



## Dealer Training



# EXPLAINING OUR PRODUCTS

# Customer segments

We sell two segments of service... we sell to businesses and we sell to homes.



- From a Business perspective, you are essentially selling the benefits of having reliable satellite internet services.
- In other words, the ability to have access to products that support & enable security, smart farms, remote control, and online businesses.
- In a target market where 2G and 3G are the only option for customers, satellite internet is often the only available option & a compelling value proposition.



# Satellite internet service for Homes

- From a home perspective, our refreshing solutions offer your customer all the advantages a reliable, high-capacity internet has to offer: e-learning, online banking & shopping, entertainment and staying connected to family & friends all over the world.
- The opportunities are endless!



# Understanding the customer needs

- The art of successful selling is showing customers how our products meet their specific needs.
- When your customer verbalises their needs, you will immediately know what their problem is and how our product can provide a solution.
- This is done through the art of effective questioning.
- Your sales strategy will be to emphasise how our accessibility, reliability, service agility, stability, and the easy installation process benefits them.

## Our product types

We offer 2 types of products:

- Unlimited Packages
- Capped Packages

The speed achieved on all packages is dependent on many factors, such as:

- The general state of network loading across the Internet
- Speed of the servers that the websites you are visiting
- The number of concurrent active users and their activity levels on the network

All our packages are 'best effort' and, every measure is in place to ensure that no users take a disproportionate share of the capacity.

## Unlimited Packages

- With our Unlimited packages you can use as much data as you want - it is not capped at a certain amount of data.
- However, while you can get unlimited data - you are still subject to the Fair Use Policy which manages volume of data vs speed.
- With our product, there is no hard cut off where the customer suddenly loses connection due to reaching the limit of allocated data.
- Best efforts provide up to 80% of the listed speed in line of course, with our Fair Use Policy.

## Capped packages

- Capped packages are suited to customers that prefer to carefully manage their usage and spend, by subscribing to a set quantity of gigs in bandwidth each month.
- How it works:
  - Once you have used up your data, either your connection will stop until you get your allocation for your new data cycle or, you can “top-up” by buying tokens for additional bandwidth to stay connected.
- Both the downloaded and uploaded bytes count towards your volume usage.
- All our Capped Packages deliver headline speeds as follows:
  - 20 Mbps downlink (maximum best effort as per plan)
  - 3 Mbps uplink (maximum best effort as per plan)
- Phase 3 Telecom, in partnership with YahClick guarantees sufficient bandwidth to deliver the monthly Gigabyte quota.



## Product benefits

- We provide a best effort service with speeds of up to 25mbps down and 3mbps up (for our Unlimited plans) and 20mbps down and up to 3mbps up (for our Capped plans).
- Best efforts provide up to 80% of the listed speed in line of course, with our Fair Use Policy.



## Product benefits

- Hughes delivers its services through JUPITER – the world's most widely deployed High Throughput Satellite (HTS) platform.
- Our technology is based on the Ka-band multi-spot beam, which is a major differentiator to traditional satellite technology as it has greater reach.
- Our product is not dependent on terrestrial networks and is therefore more reliable and less subject to breakage, vandalism or theft.

## Product benefits

- Satellite can act as an excellent back up option in places where the quality of terrestrial access is unreliable and/or poor and where electricity, to power Wi-Fi, is compromised on a regular basis.
- Satellite back up ensures that businesses, entrepreneurs and individual consumers are connected to the internet when the primary terrestrial access is unavailable.
- As in the case of load shedding, where customers can switch over to their generators and continue working with satellite connections

# What are download & upload speeds?

- The type of product you recommend to your customer is based on what they will need to use the internet for!
- Two numbers that you will always encounter when subscribing to an internet solution are the download speed and upload speed of the service.

# Download speed

- Download speed is the speed at which your computer or smart device 'gets' information from the internet, however, it is dependant on the size of your package.
- You will notice that download speeds are much higher than upload speeds.
- The reason for this is that internet users download much more information than what they upload.
- Watching movies, getting the latest best-seller from Amazon for your kindle or scrolling though Facebook doesn't require much upload speed.

