

## EthoStream Integrated Proactive Support Center

A property's high-speed Internet access (HSIA) system is only as good as the support of that system and how easy it is for users to access the Internet. Proactive, responsive, and above all, knowledgeable customer support is fundamental to ensuring true guest satisfaction and retention. With its outstanding track record, EthoStream understands this better than any other HSIA provider, leading the industry in providing innovative, standards-compliant solutions and support.

Over a number of years, EthoStream has developed one of the largest hospitality networks in the US and serves over 1.6 million network users per month. Its success is based on a combination of advanced technology, outstanding support and commitment to quality service. EthoStream's continuing rapid growth proves that its blend of guest satisfaction, retention and customer loyalty is right on the mark.

One thing in particular stands out with EthoStream's approach – namely, a dedicated focus on customer support that brings quality of service to a new level, always driven by the goal of exceeding expectations. This is achieved with dedicated, in-house employees, 24/7/365 support, plus customized, state-of-the-art proactive tools – all underpinned by comprehensive support extending to ISP monitoring and management. It all adds up to expert service dedicated to proactively removing any potential for guest difficulties or complaints in using the HSIA service, and above all, putting their needs first at all times.

### A Unique Approach to HSIA Support

With EthoStream's support approach, property management can be certain that they are getting a comprehensive service that makes them look great in their guests' eyes. No other provider has developed such an extensive, responsive and detailed platform that provides immediate, real-time data.

#### Support Statistics

- First call resolution: Greater than 90%
- Average speed to answer a call: Under 120 seconds
- Average time for escalation to Level 2: Under 15 minutes
- Call abandonment rate: Less than 2%
- Customer retention rate: 97%



EthoStream's solutions are customer designed with quality of service as the number one criteria. By adopting a proactive approach to service on a day-to-day basis, customers benefit directly. This is the philosophy that differentiates EthoStream from other service providers.

Here are some of the key points that make all the difference:

- Dedicated, expert in-house staff that care about what they do
- Three-tiered approach that gets to the heart of the matter quickly and efficiently
- Fully staffed 24/7/365 Support Department that never sleeps
- Integrated, proactive tools that put property management in control

### Dedicated, Expert In-House Employees

EthoStream's support staff is 100% in-house, consisting of dedicated employees located in EthoStream's Milwaukee, Wisconsin office. Technical Call Service Agents (TCSAs) are highly trained and skilled, with in-depth computer knowledge, and networking backgrounds, coupled with previous call center or phone support experience. Prior to adding TCSAs to the support staff, each new team member undergoes a week-long training and testing program, with ongoing training and reviews to maintain and maximize the integrity and efficiency of the department and quality of service. As a result, TCSAs can quickly and easily diagnose guests' Internet problems and can provide guests with immediate, expert advice on any Internet-related issues and get them online.

### Customer Support Services

- 24/7 proactive site and network monitoring
- 1st/2nd/3rd level support
- Guest support line
- Administrative support line
- ISP management

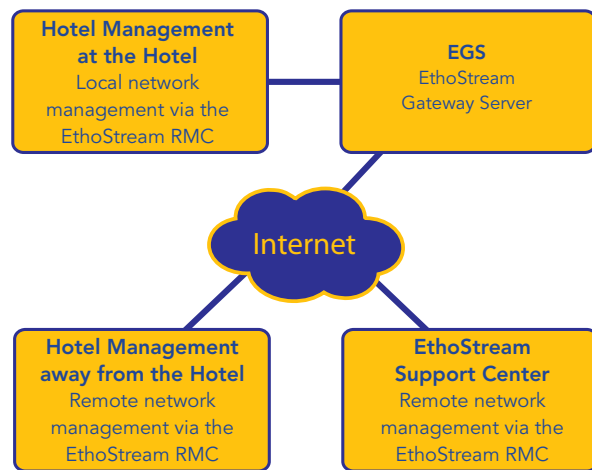
## Tiered Support Approach for Results

The EthoStream support center implements a three-tiered approach to customer support to ensure the most responsive service and ongoing monitoring through to a successful closure. This incorporates a strict procedure for engineer escalation and trouble ticketing. Every call is logged by the TCSAs into a powerful online call tracking web application, providing detailed call and ticket information about issue status and resolution statistics. These tools equip engineers with a superior ability to diagnose and correct issues. The success of EthoStream's approach is illustrated by the overwhelming number of unsolicited positive feedback that the company receives – about courteous, patient, professional assistance and 24/7 access, from both hotel management and hotel guests.

