

APPLICATION NOTE

LAST MILE ACCESS



Wireless As a Competitive Edge in Commercial Broadband Access

The challenge:

Customers want competitive prices and high speed Internet access; service providers want to be first in line to sell access. Now that competition has heated up, time-to-market – or more accurately, time-to-revenue – is a key concern. Established telecommunications providers seek to expand footprint and discover new sources of revenue. Market newcomers seek to differentiate themselves from the “old guard” by inventing new, faster avenues to service delivery. Trenching new cable into new geographies will take too much time for both groups, and incurs large expenses.

The solution:

For the established telecommunications provider with investments in existing T1 or E1 cabling, wireless networks allow expansion from a cabled point of presence. Very quickly and inexpensively, a company can leverage its brand strength into new service offerings and new locales. And because wireless connections are inherently scalable, the service can grow with customers’ needs – without additional infrastructure costs.

For the market newcomers – dubbed “WISPs” or Wireless Internet Service Providers by the press – competing with large incumbents can be challenging. Broadband wireless access gives WISPs a competitive edge in the market. Because the cost of equipment is more affordable than fiber or leased lines, a minimal investment can launch a broadband service offering competing with existing wired broadband. Wireless networks are fast to install, allowing quick ramp-up and reducing time-to-revenue.

As an added benefit for both new and established broadband providers, wireless enables valuable “up-sell” opportunities. Instead of a shared connection, commercial users can benefit from a dedicated link with a fixed Service Level Agreement – made affordable by wireless last mile technology. Also, wireless is an attractive option for network redundancy, which should be a critical part of the corporate contingency plan. For flexible service offerings, wireless last mile products from Proxim come in capacity variations to enable tiered subscriber plans to fit every customer’s budget and business needs.

The products:

- Tsunami MP.11
- Tsunami Multipoint
- Tsunami Point-to-Point
- Tsunami QuickBridge

Tsunami 100BaseT/F vs. DS-3 Leased Line (45 Mbps)

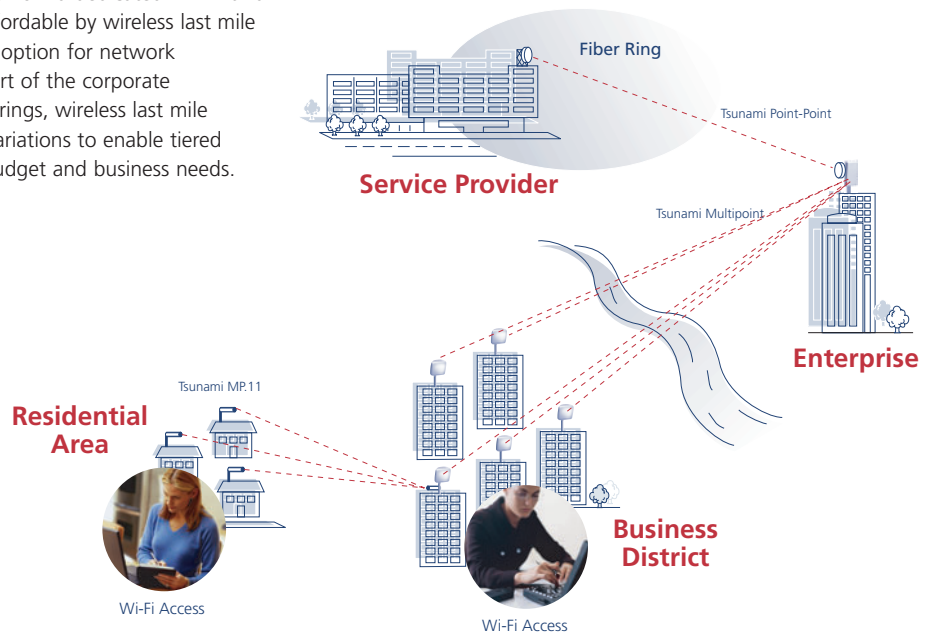
	DS-3 Leased Line ¹	Tsunami 100BaseT/F	Tsunami Advantage
Acquisition Cost	\$19,000 ²	\$31,500 ³	1.5 month payback
Monthly Cost	\$9,000	\$0	No monthly recurring costs
Deployment Time	Up to 4 months	Today	No wait

(1) Leased line prices vary according to distance and geographic location.
 (2) Includes installation and 2 DS-3 router cards. New routers may be required.
 (3) Includes Tsunami 100BaseT/F 45 Mbps 5.8 GHz link, cable kit, 2 antennas, 2 Ethernet router cards and installation.

Tsunami 10BaseT vs. 6 T1 Leased Lines (10 Mbps)

	6 T1 Leased Lines ¹	Tsunami 10BaseT	Tsunami Advantage
Acquisition Cost	\$30,600 ²	\$23,500 ³	20% savings up front
Monthly Cost	\$3,000	\$0	No monthly recurring costs
Deployment Time	Up to 4 months	Today	No wait

(1) Leased line prices vary according to distance and geographic location.
 (2) Includes installation and 12 T1 router cards. New routers may be required.
 (3) Includes Tsunami 10BaseT 10 Mbps 5.8 GHz link, cable kit, 2 antennas, 2 Ethernet router cards and installation.



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