

# Plugue Telecom and Cambium: Turning over a new leaf for Wi-Fi

“We have tried other manufacturers’ products and had technical difficulties, along with the absence of concrete answers. Throughout the last few years, we opted to switch to a 100% Cambium system due to its quality, robustness, durability and support.”

- FILIPHE ZUCCHI,  
DIRECTOR, PLUGUE  
TELECOM

## Overview

### PLUGUE TELECOM IS A WIRELESS ISP SERVING

the Brazilian state of São Paulo. To provide Wi-Fi connection to the municipality of Americana, Plugue had to find the perfect solution to deliver high performing access despite rugged environmental conditions. Residents and businesses needed Wi-Fi to support Internet browsing, video surveillance and security applications, and voice and data streaming for home and enterprise use.

## Challenge

### WITH A TROPICAL CLIMATE INFLUENCED BY PROXIMITY TO THE SOUTH ATLANTIC COAST,

Americana boasts ample lush vegetation – but what appears luxurious can also be a liability. The municipality’s many houses and small businesses couldn’t easily be covered by Wi-Fi through the dense foliage. Plugue needed to find a solution that could guarantee reliable, high capacity band delivery regardless of line of sight (LOS).

## Solution

### HAVING BEEN DISAPPOINTED BY OTHER VENDORS’

**EQUIPMENT,** Plugue began exploring the market for broadband infrastructure designed specifically for non-LOS situations. They found the Cambium Networks website, discovering comprehensive webinars, targeted product information, and in-depth conversations amongst engineers and network operators, all available via the Cambium Community forum. These resources so thoroughly described Cambium solutions and how to approach every stage of deployment – from selection to installation – that Plugue was inspired to reach out.

“We decided to test the PMP 450i solution at 900MHz due to its particularly high performance in obstructed links, “ explains Plugue’s Director Filipe Zucchi, “Even though it is only possible to use a 10MHz channel at



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900MHz frequency in Brazil, the solution surpassed our expectations by delivering about 20% more band than what we needed.”

## Results

**“WE SATISFY CLIENTS BECAUSE** no other provider can deliver these speeds at our localization,” says Zucchi.

The new network has been a success from the moment of installation, enabling their customers to enjoy fast, reliable Wi-Fi access in even the most forested areas. Even with Brazil’s regulatory limit of 10MHz channel width, Plugue has been able to expand its offerings to a range of plans that deliver anywhere from 10-25Mbps. Their system is presently comprised of two 450i 900MHz APs and 60 registered subscriber modules, but they’ll continue expanding their deployment to keep current customers happy and future users within reach.

