

# SMBs: The untapped market opportunity for ISPs

Traditional Wi-Fi solutions weren't built with SMBs in mind.

THE GAP TODAY

## Two solution types, neither built for SMBs

<h3>Residential-grade Wi-Fi solutions</h3> <p><b>⊗ WHERE IT FALLS SHORT</b></p> <ul style="list-style-type: none"> <li>× Single network without user differentiation</li> <li>× Basic security</li> <li>× Limited view on network performance</li> <li>× Not designed for business continuity</li> </ul> <p><b>✔ WHAT IT DOES WELL</b></p> <ul style="list-style-type: none"> <li>✓ Low cost</li> <li>✓ Easy to use and operate</li> </ul>	<h3>Enterprise-grade Wi-Fi solutions</h3> <p><b>⊗ WHERE IT FALLS SHORT</b></p> <ul style="list-style-type: none"> <li>× High cost</li> <li>× High complexity</li> <li>× Requires dedicated IT expertise</li> <li>× Long deployment timelines</li> <li>× Over-engineered in smaller environments</li> </ul> <p><b>✔ WHAT IT DOES WELL</b></p> <ul style="list-style-type: none"> <li>✓ Network segregation for different needs</li> <li>✓ Advanced cybersecurity</li> <li>✓ Network visibility and analytics</li> <li>✓ High reliability and scalability</li> </ul>
--	--

THE BEST OF EACH

SMBs need a purpose-built solution that combines **business capabilities** with **simplicity and affordability**.

For ISPs, this is an **untapped monetization opportunity**.

WHY IT MATTERS

## SMBs are betting their business on technology

<p>96%</p> <p>of SMBs believe technology is key to meeting their business objectives<sup>1</sup></p>	<p>46%</p> <p>are increasing their tech spend year over year<sup>1</sup></p>	<p>100%</p> <p>say an internet outage would halt operations or cause significant revenue loss<sup>2</sup></p>
--	--	---

THE ISP PLAYBOOK

## Turning SMBs into a growth engine for ISP revenue

<p><b>43%</b> of SMBs spend significant effort researching multiple providers and offers<sup>2</sup></p> <p><b>Top 3 features</b> SMBs look for: network separation, pervasive coverage and visibility into staff internet use<sup>2</sup></p>	<p>To unlock new revenue streams in this fast-growing, underserved segment, ISPs must evolve from <b>connectivity provider to business enabler</b>.</p> <ul style="list-style-type: none"> <li>↑ <b>Increase ARPU</b> by offering critical features beyond connectivity</li> <li>↓ <b>Lower cost-to-serve</b> by upgrading your existing residential hardware</li> <li>♥ <b>Reduce churn</b> by delivering consistent customer experiences</li> <li>★ <b>Create differentiated SMB offers</b> beyond price and speed</li> <li>🛡️ <b>Offer advanced security</b> to ensure business continuity and data protection</li> </ul>
--	--

**Airties Pro is an Agentic AI Experience Platform purpose-built for SMBs.** It delivers business-grade capabilities on residential hardware — giving ISPs a cost-efficient way to serve SMBs, reduce cost-to-serve, and grow ARPU in an underserved segment.

To learn more and book a demo, visit [airties.com/airties-pro](https://airties.com/airties-pro)