

# Closing the Digital Divide in Ireland



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- BARRY WILSON,  
COUNTRY  
MANAGER  
EURONA IRELAND

## Challenge

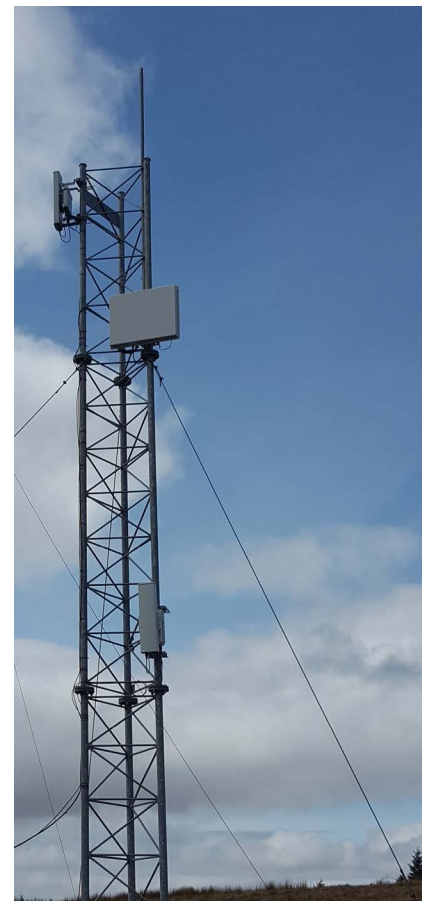
### EURONA IRL CONNECTS 3,200 BUSINESS

and residential customers in Cavan, Longford, Roscommon, Leitrim, Galway in Ireland. The National Broadband Plan drafted in 2012, recognized the importance of closing digital divide in Ireland, but for many reasons businesses and residents in rural areas remain unconnected to high-speed broadband, and are unable to upload and download large files or stream videos for conference calls or entertainment. Given the disperse population density in rural areas, a wired or fiber technology would not be cost effective to install.

Wireless technology had the installation cost advantage, but could not deliver the capacity that subscribers needed - and Eurona IRL saw the opportunity to succeed. Experienced in offering wireless connectivity, they stepped up to the challenge.

## Solution

“**DUE TO THE HIGH DEMAND FROM CUSTOMERS** and the data rich content on the internet, we have no choice but to move forward with our technology,” said Barry Wilson, Country Manager Eurona Ireland. “The introduction of the Cambium Networks PMP 450m with cnMedusa™ technology came at the perfect time for us. With competition from other ISPs we can now move forward with confidence knowing we can provide next generation speed to our customers.”



PMP 450m Access Point with cnMedusa Massive MU-MIMO technology	
Frequency	5.150 – 5.925 GHz
Throughput	More than 400 Mbps in a 20 MHz channel
Synchronization	GPS Synchronization

PMP 450 and 450i Subscriber Modules	
Frequency	5.150 – 5.9 GHz
Throughput	125 Mbps in a 20 MHz channel
Synchronization	GPS Synchronization

Each PMP 450m Access Point (AP) installation was carefully planned and deployed using Cambium’s free LINKPlanner software. “We wanted to get everything right the first time. We invested in planning and attended technical certification training to prepare for success,” said Wilson. “We installed the PMP 450m access points and connected some customers for testing. Customers up to 5 miles away were achieving 50 Mbps throughput with excellent results.”

## Results

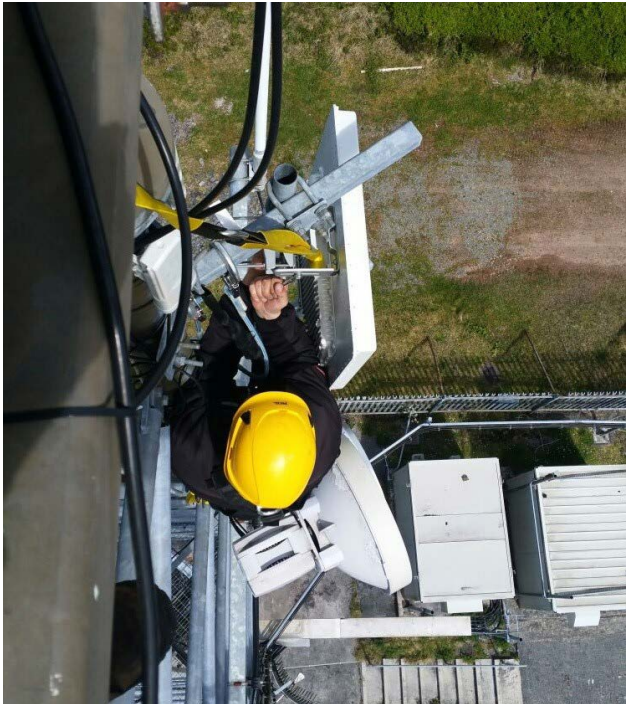
### “THE PMP 450M AP WITH CNMEDUSA TECHNOLOGY SLOTTED PERFECTLY INTO OUR EXISTING NETWORK.

