

# Opening New Doors for the Navajo Community

“After several years of experience with several different fixed wireless systems vendors, Sacred Wind is pleased with Cambium’s professionalism, service quality, and reliability”

– JOHN BADAL,  
CEO, SACRED WIND  
COMMUNICATIONS

## WHY SACRED WIND CHOSE CAMBIUM NETWORKS

- Quality products at an affordable price.
- Low maintenance solutions offer the performance customers expect, reliably.
- Technical support that fits diverse needs and budgets for optimal function and minimal downtime.

## Overview

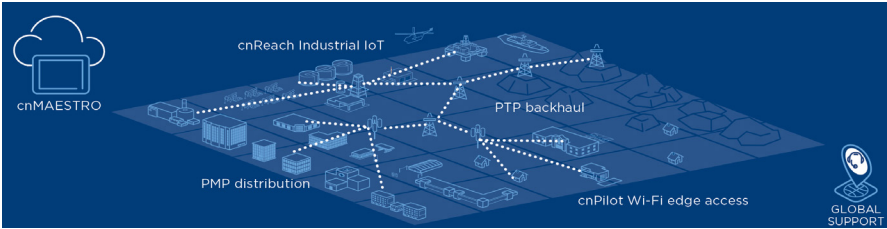
**SACRED WIND IS A RURAL** telecommunication company providing, for the first time, home based telephone service and high speed internet to remote areas of the Navajo Nation. At the time of Sacred Wind’s acquisition of this coverage area, less than 30% of its residents had even phone service, and none had broadband access.



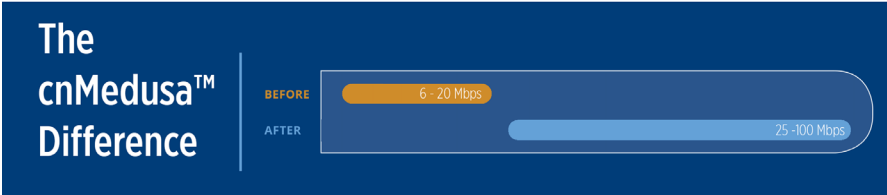
The Navajo reservation is home to tribal members who live in remote areas of Northwestern New Mexico, with residences scattered throughout fields and farms isolated from various sources of Internet connection. A market competitor began offering fiber broadband adjacent to Sacred Wind’s coverage area, prompting a search for a solution that satisfies three high priority goals; their new solution needed to not only exceed the competitor’s data offerings, but also to do so at a disruptive price, and with more expansive reach into the area’s varied terrain than the competitor’s trenched fiber. The technology challenge was to redesign their existing fixed wireless network so that it could support such speeds, but at a price accessible to the area’s many low income and retired residents.

## Solution

**THE CAMBIUM NETWORKS TECHNICAL CONSULTANT** used advanced tools to analyze the parameters the new network would need to conform to – determining the current load and predicting what would be needed to support the larger 100Mbps packages. Sacred Wind selected PMP 450 with cnMedusa™ Massive MU-MIMO technology to connect the Navajo people.



- ### BEST PRACTICES
- Plan your network with help! Take advantage of your technology manufacturer's expertise to find the best solutions for your deployment's unique needs.
  - Choose a manufacturer that offers support on several levels to help diagnose, repair, or plan expansions in order to provide a successful, profitable network.



## Results

**CUSTOMERS THAT HAVE BEEN MIGRATED OVER ARE NOW ENJOYING THE 100MBPS SPEEDS PREDICTED IN THE DESIGN**, and sometimes even surpassing them. They can download files quickly, and stream videos from several devices in the home simultaneously, which has earned Sacred Wind praise for delivery of unbelievable service.

Over 1,000 subscribers off the Navajo reservation are currently on the network, with an additional 3,000 potential subscribers in Sacred Wind's tribal service territory. The higher speeds are expected to reduce customer loss to competition in those rural markets and increase subscribership, which maps out a trajectory towards a full return on investment in less than 2 years.

