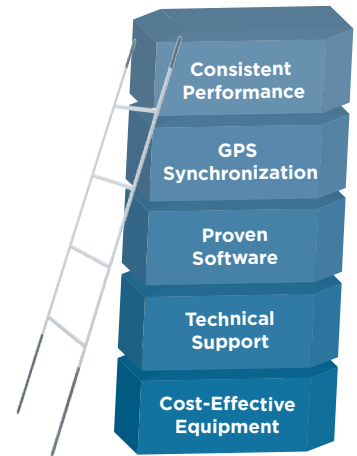


Consistently Reliable Service Propels Growth



Overview

ROCKETBROADBAND, ALSO KNOWN AS SKYTEL Networks Ireland Ltd., provides high-speed data, video, and voice services to 4,000 business and residential customers in Wexford, Ireland and the surrounding area. By offering bundled voice and data services at competitive prices, they attract a considerable amount of attention. By also offering guaranteed cost savings, providing rapid installation, and consistently reliable connectivity, customers stay and pass the word on to their friends.



“We have surprised our customers by giving them more speed for the same price. This translates to better customer satisfaction, customer loyalty, and customers referring our service to others – which means more business.”

- GARRETT MCELROY,
DIRECTOR, ROCKET
BROADBAND

Challenge

WHEN STARTING OUT, ROCKETBROADBAND CHOSE LOW COST EQUIPMENT TO KEEP equipment costs within the tight budget. Their low cost offering drew a lot of attention. As the network grew, the number of subscribers began to exceed the capabilities of the equipment. “We had an increasing number of problems with firmware releases, features like synchronization that did not work, and most importantly limited throughput,” says Garrett McElroy, Director. “Customers weren’t satisfied, and our support costs began to rise.”

RocketBroadband needed a low cost solution that was scalable to support growth while providing excellent service to demanding business and residential subscribers.



ePMP Subscriber Module on Residence



Solution

THE KEY WAS TO DEPLOY GPS SYNCHRONIZATION THAT WORKS.

SYNCHRONIZATION enables the system to reduce self-interference so that Access Points (AP) can be placed closer together.

It also enables the system to re-use radio channels to reduce the total amount of spectrum needed to operate the network. Rocket Broadband discovered the ePMP™ system from Cambium Networks has field proven GPS Synchronization.

A cost-effective solution that supports Internet access, VoIP, and streaming video, an ePMP AP provides 200+ Mbps throughput to a sector of more than 50 Subscriber Modules (SM). GPS synchronization enables the APs to be clustered on a tower to provide consistent performance as new subscribers are added.

Results

“WE HAVE 500 EPMP INSTALLATIONS IN PLACE, AND THERE ARE no problems,” says McElroy. “In many cases, our customers are seeing double the throughput. Before, customers saw 15 Mbps. Now they are receiving speeds up to 40 Mbps.” As a result, RocketBroadband’s service calls are decreasing while new subscription calls are increasing because highly satisfied customers are referring new subscribers.

ePMP field performance has shown the value of GPS synchronization. RocketBroadband now plans to strategically retrofit their network and install ePMP in areas of high demand for capacity. In addition, ePMP is now the technology of choice for new installations with plans to install more than 100 new subscribers per month over the next year.

“Our service is more stable and consistent,” says McElroy. “We are keeping our customers happy.”



Speed Test



ePMP Subscriber Module

About RocketBroadband

www.rocketbroadband.ie

RocketBroadband offers carrier grade fiber powered broadband for both residential and business customers in the Wexford area.

Why RocketBroadband chose Cambium Networks

- **Low initial product cost** enables network expansion into new markets.
- **Superior performance** with higher throughput and consistent reliability increases customer satisfaction.
- **Stable Product** makes software upgrades seamless for subscribers.