Because we have evolved with Cambium equipment over the past 10 years, cnMedusa was the next natural step for us,” continued Wilson. “Being able to use exiting PMP 450 subscriber modules meant a saving and ease of integration.”

Customers were immediately pleased with the results. “Prior to installation of the 450m, customers had limited packages available,” said Wilson. “We can now offer a comprehensive choice of packages, based on customer requirements, and with confidence can provide up to 50 Mbps download speeds.”

As a result, Eurona IRL now offers new subscription packages on the PMP 450m ranging from 15 Mbps to 50 Mbps, and customers are taking the higher performance packages. “Many customers are using multiple applications at the same time such as Netflix, YouTube, Facebook, IPTV,” said Wilson. “Customers that before could not use Netflix and YouTube without buffering can now do so with ease.”

Business and residential customers in Longford now have the latest wireless broadband technology. Wilson describes the impact that the PMP 450m has had on the community. “People can now stream videos, upload and download data at high speed. This capability gives people with multiple devices in a household or business the opportunity to have reliable high-speed connectivity. This is great news for the people of Longford and surrounding counties and rural communities beyond the reach of fiber technology.”



Wilson details the cost of implementing the PMP 450m in the Eurona IRL network. “The immediate cost savings are on the Subscriber Module (SM) side. Because we can use the same SM to connect to PMP 450m AP, we can remotely move customers from PMP 450i or PMP 450 performance levels. New additional revenue is generated from customers having the opportunity to move to higher packages and this can be completed in a matter of minute from the office.”

## Next Steps

**“WE AIM TO DEPLOY PMP 450M WITH CNMEDUSA TECHNOLOGY ON** all of our major sites and as the technology develops and grows, we will grow with it.

Azotel, the local technology distributor, agrees. “The National Broadband Plan has been contending with rural connectivity since 2012,” said John O’Hare, CEO of Azotel, the Irish tech firm providing network and management solutions to service providers. “PMP 450 is already a proven wireless technology to connect customers beyond the reach of fiber. For the existing base of Azotel Operators, and the operators already deploying PMP 450 from Cambium Networks, cnMedusa now offers the ability to quadruple capacity on these networks without the need for additional spectrum. Service providers can, from today, rapidly deploy cost effective, next generation broadband services in remote rural areas.”

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Wilson shares his advice for network operators in other locations. “For other operators who are using Cambium Networks equipment, they will know from previous products that PMP 450m is the next natural step. As for providers who are not using Cambium and are thinking of integrating it into their network, I would suggest do not waste time with anything else. Cambium is the future for successful Wireless ISPs.”

## About Azotel

[www.azotel.com](http://www.azotel.com)

Azotel Technologies develops integrated customer and network management solutions (SIMPLer) that empower Internet Service Providers to run their business operations efficiently and deliver services profitability. Azotel has its headquarters in Cork, Ireland with regional offices in Canada, Chicago and Poland. Azotel currently powers multiple networks in Ireland, Europe, Africa, Canada, United States and Australia. In Ireland, Azotel has been powering Eircom Ireland and multiple other rural networks throughout the country with its SIMPLer platform, since 2006. Azotel is Ireland’s sole distributor for Cambium Networks’ cnMedusa and core product range.

## Why Eircom IRL chose Cambium Networks

- Proven reliability of the Cambium Networks products.
- Our extensive knowledge of Cambium over the past 10 years.
- The 400+ Mbps throughput capacity of PMP 450 cnMedusa.