



SALES@REBELROAM.COM

// Case

ROKKI/AirAsia Fly RebelRoam Wi-Fi Optimization

ROKKI developed AirAsia’s IFEC platform that provides inflight entertainment, passenger Wi-Fi connectivity, and eCommerce. The platform was so successful that AirAsia won the Airline IFEC Experience award for its ROKKI IFEC platform at the Inflight Asia Pacific Awards 2018. Never satisfied, ROKKI constantly innovates to exceed the demands of over 500 million passengers annually. ROKKI’s latest innovation was RebelRoam’s inflight Wi-Fi optimization.

Challenge

AirAsia offers 3MB to 50MB data packages. Passengers can purchase larger data allowances for expanded online activities. ROKKI realized that in many cases passengers consumed their data limit allowance before they completed their intended tasks. Increasing data limits would meet passenger needs but was not feasible given the high cost of satellite connectivity.

Smartphones are sophisticated devices. In order to reduce the amount of data sent across cellular networks, smartphones store various types of information and transmit that data when phones detect a Wi-Fi connection. This makes sense when using devices on the ground. But airborne Wi-Fi is exactly the wrong connection for uploading nonessential data to Apple or Google.

RebelRoam traffic management blocks telemetry data, app updates, and background application transmissions, allowing more data to be used for messaging services.

Solution

The solution to ROKKI’s problem was better management of the data sent over the satellite link.

RebelRoam’s advanced traffic management can even filter out pictures and other media from messaging services. This makes it possible to significantly reduce the data consumption of the popular messaging tier – making it cheaper or allowing to provide it even for free.

2019

Benefits

The immediate benefit of RebelRoam onboard AirAsia flights is that passengers do more with their allotted data limit. Rather than having their smartphones consume the data, passengers are able to send more free texts or surf longer on paid plans.

AirAsia enjoys the double benefits of higher passenger satisfaction and lower cost to serve.

In the long term RebelRoam opens up new possibilities for innovation oriented ROKKI/AirAsia. RebelRoam technology enables them to create multiple content restricted service tiers.

Video streaming continues to grow at staggering rates. At some point in the future AirAsia will allow YouTube, Netflix, and other video services. RebelRoam delivers video at standard definition and controls buffer size. These features reduce streaming data consumption by as much as 80% making it possible for passengers to watch their favorite content without congesting the network and degrading other passengers' experiences. It also makes video streaming much more affordable for passengers buying inflight services and AirAsia/ROKKI tasked with delivering the service.

Implementation

Hardware and even software updates on aircraft present logistical challenges that often delay the delivery of new features. Getting access to an expensive aircraft means working around flight schedules or waiting until the aircraft is offline for maintenance. RebelRoam's cloud approach avoids these issues. There is no need to install any hardware or software and no recertification processes to deal with. It is implemented by simply pointing the DNS to RebelRoam servers.

Inflight Results

Even better than the ease of implementation are the results ROKKI measured on commercial flights during February 2019 where **average MB per user per minute went down by 25%**.

//

"It's like a small miracle, you guys were not kidding!," remarks Edwin Ng, ROKKI CTO.

//

"I am very happy with ROKKI's plan to optimize their IFC. AirAsia will once again prove that they are the most innovative airline", RebelRoam's CEO Henri Ploom.

//

Offices

Tallinn, Estonia, HQ
Washington, DC, USA

Contact Us

sales@
rebelroam.com