

WiFi Data Offloading: Bundling Method in a Canvas Business Model

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Abstract : Mobile operators deal with increasing in the data traffic as a critical issue. As a result, a vital responsibility of the operators is to deal with such a trend in order to create added values. This paper addresses a bundling method in a Canvas business model in a WiFi Data Offloading (WDO) strategy by which some elements of the model may be affected. In the proposed method, it is supposed to sell a number of data packages for subscribers in which there are some packages with a free given volume of data-offloaded WiFi complimentary. The paper on hands analyses this method in the views of attractiveness and profitability. The results demonstrate that the quality of implementation of the WDO strongly affects the final result and helps the decision maker to make the best one.

Keywords : bundling, canvas business model, telecommunication, WiFi data offloading

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