

# Introduction to Skyrove's Authorized Partner Program

***Skyrove enables you to easily set-up Wi-Fi Hotspots and provide pre-paid wireless internet access to end-users while at the same time generate an annuity income stream for your business.***

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## 1 Company Overview

Skyrove is a Cape Town based IT company specializing in a Wi-Fi hotspot technology that enables providers of hotspots to easily set-up Wi-Fi Hotspots for the provision of pre-paid wireless internet access to end-users. At the same time hotspot providers earn annuity income from hotspot usage.

Skyrove's unique hotspot solution and business model has won early awards like the Enablis Business Plan award in 2005 and the Technology Top 100 Award in 2006. Since then Skyrove has refined its business model and has advanced its technology to stay the leader in its industry.

Skyrove has thus been able to grow its hotspot network quicker than any other hotspot provider in Africa and end users currently have access to over 500 hotspots in South Africa only. Drivers for Skyrove's growth have also been partnerships with leading national organizations like GHASA, PostNet, Spur, etc.

## 2 Skyrove's hotspot solution

### 2.1 The Hotspot Router

#### Meshing Principle

Skyrove has developed a hotspot router that is unique in Africa and that allows providers to easily set up larger wireless networks using a meshing principle. This means that the routers will automatically find and connect to each other as part of one mesh network. The network reforms itself if one hotspot node goes down and heals itself when the node comes up again. The routers also automatically identify if they are a gateway or a repeater.

#### Set-up Procedure

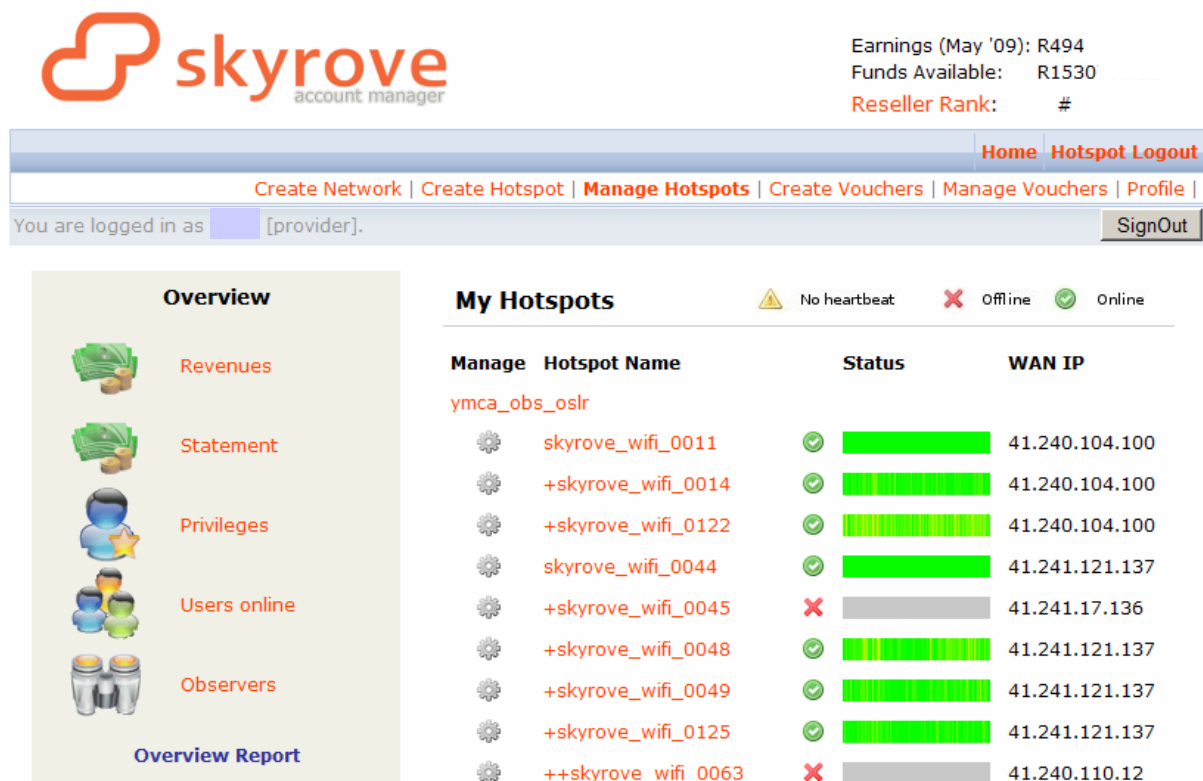
The set up process is simple and entirely online based. No interaction with the device is required. An online set-up wizard guides through the process.

