



## **ZapFi and Aptilo Announce Strategic Partnership to Market Venue Wi-Fi**

*Aptilo's "Venue Wi-Fi Manager" to be integrated into ZapFi's existing "Managed Wi-Fi" Cloud offering*

**BRUGES – June 23, 2016** – [Aptilo Networks](#), the leading provider of carrier-class Wi-Fi service management solutions, and [ZapFi](#), a European pioneer and market leader in "Sponsored Free Wi-Fi" services, today announced a strategic partnership in which ZapFi will integrate the [Aptilo Service Management Platform™](#) (SMP) and the [Aptilo SMP Venue Wi-Fi Manager™](#) (VWM) in its current services portfolio.

Aptilo VWM, specifically designed for service providers, is a powerful tool to sell attractive guest Wi-Fi services to venues and enterprises. "Venue Wi-Fi is a growth opportunity for Aptilo. By integrating our VWM into ZapFi's existing Wi-Fi Cloud offering, we have an experienced partner that can address segments of the European market like e.g. municipalities and public transport companies," said Paul Mikkelsen, CEO, Aptilo Networks.

The ZapFi Wi-Fi Cloud offering is already being used by many leading merchants in Europe supporting hundred of thousands of users. "We started offering Venue Wi-Fi about 4 years ago based upon a platform we build in-house," said Gery Pollet, CEO of ZapFi. "By migrating our current platform to Aptilo, we not only can offer additional services but have now also a proven carrier-class platform that is capable of supporting our further growth."

The coming months ZapFi will also start to offer "Analytics" and "Carrier Wi-Fi" to its business customers based upon the Aptilo platform.

Analytics – such as user demographic data and a multitude of different data patterns – are provided to individual venues in an easy-to-use web GUI using Aptilo VWM's scalable Analytics engine. The ability to analyze visitors and trends is often as equally valuable to venue owners as the Wi-Fi service itself.

"Carrier Wi-Fi is all about seamless and secure login while Venue Wi-Fi is all about user engagement and branding," said Johan Terve, VP Marketing, Aptilo Networks. "Aptilo uniquely brings these two worlds together."

"By teaming up with Aptilo, we now have a future-proof carrier-grade solution that allows us to offer advanced new services in our current markets like e.g. public transport companies and municipalities," said Koen De Mol, CTO of ZapFi. "But I can imagine that our Wi-Fi Cloud offering could also be very attractive for smaller operators or international companies active in many countries."

**About Apto Networks**

Apto Networks is a leading provider of carrier-class systems to manage data services with advanced functions for authentication, policy control and charging. Apto Service Management Platform™ (SMP) has become synonymous with Wi-Fi service management and Wi-Fi offload in large-scale deployments with 100+ operators in more than 70 countries, and is a critical component of Wi-Fi calling. For more information visit [www.aptilo.com](http://www.aptilo.com).

**About ZapFi**

ZapFi is a pioneer and market leader in managed & secure Wi-Fi. The main advantages of the ZapFi cloud solution are its capabilities to support any Wi-Fi device and Wi-Fi network, compliance with the most stringent telecom and privacy legislations, highly-secure internet traffic management and build-in marketing capabilities. ZapFi is being used by many leading brands across thousands of locations, supporting hundreds of thousands of users. For more information about ZapFi visit [www.zapfi.com](http://www.zapfi.com).

**Media Contact:**

Hillary Call

Apto Networks AB

P: +1 917-414-9262

[hillary.call@aptilo.com](mailto:hillary.call@aptilo.com)

###