## 24/7/365 Support

Guests can rest assured knowing that they will be able to connect to the Internet at any time of day to send email, connect to their corporate workplaces via VPN, or simply check up on news or flight information. Guests can contact EthoStream's customer support team at any time or day, 24/7/365, through several different channels, including:

- Phone support
- Online chat
- Email support



EthoStream's Remote Management Console (RMC) interacts in real time with the EthoStream Gateway Server (EGS) at each property, enabling local and remote HSIA management.

## Integrated, Proactive-Based Tools

EthoStream's support center is directly integrated into the Remote Management Console (RMC) – a unique, comprehensive web-based management platform that interacts in real time with the EthoStream Gateway Server (EGS) at each property. The RMC, accessed via any PC with a web browser and an Internet connection, is the main tool used to manage, monitor and view information remotely in real time about the EGS at all of EthoStream's customers' properties – delivering proactive rather than reactive guest support.

This integrated solution enables EthoStream support staff to view real-time connectivity status of each individual guest, their connection history, the amount of traffic passed over each individual connection and a number of other management features and abilities. When guests call into the support center, with EthoStream's integrated EGS and RMC, the support staff

already has insight into each guest's connection status, such as if the guest has Internet connectivity, how long they have been online and when their Internet session will expire. Rather than working off of a script-based support program of questions and prompts, they can instead instantly view guests' connectivity status and work with the guest to quickly resolve any issues.

At the same time, hotel management can locally or remotely monitor, manage and make changes to their HSIA system, review network and current user statistics via the RMC's Administrative Console, see the current status of the Internet connection and any on-site network devices, and many other property specific statistics. EthoStream is unique in that it publishes its call logs, which hotel management can review and monitor via the RMC to evaluate EthoStream's quality of support.

With this integrated approach, EthoStream provides an all-encompassing, integrated solution for both hotel management and the EthoStream support staff.

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"Just wanted to let you know that Tom H helped me get my laptop hooked up to Hampton Inn's local wireless network and was very courteous, helpful, knowledgeable and friendly. I would suggest that you keep Tom around for as long as you can. Thanks EthoStream! It's one more good experience that keeps me coming back again and again to Hampton Hotels."

**Jeffrey Robey**

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## Comprehensive Support

With EthoStream's customized customer support software, many facets of a hotel's HSIA system can be remotely managed, including the following.

- Redirect specific user traffic
- Deny all unacceptable traffic
- Correct specific SMTP issues
- Monitor and remotely reboot network devices
- Open ports dynamically (VoIP, teleconference, VPN appliances)

In addition, the support staff accepts calls from property management and staff referencing guest support and application reporting problems. This coverage includes, but is not limited to the support of:

- Network infrastructure
- In-room equipment
- Server Support
- Internet applications
- Guest services
- Connection issues
- Network management
- Website modification
- Reporting console
- ISP connections
- Property bandwidth needs consulting

## Internet Service Provider (ISP) Collaboration

EthoStream monitors and supports all EthoStream-installed equipment and services necessary for onsite Internet access. This includes the EthoStream Gateway Server (EGS) and any routers, switches, access devices and other

network equipment which may be required to integrate with a property's existing wired infrastructure, billing system, printing device, or Property Management System (PMS).

In addition to providing a comprehensive suite of support services, EthoStream's support team proactively monitors the network equipment at a hotel's site. When a device is unresponsive or has gone offline, EthoStream is already working on the problem before it adversely impacts the guest. Since EthoStream has all the IP addressing information from the hotel's ISP, EthoStream is also able to monitor a property's Internet connection in real time. When the connection drops, EthoStream technicians are alerted and contact the ISP to get the property's connection up and running as quickly as possible. It's this type of proactive support that differentiates EthoStream from the competition and gives a hotel a real competitive advantage.

### EthoStream Support Center Levels

EthoStream provides multiple levels of support services, designed to suit a property's needs. These range from the basic Bronze level of support, up to Silver, Gold and finally, the Platinum level. Below is a partial listing of available service offerings.

- Support statistics review
- Annual support reports
- Comprehensive ticket and call tracking
- Onsite device monitoring and management
- Real-time reporting
- Response ticketing
- ISP monitoring
- Call recording and review
- Support call branding
- Billing management and reporting
- Customized reports
- Historical device reporting
- Co-Branded marketing

Please refer to the EthoStream Support Comparison Data Sheet for a comprehensive list of services covered under each level.

### EthoStream's Operating Support Center

EthoStream's support staff monitors, manages and reports all HSI/A activity and customer support inquiries via two integrated EthoStream developed management and administrative web-based applications, the Intranet Support Center and the Remote Management Console (RMC). These tools provide a wealth of invaluable real-time data that is instantly available to ensure guests' issues can be easily and quickly resolved, including property Internet usage, real-time network status, current user activity and historical statistics.

