



Simple and secure home networks





Unlock higher ARPU with managed WiFi

Minim helps WISPs transform the smart home support headache into a massive revenue opportunity



To smart homes, broadband service is only as good as the WiFi experience.

Meet Minim.

Products

Minim delivers enhanced WiFi management and security to your subscribers through a CPE-agnostic, cloud platform.

Key products include:



Care portal

A web application for your customer service reps to efficiently and remotely support the home with more network visibility than ever.



Mobile app

Available for iOS and Android, the mobile app gives your subscribers control over their network and makes device management easy and fun.



Parental controls

Using the Minim mobile app, your subscribers can create profiles for family members, set homework hours, track device usage, and pause devices.



Security

Our cloud platform manages router firmware, monitors IoT devices against expected behavioral models, and stops suspicious device activity before it becomes a problem.



Insights

Minim uncovers connected device performance trends so you can proactively upsell subscribers on higher bandwidth caps, WiFi extenders, and more.



Services

Minim helps select and integrate CPE, mesh, and IPTV products to create best-in-class solutions for your business initiatives.

Market Trends

86%

of in-home broadband runs over WiFi (iGR)

46%

of broadband truckrolls are related to the home wireless (field data)

12B+

connected consumer devices are projected in 2020 (Gartner)

The good news

77%

of consumers are willing to pay for better WiFi (AirTies)

Why is this a challenge?

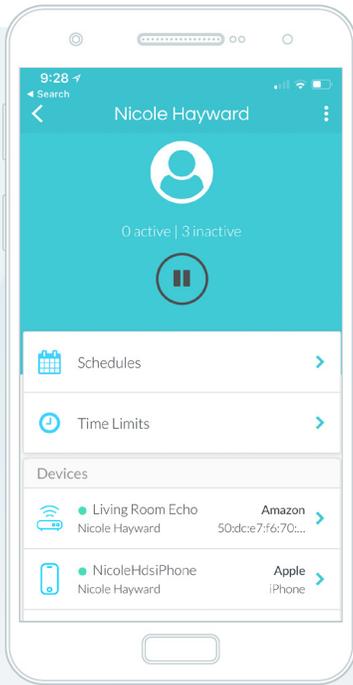
WiFi has become a vital utility in the home. Managing and securing home networks is not an easy task due to:

- **CPE variability** - WISPs commonly have 4+ generations of hardware deployed, and consider the evolution of WiFi protocols, channels, and DOCSIS
- **Explosion of connected devices** - Each device has different performance expectations and bandwidth needs
- **OTT streaming** - Consumers stream on wireless devices in all corners of the home and expect a quality signal
- **Simplicity is a must** - As not all homes are equipped with an IT specialist, effective solutions must be very simple

How Minim works

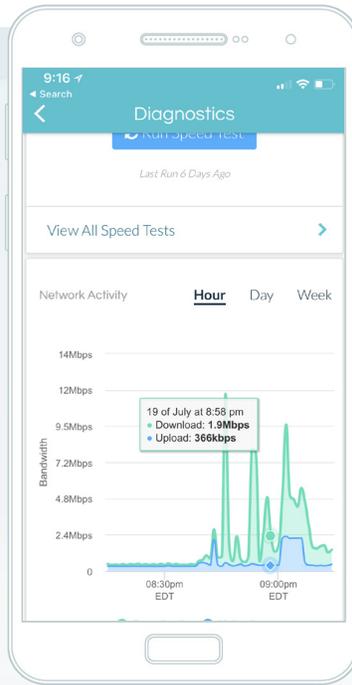
Minim is making home WiFi better through AI-powered technology and modern design

In a nutshell, Minim maintains a light-weight software agent on Access Points. The Minim agent communicates with the Minim Cloud, which intelligently monitors connected devices, automates improvements, and recommends solutions. Both subscribers and WISPs are provided with Minim applications, making home network management simple, secure, and even fun.



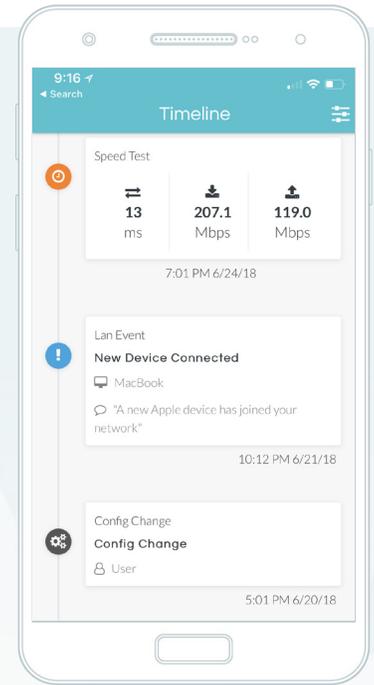
Quantum fingerprinting

Minim's advanced, proprietary technology accurately fingerprints devices, providing detailed device information.



CPE agnostic

Minim's agent is designed to run in the background on CPE hardware in homes.



AI-based notifications

Minim is able to detect abnormal device behavior and makes changes or recommendations before problems arise.

Made simple

Designed with simplicity in mind, Minim empowers homes with parental controls, device management, device security, and much more.

Last but not least

Service providers who use Minim have seen an increase in ARPU and a decrease in OpEX

Leveraging Minim, service providers are able to offer a complete, managed WiFi solution and increase ARPU up to \$12.95 per month. In addition, they've cited up to 50% in decreased support call times, as well as fewer truck rolls.

In the words of a customer

Minim understands the unique challenges service providers face supporting our customers' increasingly complex home networks.

—Burlington Telecom

Interested?
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