



Wireless Service Provider Delivers Affordable Broadband with 100 Percent Availability to Chicago-Area Businesses Thanks to wi4 Fixed Solutions



Service provider overview: Business Only Broadband

Headquartered in Chicago's Westmont suburb, Business Only Broadband (BOB) provides primary and backup wireless Internet access to hundreds of businesses in the Chicago metropolitan area. BOB prides itself on delivering "the next generation of disaster recovery products and solutions to assist IT professionals in the development and implementation of their business continuity strategy."

The challenge: create an independent broadband network that provides 100 percent reliability and high-quality services with more flexibility and faster response than incumbent networks

Companies are increasingly dependent on their Internet connectivity, and losing it can cost a business millions of dollars in lost revenue in just a few days or even a few hours. That's why many companies are looking for an alternative to wireline Internet connectivity as a back-up to their existing Internet connectivity. Still other companies—tired of paying high prices for wireline connectivity, waiting weeks to get it or putting up with unexpected outages—are looking for an alternative to support all of their Internet connectivity needs.

The solution: a wireless broadband network that delivers 100 percent network availability at a fraction of the cost of wireline solutions

That's where Business Only Broadband comes in. Using Motorola's wi4 Fixed Point-to-Point and Canopy Point-to-Multipoint access network solutions, it created a broadband wireless network that delivers 100 percent network availability to customers.

With two data centers, 29 transmission sites, a self-healing ring architecture and no common point of failure, the network delivers not only 100 percent availability but also Quality of Service (QoS) that is on par with or superior to that provided by traditional service providers. The carrier-class network – which covers about five counties in Chicago and Northern Illinois – delivers bandwidth ranging from 1.5 Mbps to 300 Mbps; supports Multiprotocol Label Switching (MPLS), direct, secure routing; and interconnects with multiple Tier 1 transit providers.

BOB's business customers use BOB service primarily for data transfer, file transfer, email access and Web browsing. Other applications include videosurveillance and voice over IP calls. The breakdown of network traffic is approximately 80 percent data and 20 percent voice.



CUSTOMER PROFILE

Service Provider

Business Only Broadband (BOB)

Westmont, Illinois

Industry

Wireless Internet Service Provider focused exclusively on business customers

MOTOWi4 solution

- wi4 Fixed solutions
- Point-to-Point Ethernet bridges
- Canopy Point-to-Multipoint access network solutions

Solution features

- High-speed wireless broadband connectivity
- 100 percent network availability
- Bandwidth on demand

Services provided

- Disaster recovery
- Data
- Email
- Web browsing
- Video surveillance
- Voice over IP

Benefits to end customer

- Increased reliability
- Superior, measurable QoS
- Reduced cost

“Our decision was not based solely on price. Our business strategy is to provide reliable service using the unlicensed spectrum. Motorola was the only supplier that had the interference tolerant solutions necessary to accomplish that.”

“We use Motorola’s Canopy technology. Motorola has been in the business for over 75 years, and they have superior radio technology. Motorola’s going to lead us down the right path. I don’t know if the other guys are going to be here tomorrow, but I’m not afraid of the future with Motorola as a partner.”

— *Rich Kingston, CEO, Business Only Broadband*

The benefits: lower costs, increased reliability and more choice for businesses in the Chicagoland area.

Perhaps the best aspect of the BOB service is its affordable cost: businesses can save 15 percent or more off their communications bills by getting broadband service from BOB.

They can also get that service much faster. In contrast with incumbent wireline carriers, BOB can deliver “T1 in one day.” And if a business needs more bandwidth quickly, BOB can upsell and provision the expanded connectivity over the phone—thus delivering true “scalable bandwidth on demand” to customers.

In fact, BOB has acquired many loyal customers thanks to its ability to provide service to customers so quickly. One large manufacturer called BOB when its traditional service provider had an outage that was expected to last for two days. BOB had the company working that afternoon and it has been a growing BOB customer ever since.

Another customer set up BOB as its backup network provider in early 2005. In June 2005, its primary provider had a 100 percent extended outage on its Internet network. Getting Internet access up and running was as easy as unplugging its Ethernet connection from the company’s router and plugging it into BOB. The company told BOB it would have lost millions of dollars of business if it weren’t for its ability to access BOB’s wireless connectivity easily and immediately.

Another customer relies on the BOB network to offer its tenants “hassle-free Internet solutions” that are available the day they move in—and has won significant business because of the BOB-enabled wireless connectivity.

Backed by QoS reporting and the company’s personalized 24/7 customer service team, the network yields the high availability and error-free performance that businesses need to succeed.



MOTOROLA

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