Following is a sampling of the screens and capabilities that are available to the EthoStream support staff.

### Intranet Support Center Screens

**Overall Support Screen** – Overview and details of all guest calls, duration, status, Internet status, WAP connectivity

**Tech Help Screen** – Support walk through help for problems with dial up Internet, conference rooms, wireless signals, Email and VPN, AOL, MSN connectivity

**Ticket Search Screen** – Tracks guest support by ticket number, severity, tech rep, tech level, property location, ticket opened time and day

**Queue Statistics Screen** – Search by property or day for number of calls by hour, answered/abandoned calls and time, answered calls, hold time, call time

**Outage Checklist** – Service outage troubleshooting steps

### Remote Management Console Screens

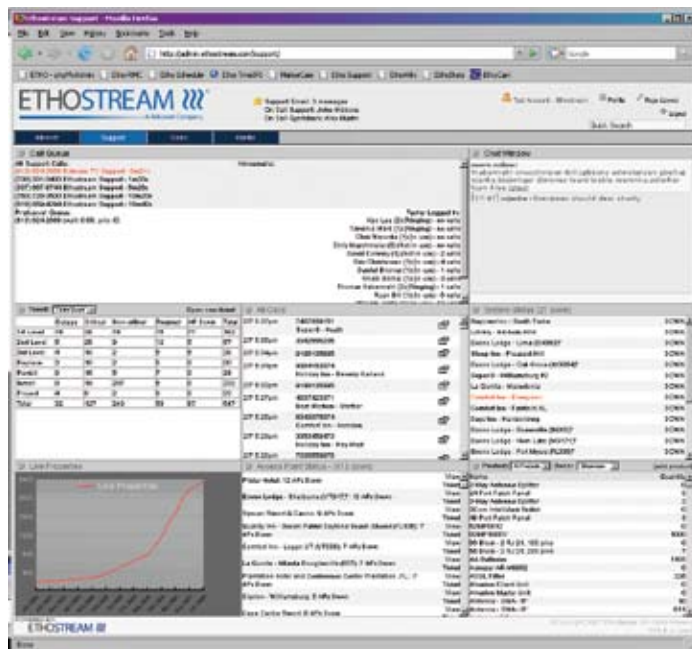


With the integrated RMC, the support team has visibility into a property's network and the guests connected. Each of the RMC's functions are listed under separate categories including: **Status, History, Site Admin, Console Admin, EthoStream Admin, Call Support and Help.**

Below are just a few of the essential RMC links under each category that provide EthoStream's support center with insight into a property that enables them to provide outstanding, proactive support.

**Home Page Screen** – Lists property information: Address, telephone, DNS, VPN and IP address, names of EthoStream installers, and a device status monitors EthoStream equipment to indicate if they are up.

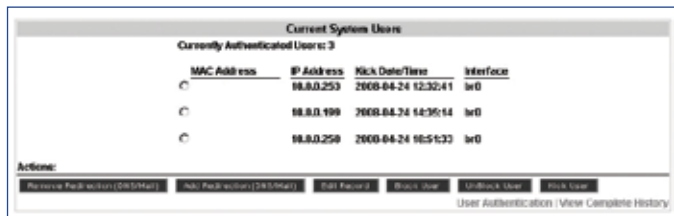
Property Information		Property Details	
Property Name:	Dead West Test	Buildings:	0
Property Code:		Guest Rooms:	0
Phone:		Conf. Rooms:	0
Address 1:	16200 Innovation Dr	SSID:	
Address 2:	Suite 300	Printing:	No
City:	Milwaukee	IP's (Assigned):	0/0
State:	WI	Bridges Available:	No
Zip:	53226	Live Date:	2007-09-11
Country:	US	Restroom:	None
Brand:	American	Pool:	None
Owner:	Unknown	SLA:	Test Site
		Installer(s):	Unknown



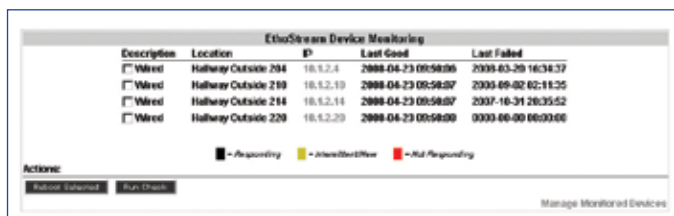
This screen shows all activity at a glance: all live guest calls in progress, the duration of the calls, the Internet system status of all properties, an internal chat window for coordinating issues and announcements, call details for each call, and the device status over all supported properties.

