Broadband Connectivity NOW for Special Events

Overview

A decade ago, there were many Internet service providers to choose from that would provide business connectivity in Puerto Rico. Over time, the market had chosen Aeronet as not only a survivor, but a fast growing service provider.

"We combine dependability with flexibility, and we do that because of our technical savvy," says Gino Villarini, CEO of Aeronet. "We became the answer for businesses who understood the value of communications as a means to propel their business."

Headquartered in San Juan, Puerto Rico, Aeronet provides broadband connectivity for data, VoIP and video applications to the entire island of Puerto Rico and the surrounding Virgin Islands. The network today covers 4,000 square miles and is continuing to expand to meet demand.

"Being a service provider is so much more than installing equipment. You must know all of the details of the technology," says Villarini. "Current technology advancements like OFDM modulation, Multi Polarization antennas and high capacity transceivers allow us to adapt our network for current and future data demands. Reliability and security is our first concern and we maintain a proactive approach to constantly monitoring and managing all aspects of our network."

Challenge

Serving an active and growing community frequently presents challenges. Because of his experience and reputation for reliability, flexibility and responsiveness, people seek out Aeronet for solutions.

Entertainment is a fast moving business that needs to be connected while performers are on the road. Recently, the pop music artist Rihanna had a concert at the Hiram Bithorn Stadium in San Juan, and needed connectivity to have voice and data services to their portable equipment trailers while they were in town for the event.
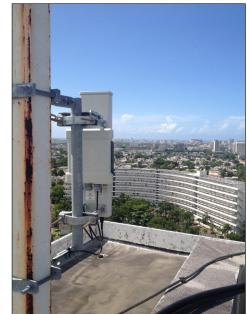
Requirements

The team for the concert traveled in five trailers and needed to coordinate lighting, sound, choreography and logistics for the event, while doing the same for their upcoming events. To do this, they needed reliable and secure broadband connectivity for data, voice and video conferencing.

They needed the five dedicated Internet feeds from the network to be available from the moment of their arrival, and the links had to be secure.

Solution

"They needed to connect five separate vans with five individual links that had to have high throughput and low latency," says Villarini. "To create that connection, all I needed was a few hours."

Leveraging their extensive backbone network, Aeronet created new drops from nearby Point-to-Multipoint PMP 450 to the concert arena. This provided the high throughput and symmetrical bandwidth needed. An array of five co-located links PMP 450 Remote Modules was installed in the arena infrastructure to provide an independent connection to each of the five trailers.

The installation was completed in one day.

Villarini shares his lessons learned in providing connectivity for events.

• Do the advance work to clearly define a special event product and service. This includes not only the technical definition, but also the commercial terms and Service Level Agreement (SLA). This clearly establishes expectations for everyone involved.

• Offering service is more than just bandwidth. Aeronet adds value by offering routers, firewalls, and WiFi Access Points.

• Know your costs and pricing. Aeronet is a business with a strong reputation for reliability. By knowing the full details on competitive offerings, a service provider can build a network and have a profitable business.

> "Our Fixed Wireless Service is the best that is available. We are reliable, flexible and fast. We use the equipment that we know will satisfy the customer in any circumstance."

GINO VILLARINI, CEO, AERONET BROADBAND

CUSTOMER PROFILE:

Aeronet

CHALLENGE

Rapidly construct a broadband network to support a pop music concert.

SOLUTION

• Multiple Point-to-Point (PTP) links to connect from arena to the backbone network.

• Network monitoring capabilities to validate installation and ensure that Service Level Agreements (SLA) are met.

RESULTS

"The Cambium modules worked fine right from the start. They continued to operate without incident through the entire event," says Villarini. "We get a handful of requests each month to do similar projects. Depending on the location and our network, we can connect events with either PTP 600 links or PMP 450 remote modules. Both perform equally well, and we have the flexibility to make the exact type of connection that we need."

---

cambiumnetworks.com