

Managing Wi-Fi at national scale with **TAUC AI Wi-Fi**

How Iceland's largest ISP, Síminn, uses TP-Link's TAUC cloud and AI-managed Wi-Fi to remotely provision, monitor, and troubleshoot customer networks, resolving issues before customers ever notice them.

AT A GLANCE

- **CUSTOMER**
Síminn
- **SEGMENT**
ISP / Broadband
- **MARKET**
Iceland
- **SOLUTION**
Aginet HB810 / EX820v /
HB710 + TAUC AI Wi-Fi

BACKGROUND

Síminn is Iceland's largest Internet Service Provider, with a national market share of more than 40%. **TP-Link** is the primary vendor for Síminn's fixed broadband portfolio, supplying the Aginet HB810 (Wi-Fi 7), EX820v (Wi-Fi 6), and HB710 (Wi-Fi 6 Mesh Router). To serve an operator of this scale, TP-Link provides customized solutions; including tailored firmware and Síminn-branded packaging designed specifically for the operator.



SOLUTION —

Beyond the hardware, TP-Link delivers **TAUC (TP-Link Aginet Unified Cloud)** and its AI-managed Wi-Fi capabilities. TAUC enables Síminn to remotely provision, monitor, manage, and troubleshoot customer networking equipment, significantly improving operational efficiency and the quality of customer support.

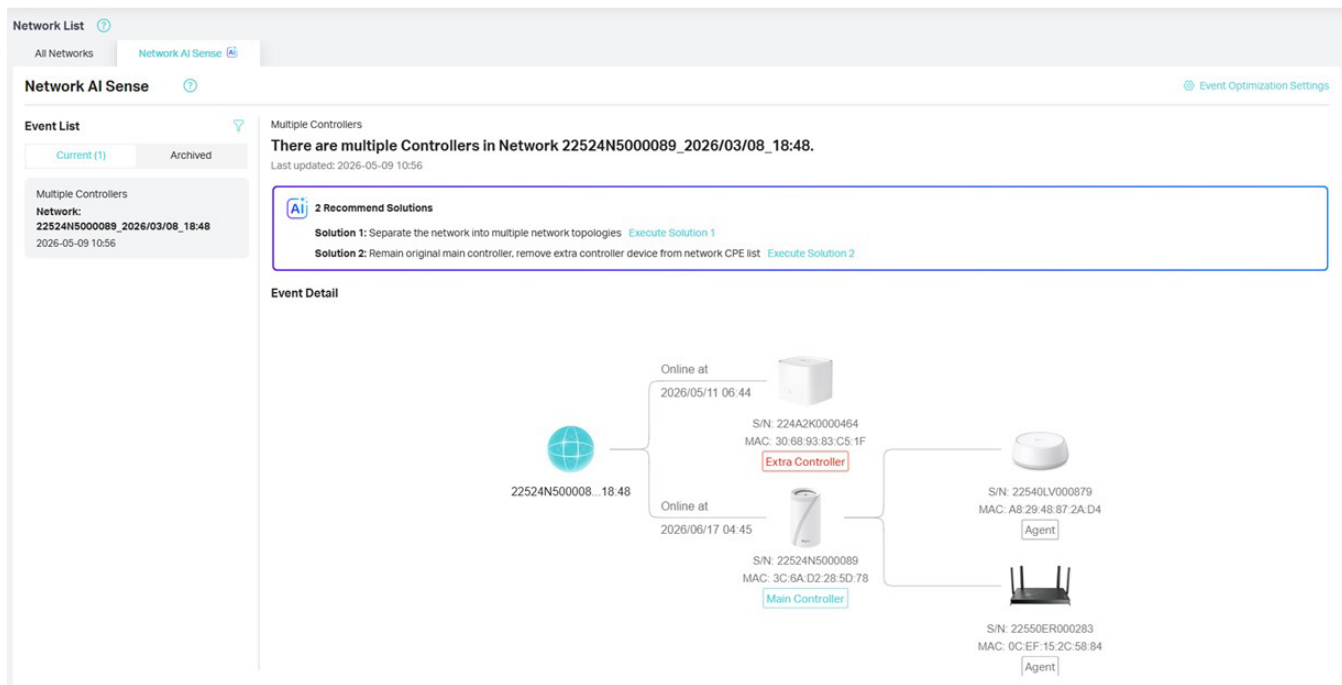
Through an intuitive network health dashboard, including a health-score spider diagram and remote speed-test KPIs, **Síminn gains a clear, comprehensive overview of each customer's in-home internet and Wi-Fi experience.** Issues can be identified proactively, helping ensure a consistently high-quality connection in every home.



INTELLIGENCE IN ACTION —

Síminn also uses the **Network AI Sense** module within TAUC, an AI-powered analytics and optimization engine that continuously **collects telemetry from managed devices and analyzes Wi-Fi and network performance in real time.** It surfaces intelligent insights and optimization recommendations, identifying common problems such as poor coverage, channel congestion, unstable connections, or abnormal client behavior before they escalate into support calls.

Network AI Sense also **performs automated root-cause analysis** to determine the likely source of network degradation, insufficient coverage, overloaded wireless channels, or unstable backhaul links. Based on these insights, Síminn can either apply recommended actions manually or let the system perform automatic optimization, resolving many issues without human intervention.



FEEDBACK



"Reliable, high-quality WiFi is essential when delivering broadband services. TP-Link's TAUC solution is a valuable tool that enhances the customer WiFi experience while giving us greater visibility and efficiency when supporting our customers."

Valgeir Guðlaugsson Internet Department Manager

WHY IT MATTERS

For an operator serving **more than 40% of a national market**, consistency and efficiency at scale are everything. The combination of **TP-Link's Aginet hardware, customized firmware, and the TAUC cloud** gives **Síminn centralized visibility across its entire fixed-broadband base**, turning Wi-Fi support from a reactive cost center into a proactive, AI-assisted service that keeps customers connected and satisfied.