## Status Toolbar Links

**Current Users** – Lists current System Users: MAC Address, IP Address, Kick Date/Time Interface – with options to remove mail redirection and kick users



**Device Status** – Lists EthoStream devices at a location (Access Points) by IP address; gives option to Reboot and Run Check on each device.



## History Toolbar Links

**Bandwidth** – Graphically shows server traffic history by designated time periods

**Internet Line** – Lists outages for the Internet line by time period selected

**System Updates** – Lists the history of system updates

**Usage History** – Lists the usage history and log on method

## System Admin Toolbar Links

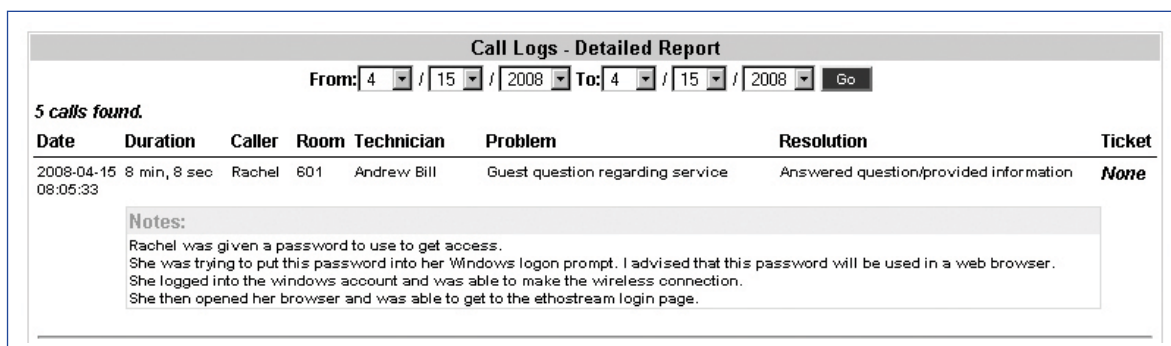
**Billing/Passwords** – Allows access to billing and password settings.

**Conference Scheduling** – Lists all conference rooms and if they are activated.

**Monitored Devices** – Lists AP's IP address, MAC address, location, user name, password, channel, interface, and device type.

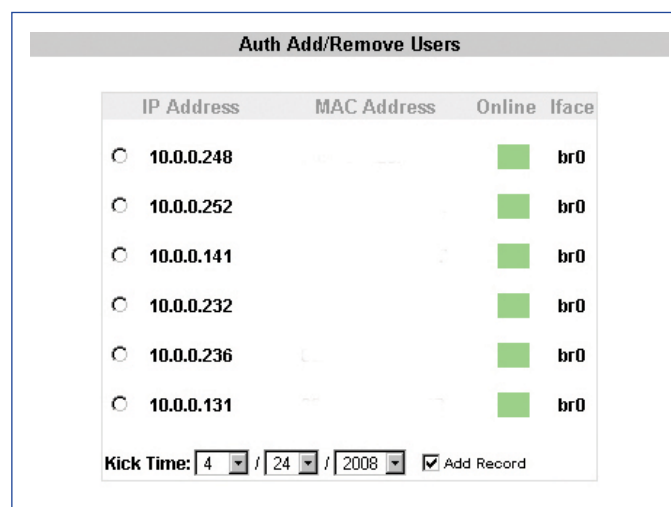
## Call Support Toolbar Links

**Call Logs** – Lists the calls with information from recent calls coming from that specific location over a selectable period of time

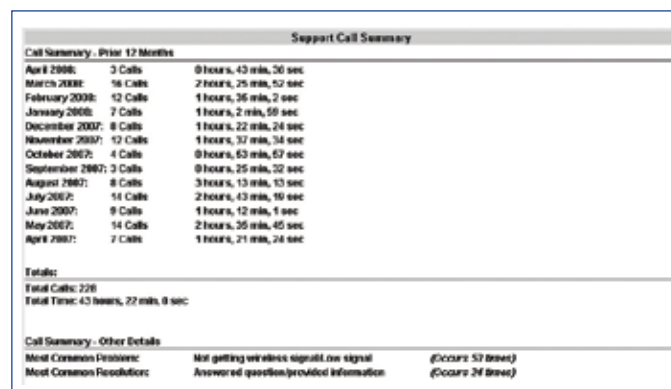


## EthoStream Admin

**Auth Add/Remove Users** – Lists authorized Internet users; ability to add or remove users



**Call Summary** – Shows the history of support calls for that specific location and the most common problems.



## www.ethostream.com

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