

# Vanilla Telecom Case Study

## ePMP™ Accelerates Business Progress on the Island of Malta

<http://vanilla.net.mt/>



### Situation

“ePMP has empowered Vanilla Telecom to compete with larger networks and offer more throughput and scalability today.” said David Thake, Chairman at Vanilla Telecoms Ltd. “We are grateful for having a reliable long-term partner in Cambium Networks, which is in relentless pursuit of improvements in wireless broadband and the highest level of quality and reliability.”

-DAVID THAKE,  
PRESIDENT & CEO  
(CHECK) AT VANILLA  
TELECOMS LTD.

#### **VANILLA TELECOM IS THE LEADING FIXED WIRELESS BROADBAND PROVIDER IN MALTA.**

The company offers dense coverage for most of Malta and parts of the nearby island of Gozo. It is continually expanding its customer base throughout the country, servicing mostly business customers – commercial and financial industries, small and medium enterprises and insurance companies. Vanilla Telecom enables streaming of TV and radio stations and hosts the two most popular websites on Malta.

In a highly competitive market with 4G cellular, nationwide cable and DSL, Vanilla Telecom needs to offer larger bandwidth packages, services at much lower cost, and fast installation times. A long-term Cambium Networks customer, Vanilla Telecom historically has provided the most advanced, feature-rich Internet access without the use of fiber, telephone, or cable lines, using Cambium Networks' wireless broadband equipment.

With stiff competition and high connectivity requirements, there was a vital need to provide local businesses even more bandwidth and increase SLA (Service Level Agreements) limits to offer differentiated services.

### Solution

**VANILLA TELECOM PARTNERED WITH CAMBIUM NETWORKS ONCE AGAIN** to deliver the new levels of service to support their customers. The ePMP platform offered by Cambium Networks was ideal for delivering new services in the congested spectrum environment of Malta via its “Kwazi Fiber” program.

The platform successfully addressed the provider's expectations:

- Allow frequency reuse and scalability in congested RF environments on densely configured AP towers
- Improve capacity and provide highly flexible SLA packages in speed and bandwidth for enterprises
- Improve VoIP availability for customers and prioritize voice traffic

“Sync has been critical to ensure higher customer satisfaction and dramatically reduce customer service call”

- Provide secure access to all important information on a private network for any enterprise
- Improve link budget and connectivity quality for over the water and windy island environments

The equipment was configured and installed very quickly using the comprehensive CNS management system. The new deployment now provides a generous opportunity for future expansion with reliable quality.



## Results/ Customer Benefits

### VANILLA TELECOM OFFERED UPGRADED BANDWIDTH

packages cost-effectively in congested and windy RF environments of small islands. This ensured that businesses receive the highest availability, as well as lowest latency and packet loss, on the network. The company's superior upload speed, that traditionally distinguished Vanilla Telecom from a phone or a cable company, now outperforms other wired solutions.

As a licensed voice operator, Vanilla Telecom can fully use QoS capabilities and offer the best audio quality.

This solution perfectly satisfies an ever-increasing appetite for data and voice services in the growing business community of Malta, providing space for nimble expansion.

## Case Highlights:

### Customer Base

- 98 % Business, 2% Residential

### Service Mix

- ePMP wireless broadband connectivity provides high throughput and is quickly installed.

### Important Features

- GPS Sync is crucial to allow frequency reuse in congested RF areas on small islands where APs are configured within inches of each other
- 5.4 GHz and 5.8 GHz Bands
- MIR (Maximum Information Rate Feature) allows for tiered SLAs with packages from 6 Mbps to 155 Mbps
- VLAN capabilities at the proprietary MAC level enable controlled access to critical business data
- 3-level QoS to configure voice, video and data services
- 4-5 miles deployment range over the water and on the windy Island of Gozo
- Improved link budget with 30 dBm transmit power to reach distant areas
- Equipment continuity and a few stocking units that keep TCO (total cost of the ownership) low
- Configurable DL/UL (25/75, 50/50, 75/25) speed adjustment to concentrate on customer-specific needs