

# Winning with Quality and Service



“ePMP provides high quality connectivity with the 100 Mbps speed that enterprise clients want. It enables us to compete with larger, well-known service providers and consistently win business customers.”

-IGOR MAGIC, CEO, MAGIC NET

## THE CONNECTIVITY MARKET IS HIGHLY COMPETITIVE IN

Northern Croatia. Near the borders with Slovenia and Hungary, this highly developed part of the country includes technology businesses that have high demands for connectivity performance, and are used to the standards of established service providers.



Magic Net is a local company that offers business communications infrastructure services, and is also an ISP for business and residential customers. Competing with others to offer data, voice, and video services, they have grown a network with thousands of customers.



Service Area map (source: Google)

## Challenge

### AS DEMAND FOR THROUGHPUT CONTINUES

to increase, business and residential customers alike check the top level numbers: throughput and price. But customers know that there is more to the conversation: quality and service. “We work with our business customers on a daily basis, and we know that we have to match the market price

for throughput,” said Igor Magic, CEO of Magic Net. “That is table stakes. We are smaller, and each customer is very important to us. We show the quality of service that our connections provide, and we personally know every customer. When a customer has a question or problem, they have immediate access to a Magic Net person whom they know.”

Magic Net is proven to be able to outperform the larger carriers on service, but as higher throughput technologies were being deployed, they needed a solution that would give them the agility they needed to compete.

## Solution

“OUR CUSTOMERS NEEDED THE 60 - 100 MBPS SPEEDS THAT THE carriers were offering in their fiber networks,” said Magic. “They had not yet deployed fiber to rural locations, and we wanted to get there first. We had used wireless broadband for some locations, and saw that it was time to try the latest capabilities.”



ePMP Access Point

Magic Net had been using wireless broadband solutions from Cambium Networks for years, and rural customers were pleased with the throughput for Internet connectivity. The new ePMP solution offers high throughput at a lower price point. They planned to try out the new ePMP technologies.

ePMP Solutions	
Business Connectivity	Force 110 PTP <ul style="list-style-type: none"> <li>• 5 GHz frequency</li> <li>• 220 Mbps throughput</li> <li>• 40+ km range</li> </ul>
Residential Access	ePMP Access Network <ul style="list-style-type: none"> <li>• 2.4 and 5 GHz frequency</li> <li>• 200 Mbps throughput per sector</li> <li>• GPS Synchronization for scalability</li> <li>• Support 120 subscribers per sector</li> <li>• 15+ km range</li> </ul>



Force 110 PTP links

## Results

### “WE TESTED THE FORCE 110 ON SOME BUSINESS CUSTOMERS, AND

we were able to provide a consistent throughput of 95 Mbps with no issues at all,” said Magic. “The LINKPlanner software tool helped us plan the link and preview performance before we were on site. We knew that we were going into a crowded RF environment with lots of noise, but the Force 110 punched through it with no problem. The customer had data, voice, and streaming video service in less than one day. This gives us the ability to provide reliable, high speed connectivity on short notice. The large carriers simply cannot do that.”

“For residential customers, we tested the ePMP Access Point and Subscriber Module installation. We connected 40 subscribers to the test network on a new tower. We used the GPS synchronization feature. All links came up fine, and people were using them for Internet access, voice calls, and streaming video,” continued Magic. “We are connecting more and more customers based on the recommendation of other satisfied customers.”

Customers expect service providers to offer high speeds at competitive prices. But there is something special and permanent about customers who have a real relationship with a service provider who really knows their needs and invests time in delivering the best service with a personal touch.

## About Magic Net

[www.mtnet.hr](http://www.mtnet.hr)

Broadband connectivity provider to business and residential customers in Northern Croatia. Offers data, voice, and video applications and services to design and install business solutions.

## Why Magic Net Chose Cambium Networks:

- **Reliable connectivity** that performs consistently
- **High Speed Connectivity** to stream videos and transfer files
- **High Capacity** to continue to perform when system is operating under heavy demand conditions