RURAL OHIO
IN THE FAST LANE

"A lot of our farm customers run other businesses, like selling seed. They rely on the Internet to check grain markets and prices, get long-range weather forecasts, and order raw materials to run their business. Many other customers in the area work in Cleveland, Toledo and Columbus - we offer them the ability to VPN to work from home offices."

– Kurt Fankhauser, President, Wavelinc Corporation

CUSTOMER PROFILE

The area surrounding Bucyrus, Ohio, is corn country, with an economy driven by agriculture. Many of today's farmers run complex, multi-faceted, high-tech businesses. People depend on the Internet to help them grow their business and live a connected life. For this community of 15,000 in northwestern Ohio, people use the Web for everything from taking online college courses to downloading music to social networking to streaming the latest movies in HD. As customers' reliance on the Internet grows, it's clear that low-speed access technologies such as DSL will be unable to keep pace.

"If we stay on the leading edge of technology, our customers are going to stay with our service. As we dramatically increase throughput, we are still able to offer existing and new customers exceptional value, with prices well under the national average," says Kurt Fankhauser.

SITUATION

In today's rapidly evolving technology environment, service providers need to offer customers enough bandwidth to make the most of the Internet. Connectivity has to be truly high speed to change lives. Businesses and residential customers need access to powerful new applications and services, from cloud computing to high-speed access on personal devices including laptops, tablets, and smart phones.

SOLUTION

Wavelink chose the Cambium Networks PMP 430 wireless broadband solution to upgrade service throughout the network. "We replaced our 2.4 GHz equipment with PMP 5.8 GHz," says Fankhauser. "Our site was very small with 40 customers, so we put up a single access point with an omni-directional antenna. With OFDM technology, the range delivered is way more than we expected. We are connecting customers at up to five miles."

RESULT

"We have customers that are five miles from the tower that are able to achieve the same throughput they would get as if they were right under the access point," says Fankhauser. "Installation is very efficient. You can swap out a client in under two minutes. Customers are now experiencing usable throughput levels at about 30 Mbps down and 10 Mbps up, getting what they need for high-speed Internet access for data, voice and video. Some of our customers are just now switching from DSL where they are used to getting 768 kbps download rates and this speed is just blowing their minds."

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