

About us

About Broadscape

Broadscape was incorporated in 2002 by an experienced team of telco and IT consultants who perceived a gap in the fledgling WiFi hotspot market.

While the established UK telecoms companies are rolling out a traditional telecom "user pays per minute" model, Broadscape believe in enhancing the business of the existing location by offering WiFi access as an additional and "virtually free" service to the customer.

Broadscape completely install and manage a customised service for the location for a nominal monthly charge, leaving the location to concentrate on its primary business, differentiate itself from its competitors and take ALL the indirect revenue from the service.

Independent views of the Broadscape model:

"We are very interested by the Broadscape/Benugo approach, as it is a direct rebuke to the telcos' chargeable model, one which implies that the telcos' commercial plans to capture value through Wi-Fi may be misguided and prone to attack from retailers/restaurant owners/bookshops/etc. We think that McDonald's/Cometa's adoption of the same approach (at least initially - we think it may move to a chargeable model in the near future) serves as a validation of the service, and one which other retailers/restaurant chains may wish to emulate." - James Enck, Daiwa Institute of Research

"I've followed with interest the maturing hot spot sector and the reason Broadscape caught my eye is that you seem to be one of the only companies out there that is adopting a sensible business model - i.e. not trying to charge end-users, but rather making the sale on the basis of increased core product turnover for the location owner. I absolutely think this is the way to go - it seems like the telco model of charging end users is not going to work too well, especially given the total lack of anything approaching a seamless billing solution. The thing that really impressed me about your service is how easy it was to use and how it makes sense for the location owner - especially given the number of stories you read about frustrated laptop users singularly failing to get access to public WiFi networks. I had a very enjoyable 30 minutes in Benugos streaming music videos, writing e-mails and generally trying to find the limitations of the network but all worked without a glitch and with superb connection speeds. Are you planning on launching any new sites in the near future?" - Matthew Godsall, Vesta Capital

"It was the Benugo model that I referred to when talking to C-Net/ZD Net/Silicon. I think that the model is excellent - the big problem for the likes of Starbucks using T-Mobile is that a user will pay the £47, will then want value for it and so will turn Starbucks into their office - but only drinking one cup of coffee every 3 hours. The back-end provider gets the money - Starbucks gets a lot of non-paying seat-blockers." - Clive Longbottom, Quocirca Ltd

"Contrast this [Broadscape] with the charges to use a similar facility, provided by BT Openzone, at a Costa Coffee shop five minutes' walk away and you begin to understand why some telecom executives remain uneasy about the business models for Wi-Fi. There, access costs from £6 for one hour to £80 a month for unlimited use. The spectre of wireless, high-speed internet access being offered free with cups of coffee or a hotel room has been described as the "air conditioning scenario" by telecoms consultancy Ovum. Their warning - and the established mobile industry's concern - is that Wi-Fi internet access could become like air conditioning in a restaurant: briefly a selling point, but quickly regarded as a necessity offered by all decent establishments as part of the price. If that happens, subscriptions could be forced down - or even lost altogether. But for the restaurant owner, getting people to buy something before they get net access makes far better sense than selling the Wi-Fi separately from the lattes. "We don't want people coming in here and simply working all day, using a table but not buying anything," says Tim Parfitt, finance director of the Benugo chain. "If they want more time, they have to buy something." - Neil McIntosh, The Guardian

"And, if the very idea of paying for wireless access upsets you, there is another way. Your local sandwich bar may be about to become a trendy 'virtually free' hot spot. Broadscape is pioneering a business model where a customer who buys a sandwich or a coffee also gets 30 minutes free Wi-Fi access. Two Benugo sandwich bars - both located in London - offer the scheme so far, and if successful it could soon be offered by many more retail outlets. Bad news for the likes of Openzone, maybe, but good news for you." - Graeme Wearden, Silicon.com