### 2.2 The Online Management Platform

Skyrove has developed an online management platform that makes it easy for you set up and manage your hotspots. You can:

- Create and manage mesh networks
- Create and manage individual hotspots
- See if hotspots are online (🟢) or offline (🔴)
- Create, manage and print vouchers
- See revenues and usage online
- See and print hotspot account statements

- Give privileged user rights to certain users
- See online users
- Assign revenue share to your clients via observer accounts (Skyrove will pay them directly)
- Change your profile details and provide your banking details
- See your Reseller Rank as part of our reseller competition



The screenshot shows the Skyrove account manager interface. At the top right, it displays 'Earnings (May '09): R494', 'Funds Available: R1530', and 'Reseller Rank: #'. A navigation bar includes links for 'Home', 'Hotspot Logout', 'Create Network', 'Create Hotspot', 'Manage Hotspots', 'Create Vouchers', 'Manage Vouchers', and 'Profile'. Below this, it indicates the user is logged in as '[provider]' with a 'SignOut' button.

The main content area is divided into two sections:

- Overview:** A sidebar menu with icons and links for 'Revenues', 'Statement', 'Privileges', 'Users online', and 'Observers'. An 'Overview Report' button is at the bottom.
- My Hotspots:** A table listing hotspots with their status and WAN IP addresses.
 

Manage	Hotspot Name	Status	WAN IP
	ymca_obs_oslr		
⚙️	skyrove_wifi_0011	🟢	41.240.104.100
⚙️	+skyrove_wifi_0014	🟢	41.240.104.100
⚙️	+skyrove_wifi_0122	🟢	41.240.104.100
⚙️	skyrove_wifi_0044	🟢	41.241.121.137
⚙️	+skyrove_wifi_0045	🔴	41.241.17.136
⚙️	+skyrove_wifi_0048	🟢	41.241.121.137
⚙️	+skyrove_wifi_0049	🟢	41.241.121.137
⚙️	+skyrove_wifi_0125	🟢	41.241.121.137
⚙️	++skyrove_wifi_0063	🔴	41.240.110.12

Figure 1 Online Management Platform

## 2.3 The End-User Experience

### The Hotspot Log-In Page

The hotspot log-in page allows for online purchases via Credit Card or the redemption of vouchers. It also carries branding and marketing message for your client's venues. On the bottom of the page we provide our support numbers for first line telephonic end user support.

End users can now roam and use their account and credits at any Skyrove hotspot worldwide.



### Start Here

[Find out more](#)

#### Credit Card

Buy credits using a credit card.

**BUY >**

#### Voucher No.

[Find a vendor](#)

**SUBMIT >**

### Existing User



Email Address

Password


Remember Login

**LOGIN >**

[Forgot your password?](#)

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**Hotspot:** Primi Buzz      **Price:** R 0.64 per MB      **Speed:** 384 kbps



Welcome to Primi Piatti's hotspot.  
Enjoy our wireless internet service,  
please ask the waiter for a free  
voucher.

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**Need help?** SMS 074 654 7911 or CALL 0861 ROVERS

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Copyright © 2008. Skyrove (Pty) Ltd      Hotspot ID: skyrove\_wifi\_0054

Figure 2 Skyrove Log-In Page

### Billing and Revenue Share Payouts

Skyrove handles all authentication and billing of end users and automatically pays out to you and directly to your customers based on the applicable revenue share. You can set the price for your Hotspots but Skyrove makes the following pricing recommendations:

- Apartment Blocks, Student Residences      32c per Megabyte
- Coffee Shops, Restaurants      64c per Megabyte
- Guesthouses, Hotels      96c per Megabyte

## 3 Skyrove's Authorized Partner Program

### 3.1 Business Opportunity

As a Skyrove partner you are authorized to represent Skyrove in the fast growing African Wi-Fi hotspot market. This exiting market offers a variety of opportunities in different market segments:



Guesthouses and B&Bs



Shops and Restaurants



Universities and Student Residences



Apartment blocks, Townhouse Complexes, other Residential Areas



Train Stations

### 3.2 Application

You can simply apply through our website on [www.skyrove.com/asp](http://www.skyrove.com/asp). We will evaluate your company and come back to you within 5 working days.

