

ABSTRACT

WiFi Infrastructure Provider can promote their WiFi Infrastructure to Other License Operator such as ISP and Mobile Operator. WiFi Infrastructure Provider, as a learning organization, should be able to change its behaviors and mind-sets as a result of experience an organization to achieve competitive advantages. The lack of frequencies and bandwidth of ISP and Mobile Operators are the opportunity for WiFi Infrastructure Provider to accelerate adoption of mobile data offload. WiFi Infrastructure becomes one of solution alternatives as a completer of ISP and Mobile Operators to deliver LTE-class quality by combining 3G and WiFi services. Mobile data traffic can be offloaded to WiFi infrastructure. WiFi Infrastructure Provider will gain a competitive sustainability and monetize the WiFi Infrastructure in the same time.

Both internal and external environment are zoomed out and assessed, followed by addressing customer's objectives, their pain in deliver the service and what they gain to the value that offered, and convert into pain reliever and gain creators. The result was mapped into nine-elements using the Osterwalder's Business Model Canvas.

The nine-elements are Customer Segments ISP, Mobile Operator and WiFi Provider, the Value Propositions are web service and seamless offloading, using Account Manager for Distribution Channels and Customer Relationships. Revenue Streams can be obtained from usage fee, revenue sharing, Swap AP or bulk scheme and white labeling for Company's Brand and WiFi platform that has a nation wide coverage as a Key Resources. Key Activities to deliver the service are Platform & Network management also service delivery. Key Partnerships are AP manufactures, Client Apps Developer and other WiFi Provider. Cost Structure consists of Development of Platform or Network, SITAC, O&M and provisioning.

Business model should be evaluated and reviewed periodically to adjust the environment. Organizational learning is more than individual learning and arises through the interaction of each nine components in Business Model Canvas.

Key word : WiFi, *Business Model Canvas*, B2B, *Offload*.