



U.S.A. Airlink

Assist Family owned WISP to fast gain new customers

Fast deployment and quick acquisition of new customers

Low cost and reliable LTE

Quick to fix the problems with just one call

The United States is a large country with 72% of its land consisting of rural areas. Therefore, there are hundreds of Wireless Internet Service Providers (WISP) to provide fixed-wireless broadband to households in rural towns as well as regional cities. It is critical for American WISP companies to provide affordable, quick, and reliable Internet service to the inhabitants of the more rural areas.

Airlink Wireless is one of the WISPs to offer wireless coverage to the residents of Salisbury, MO and the surrounding area. They have grown steadily and now provide wireless coverage to the majority of Chariton County, parts of Howard County, and most recently, parts of Saline County. They pride themselves in being a small, family-owned and operated business.

“By placing our wireless equipment atop cell towers, grain bins, and more, we are able to provide reliable internet access to rural area.

----- Airlink Wireless

Pain points:

Prior to Baicells, Airlink was running a lot of unlicensed spectrums such as 2.4 GHz, 5.8 GHz and 900 MHz to get through dense tree areas. “We had many problematic customers calling in with latency and speed issues. This is when we started looking into LTE to solve these issues and put our customers at ease,” said Casey Imgarten, Airlink CTO. “We were running equipment that was not LTE based and found out fast that it was not the right solution for all of our customer needs.”

Solution & Products

End-to-end fixed LTE solution, including:

- Nova eNode B
- Indoor/Outdoor CPE
- Cloud EPC



2x250mW Outdoor eNB



Highlights

Quick deployment and Solution to Speed and Latency Issues

Airlink discovered Baicells early on and jumped at the chance to try the equipment. They began as a trial operator and put up the equipment immediately. Right away, they started seeing huge benefits. Once they changed over their problematic customers to LTE, speed and latency issues vanished. The cost to build it out on the towers, including monthly tower leases, and engineering studies was all riding on the success of LTE.

Quick Acquisition of New Customers

Airlink added approximately 85 new customers to their network after their Baicells deployment. This fast growth would not have been possible without Baicells, and it has allowed Airlink to justify hiring another employee to maintain that area of deployment.

"We have many other towers being equipped just because Baicells has made it so much easier to build out a network that is reliable and trustworthy."

---- Airlink Wireless

"Baicells was fully upfront with the possibility of hiccups during the trial and were very quick to solve our problems with just one call. We are able to reach a live person anytime we call in. The response time is top notch."

--- Airlink Wireless