Also please sign up as a provider on [auth.skyrove.com](http://auth.skyrove.com) to explore our comprehensive management platform.

### 3.3 Benefits

Skyrove will support your dedicated approach to building your Skyrove hotspot portfolio. Our multilevel reseller partner program provides increasing benefits per level (e.g. higher revenue share, discount on equipment, greater prizes in our reseller competition). To get started you have to

- Sign our Authorized Partner Agreement
- Purchase 10 Skyrove mesh routers for a total of R7950
- Attend sales & technical training at our offices in Cape Town (one-day training workshops are held every 6 weeks)



Your immediate benefits are

- Receive an Authorized Skyrove Partner certificate
- Increased revenue share of 60%
- Automatically enter our reseller competition and win attractive prizes
- You will have access to sales and marketing material, contracts, proposals, etc.
- Benefit from appointments for installation and support of hotspots in your area that have been sold through Skyrove directly. 20% revenue share is allocated for such appointments

### 3.4 What Skyrove Does for You

In this partnership we take a lot of hassle and work from you. Skyrove brings the following to the table:

- We keep developing our innovative solution to stay ahead of the competition in the African hotspot market
- We add features that add value to end users and venue owners and that help you sell Skyrove hotspots
- We handle all authentication, end-user billing and payout of monies to you and your clients
- Our call centre takes all end user support calls from 8:00 to 22:00 (Mo.-Fr.) and 10:00 to 18:00 (week-ends and holidays)
- We provide you with free technical training and guidance
- We provide you with free sales material and training
- We provide you with on-site marketing material at cost price (stickers, table talkers, etc)
- We share proven processes and techniques for setting up and supporting hotspot sites

### 3.5 Case Studies

**Example 1** (figures are assumptions and are not guaranteed)

Reseller Partner 1 installs for Coffee Shops and Guesthouses whereby each venue pays for the set-up of the equipment and pays for the broadband connection incl. the data. The data can be provided by you or any other Internet service provider.

New installations per month	#	Profit Installations	Revenues			
			per site	total	Partner	Client
Guesthouse (6 rooms)	4	R 800	R 600	R 2 400	R 480	R 960
Coffee Shop (20 tables)	4	R 800	R 200	R 800	R 160	R 320
<b>Total</b>	<b>8</b>	<b>R 1 600</b>			<b>R 640</b>	



The provider in this case installs one guest house and one coffee shop per week. The total once off profit of from installations comes to R1600 (8x R200). Assuming this growth is maintained the revenues will aggregate as follows:

- Month 1 R0
- Month 2 R640
- Month 3 R1,280
- Month 4 R1,920
- Month 5 R1,560
- Month 6 R2,200
- ...

**Example 2** (figures are assumptions and are not guaranteed)

Reseller Partner 2 installs for Student Residences and Apartment Blocks whereby the Partner carries the cost for setting-up the equipment and pays for the broadband connection incl. the data for the usage.

New installations per month	#	Cost Installations	Revenues			
			per site	total	Partner	Client
Student Residence (10 rooms)	2	R 3 580	100%	100%	60%	0%
Apartment Block (50 units)	2	R 9 980	R 2 000	R 4 000	R 2 400	R 0
<b>Total</b>	<b>4</b>	<b>R 13 560</b>	R 5 000	R 10 000	R 6 000	R 0
					<b>R 8 400</b>	

The provider in this case installs one student residence and one apartment block every two weeks. The total cost for the installations comes to R13,560 per month. Assuming this growth is maintained and onsite marketing has been done, the revenues will aggregate as follows:

- Month 1 R0
- Month 2 R8,400
- Month 3 R16,800
- Month 4 R25,200
- Month 5 R33,600
- Month 6 R42,000
- ...