

# WISPER ISP MORE SPEED AND BANDWIDTH WITH ECONOMICAL BROADBAND



## Cambium PTP 250 Wireless Solutions help WisperISP grow its bottom line.

In nine years, CEO Nathan Stooke has built WisperISP, Inc., from his garage to a multi-million dollar Wireless Internet Service Provider (WISP) organization with more than 4,300 subscribers and 26 employees. Serving the greater St. Louis, Missouri area, the majority of Wisper's clients are residential subscribers. Because they are extremely happy with the services they receive, many of their residential clients have recommended Wisper to their employers. These referrals have helped the Company grow its enterprise and government business.

Nathan attributes their enviable growth to creating relevant solutions for their business and residential clients, an experienced and skilled team of professionals, and an uncompromising commitment to customer service. Wisper depends on their extensive network of Cambium point-to-point and point-to-multipoint wireless broadband solutions to deliver a wide array of reliable client services.

### SITUATION: SUPPORT GROWTH

WISPs have to continually upgrade and enhance their services and infrastructure to meet their clients' ever-increasing demands for speed and bandwidth. To maintain the Company's high level of service, Wisper upgraded its backbone capacity by deploying Cambium's Point-to-Point (PTP) 800 Series Licensed Ethernet Microwave solutions. Currently, they have 154 broadcast locations spanning

numerous towers and rooftops. To utilize the excess capacity on many towers, they needed to upgrade their backhaul capabilities with a solution that was reliable and easy to deploy, provided high throughput and fit within their budget. In addition, they wanted a system that would require little or no staff training.

### CUSTOMER PROFILE

WisperISP, Inc.  
St. Louis, MO

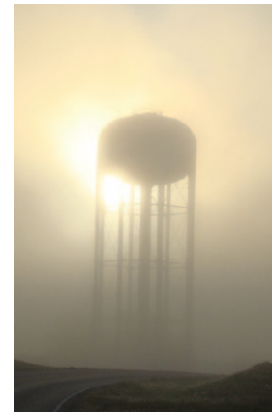
- Wireless Internet Service Provider (WISP)
- Residential, business and government clients

#### Cambium Products

- PMP 100, 320 and 430
- PTP 100, 250 and 600 License-Exempt
- PTP 800 Licensed Ethernet Microwave

#### Results

- Reliable
- High throughput
- Attractive price point
- Virtually no learning curve



One of Wisper's many radio locations.

**“The PTP 250 is great for spurs off the core network. The systems are priced right and have more than enough horse power for this purpose. As we continue to expand our offerings and geography, we plan to install more PTP 250 systems to serve residential subscribers and small to medium-sized enterprises in several remote locations.”**

– Nathan Stooke, Chief Executive Officer, WisperISP, Inc.

**SOLUTION: ENTERPRISE AGILITY**

About this same time, the PTP 250 solution was released. The PTP 250 is a cost-effective, high-throughput addition to Cambium’s extensive PTP portfolio. Within a matter of days, Wisper successfully tested and deployed a 5.8 GHz PTP 250 backhaul system over a 2.2-mile, clear line-of-sight (LOS) path to provide communications for a major spur off their core ring.

Nathan explained, “Adding a PTP 250 into our network allowed us to offer faster, more economical services which are perfectly aligned with our clients’ requests to support new-media functionality, including updates to Facebook®, streaming movies via Netflix® and online gaming.”

**RESULTS: BEYOND EXPECTATIONS**

In operation, the PTP 250 Wireless Ethernet Solution achieves up to 124 Mbps (one-way throughput) over a major spur that supports approximately 800 clients with excellent service. The system fits easily into their budget and has proved to be extremely reliable. Because the PTP 250 shares the same graphical user interface as their other Cambium PTP systems, Wisper’s staff experienced virtually no learning curve.

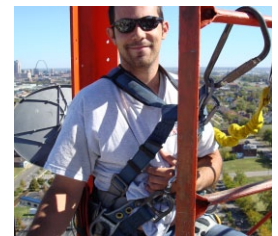
Wisper has been using Cambium systems since their inception. Currently, they have a network which includes Point-to-Multipoint (PMP) 100, 320 and 430 systems; PTP 100, 250 and 600 license-exempt solutions; and the PTP

800 Series Licensed Ethernet Microwave radios. Nathan indicated that they have been very happy with all the systems and, more importantly, their subscribers are receiving high quality communication services over Wisper’s Cambium network.

**LOOKING TO TOMORROW**

Wisper’s team of professionals knows that enterprise agility is critical to meeting changing client demands while keeping pace with technological evolution and maintaining a profitable bottom line. As an example, Nathan noted that, in their geographic area, the average DSL connection is rated at 5 Mbps, yielding 4 Mbps throughput. This is not sufficient to stream High Definition (HD) movies and television over the Internet. With their rock-solid Cambium PTP 600 and PTP 800 Series core, Wisper can easily “drop-in” additional PTP 250 systems to supply those clients with affordable service packages designed to stream HD content.

Today, the majority of Wisper’s growth comes from filling service holes and extending their geography. As a result, Wisper plans to roll out several more PTP 250 systems as well as Cambium’s PTP 300 Series license-exempt systems to serve remote locations. They also plan to add a number of PTP 800 Licensed Ethernet Microwave radios to further upgrade their backbone and provide additional redundancy for their core ring.



Wisper technicians installing a PTP radio on a tower.



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