why David looked for a QoE solution is to be able to deliver a great experience across applications including streaming video. He had some complaints where customers called in and shared streaming issues, even on 25 Mbps plans. After a demo and some initial network deployment orientation, David started with Preseem in April 2020.

Ziplink Systems uses Sonar as their Billing and OSS platform.

Using Preseem's QoE Data to troubleshoot effectively

Recalling a recent support call with a customer on the lowest speed tier/package that Zip Link systems sells, David mentioned the following:

- The customer complained about 'internet cutting out sometimes during the day' but 'no TV buffering'
- Upon investigating through Preseem QoE data, David found that the customer was constantly maxing out their 10 Mbps connection regularly
- The only reason the customer was still having no trouble streaming video is because of Preseem's QoE optimized shaping that ensures that a customer gets a good experience despite maxing out their connection
- After explaining that the reason the customer experienced some issues is because the current plan is being saturated, David was able to upgrade the customer's plan to a higher speed package

In many customer interactions, David continues to use Preseem charts to provide evidence to customers on their usage behavior, data consumed, and other aspects to help explain an issue or troubleshoot complaints.

Leveraging Sonar and Preseem's integration for easy troubleshooting and plan upgrades

David believes that the tight integration between Sonar's billing and Preseem's QoE platform empowers his support staff to do their job well.

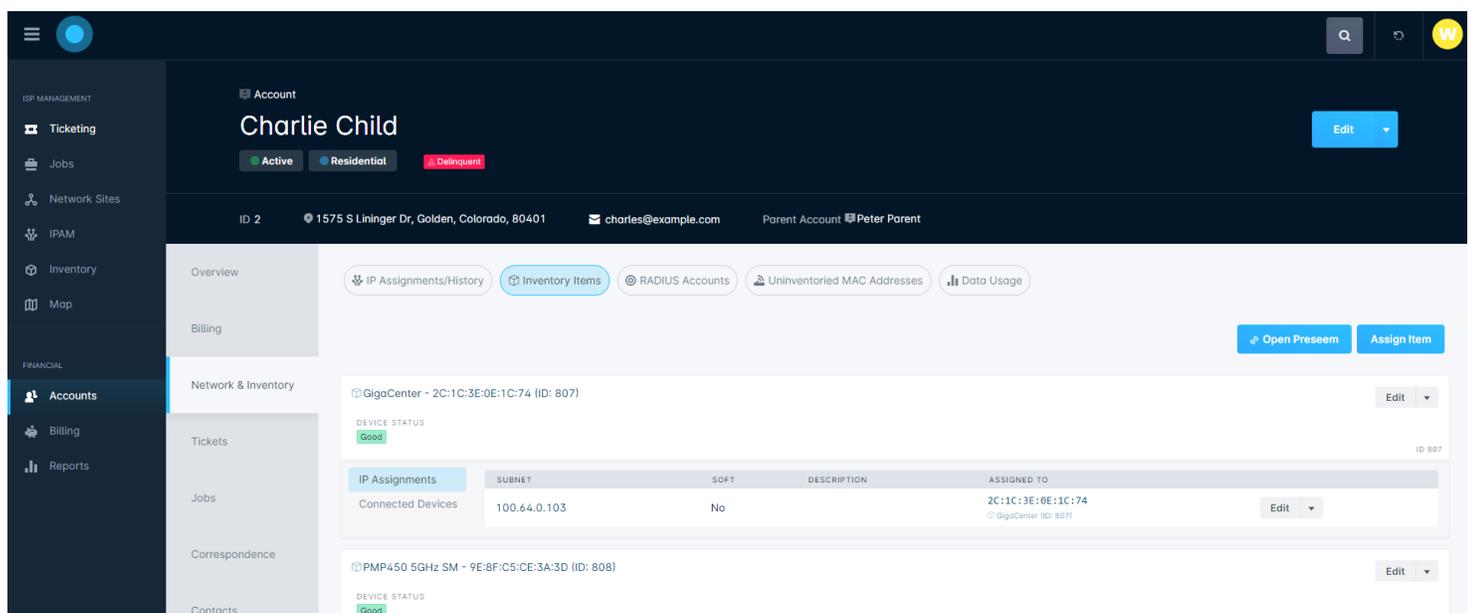
His staff members can drill right from Sonar into Preseem metrics for a particular customer through the integration and it has resulted in several easy upgrades for their subscribers. David believes such upgrades and increase in additional revenue easily pays for Preseem's monthly subscription.

He further believes that improving the Quality of Experience (QoE) that his WISP delivers to subscribers actually results in more revenue (through plan upgrades and word-of-mouth marketing). As a business goal, he cites that if Ziplink Systems focuses on happy customers (and using such software platforms helps achieve that), revenue will come.

"We LOVE Preseem. It's one of the best decisions we've made in a long time. We also like how Sonar and Preseem work together and help us troubleshoot customer complaints as well as perform plan upgrades easily. This helps us have happy customers and more revenue"



David Busch **ZIPLink**
CEO, Ziplink Systems



The screenshot displays a Sonar dashboard for a subscriber named Charlie Child. The account is categorized as 'Residential' and 'Deinquant'. The dashboard includes a sidebar with navigation options like 'Ticketing', 'Jobs', 'Network Sites', 'IPAM', 'Inventory', 'Map', 'Accounts', 'Billing', and 'Reports'. The main content area shows 'Network & Inventory' with a table of IP assignments. A 'GigaCenter' device (ID: 807) is listed with a 'Good' status. Below it, a table shows IP assignments for 'Connected Devices' on the subnet 100.64.0.103, assigned to the device 2C:1C:3E:0E:1C:74. A 'PMP450 5GHz SM' device (ID: 808) is also listed with a 'Good' status. A blue 'Open Preseem' button is visible in the top right corner of the main content area.

A screenshot from a Sonar dashboard for a subscriber that shows the "Open Preseem" button



Developed exclusively for WISPs, Preseem is a one-of-a-kind networking solution that helps WISPs to measure, analyze, and optimize the quality of experience (QoE) delivered across towers, sectors, and subscribers.

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