## Upload speed



- Upload speed is the speed at which information travels from your internet-connected device to the internet.
- If you send an email, your upload speed would determine how long it takes for your email to arrive in the mailbox of the intended recipient.
- Upload speed counts when you rely heavily on the internet to do interactive activities like video chatting on Skype or sending large files through applications like WeTransfer.

## Volume estimation

- Pricing is aggressive and comparative in the marketplace.
- When suggesting packages to customers, volume estimation also needs to be taken into consideration.
- This will ensure your customers needs and expectations are met.



## Volume estimation

- You can estimate this by finding out how many hours they spend on the different activities in their households.
- Looking at our volume estimation in GB (Gigabytes) and the time allocated to the type of activity the customer would be doing, we can estimate the volume they would use over a period of a month, and what type of package they would need to take, based on their activity.



# The Fair Use Policy (FUP)

- When it comes to internet services - it is very important to explain to your clients the concept of FUP (Fair Use Policy).
- In short, FUP controls 'volume vs speed'.
- Different services i.e. streaming, downloading emails or social media updates utilise different volumes of data.
- Everyone connected to satellite expects to experience the speed that they pay for – therefore, based on the volume of data you are utilising, we change the speed to ensure a fair experience for everyone.
- You still get unlimited data, but the speed at which it gets served may slow down if you have reached your FUP threshold.

## Fair Use Policy (FUP)

- Remember, the Fair Use Policy entails the prevention of excessive use and the process of being fair to all users that share the network so there is no major congestion.
- Think of broadband as a tunnel with traffic moving through it. The more traffic in the tunnel, the slower the traffic moves.
- You may find that during peak periods, your download speeds are slightly less than usual.
- This is a universal constraint that is commonly referred to as the congestion on the network.

# The Fair Use Policy (FUP)

- To ensure fair access, soft throttling speed management is implemented on excessive data usage.
- The higher your package, the longer it takes for you to go into your FUP levels.
- The Fair Use Policy does not apply in the Free Zone. All data used during Free Zone is absolutely free and does not count towards your usage. You will always enjoy maximum available speed during the Free Zone as long as your subscription is active.
- The Free Zones fall between:

Platform AY2 - from 01:00 to 06:00

Platform AY3 - from 22:00 to 06:00

Platform H4 - from 22:00 to 06:00

# Soft throttling speed management

- A customer CANNOT upload a token to restore the speed on an uncapped service plan.
- Volumes used are monitored by the Yahsat Network and reset every month on the calendar day that the service was installed.
- So, if a customer contract started on the 15th of the month , volumes levels will be reset on the 15th of every month.

## Fair Use Policy: FUP level 1 & 2

- This table shows how the Fair Use Policy is implemented through soft throttling at a first & second speed management FUP level, on disproportionate data usage, to ensure fair access.
- On the 50GB Unlimited plan soft throttling only starts once the customer exceeds 50 Gigabytes of data. The line speed is then reduced to 5 Mbps at FUP level 1.
- If the same customer continues to increase their data usage and exceeds 75 Gigabytes of data, the second throttle level will be implemented. The line speed is then reduced to 1 Mbps at FUP level 2.

Product	Normal line speed	FUP level 1	FUP level 2
YahClick Unlimited 50	25 Mbps	5 Mbps after 50GB	1 Mbps after 75GB
YahClick Unlimited 100	25 Mbps	5 Mbps after 100GB	1 Mbps after 120GB
YahClick Unlimited 150	25 Mbps	5 Mbps after 150GB	1 Mbps after 200GB
YahClick Unlimited 300 Elite	25 Mbps	15 Mbps after 300GB	5 Mbps after 325GB

## Equipment and installation

- Professionally trained Phase 3 Telecom installers are assigned to complete installations.
- The equipment remains the property of YahClick.
- A once-off upfront installation cost will be required on all packages.



**The End**