

Wireless Etc. Powers Their Network With cnMedusa Technology



“Since the birth of the Canopy system, we have been steadily growing with Cambium Networks’ products and solutions. We have been able to touch other markets and provide great service to the underserved.”

DAVID MILHOLEN,
CTE,
WIRELESS ETC.



The PMP 450 platform provides high-performance, cost-effective wireless broadband connectivity.

The Challenge

LOCATED IN HOT SPRINGS, ARKANSAS, Wireless Etc. has been providing connectivity to Garland County since 2003. Today, Wireless Etc. sells broadband to local homes & businesses and delivers services to local electric co-ops, industries and hospitalities. Some of their solutions include enterprise-class PTP links, managed firewall security updates and indoor, complete Wi-Fi coverage.

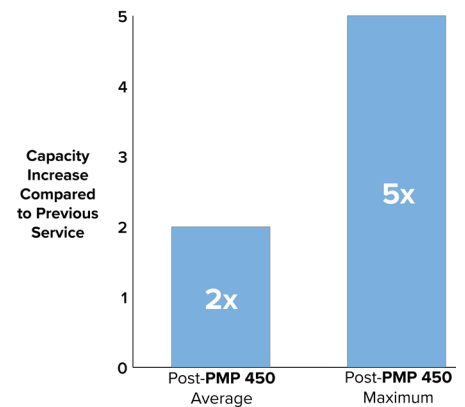
Their customers range from families that need Wi-Fi for their homes to businesses that need massive upload capacity to push product designs to satellite companies. An increasing demand for video and voice pushed Wireless Etc. to update their technology, streamlining services to end users.

With little marketing opportunities, Wireless Etc. needed a way to provide for local businesses and industries while maintaining their reputation for reliability and performance. To align with their values, they needed a solution that would keep up with the rising need for Wi-Fi coverage in their area.

The Solution

CAMBIUM NETWORKS’ PMP 450, PMP 450i and PMP 450m solutions were Wireless Etc.’s go-to choice for connectivity. A combination of this equipment provided Wireless Etc. with the ability to overcome growth as subscribers’ expectations rose, providing both primary service and failover service. As they added each product, it became clear that each one had more capacity and performance to meet those expectations.

In the 3 GHz band, the PMP 450m Access Point (AP) with cnMedusa™ Massive MU-MIMO technology allows Wireless Etc. to quickly connect more people, places and things. Not every site requires a PMP 450m, and a PMP 450i or PMP 450 can handle almost any quantity of subscribers in their area. To ensure successful network design and paths for backhaul services needed by each sector, Wireless Etc. uses Cambium Networks’ LINKPlanner™.



Narrow beams created in MU-MIMO mode increase coverage and throughput while reducing the system’s interference.

BEST PRACTICES

“I believe that in order to make it, you have to be efficient at project planning. Don’t always go the cheap path to accomplish a dedicated enterprise network design to sustain today’s demands in voice, video and extreme data needs. Do it right the first time and provide an upgrade path in doing so.”

David Milholen, CTE, Wireless Etc.

The Results

WITH CAMBIUM NETWORKS’ SOLUTIONS, Wireless Etc. absorbed businesses in the area that already had service from other providers. They provided an enterprise with in-building, whole-office Wi-Fi, which is an experience that the enterprise did not have before; they also installed service for law firms and electric co-ops in their area. For residential subscribers, who are the first to install after a deployment, Wireless Etc. provides three tiers of service including voice, video and gaming.

Specific benefits include:



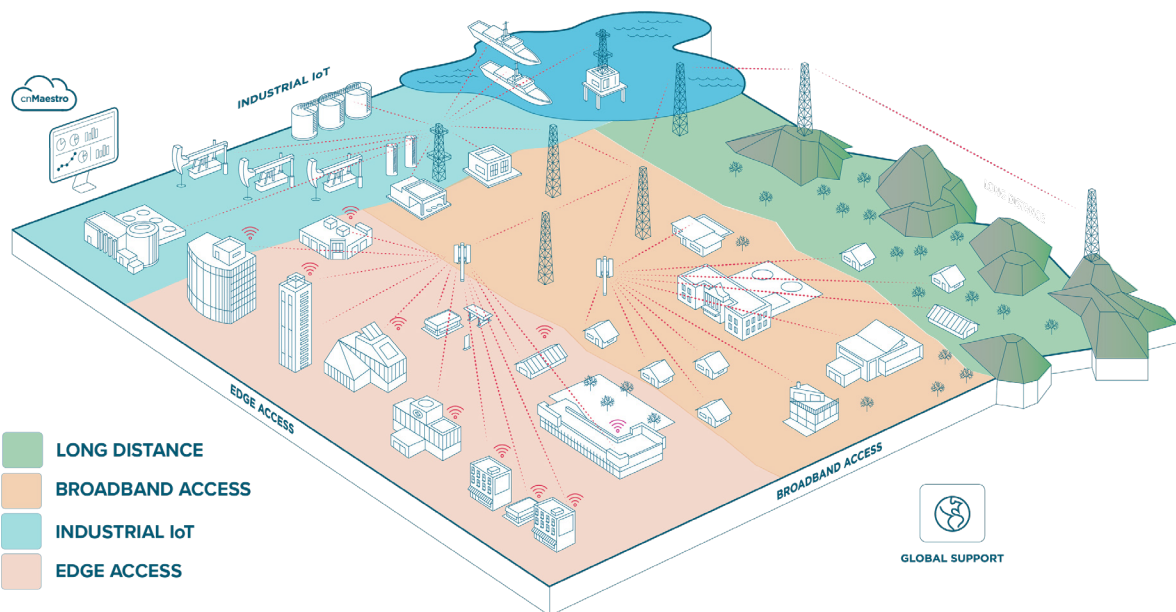
30 to 70 percent savings for business owners



Average phone costs cut in half for business owners



Average capacity doubled; maximum capacity increased up to five times



Cambium Networks' Wireless Fabric of technology solutions enables network operators to tailor connectivity solutions to meet exact requirements and grow as needs evolve.

Next Steps

WIRELESS ETC. PLANS TO EXPAND SERVICE opportunities to areas outside of Garland County, Arkansas. They project that they will increase fiber capacity to more locations and add capacity with PMP 450m at newer sites to accommodate more subscribers. In addition to the PMP 450 line of products, PTP 820 licensed microwave and the rest of the PTP product line will continue to be their solution of choice to strengthen their network’s backbone.