Case Study

Data and Voice over Wireless Broadband

Philip Webb Real Estate, Australia

RAD's Airmux-200 Provides Australian Real Estate Agency with Reliability, Increased Bandwidth and Reduced Costs

Application
Data and voice over wireless broadband

Challenge
To provide a data and voice solution for five company offices that offers both cost benefits and high wireless bandwidth.

Solution
RAD's Airmux-200 wireless multiplexer, which offers point-to-point radio connectivity over extended distances, allowing for high-speed transport of voice, video and data.

Benefits
- 99.995% reliability
- Cost-effective – Quick ROI
- 18 Mbps net throughput full-duplex
- Supports combined voice and data
- Multi point-to-point connectivity

When Australia's Philip Webb Real Estate expanded, it became apparent there was a serious need to integrate its offices with an efficient data network.

With its dual-channel ISDN connection no longer up to the task, Sam Yates, IT Manager at Philip Webb, began investigating the feasibility of deploying an efficient centralized data network. A comparative review found that the cost benefit of wireless ISPs was significantly higher than that the cable ISP providers could offer. "Cost benefits plus high wireless bandwidth were fundamental to the implementation of the IT upgrade," Yates explained. "Once we decided to go wireless, we looked at a variety of options, one of which was a Frame Relay solution recommended by Telstra," the incumbent national carrier. "This solution had a considerably high annual cost and although 99.99% reliable, it was a very high premium to pay for the level of service we required."

The need for high bandwidth, reliability and security led Philip Webb to deploy the Airmux-200 wireless multiplexer from RAD Data Communications, which provides 99.995% reliability, but at a significantly lower cost. "RAD's Airmux-200 proved to be more cost effective with one of the best price-to-performance ratios in the broadband radio market," said Guy Iacona, CFO of Philip Webb. "It is a robust solution and an ideal fit." The Airmux-200 offers point-to-point radio connectivity over extended distances, allowing for high-speed transport of voice, video and data. It provides up to 18 Mbps net throughput full-duplex with more than 99% uptime reliability.

"Our system was up and running with minimum disruption and the installation and alignment tools enabled easy deployment," Iacona noted. "The integrator specialist, JAS Broadband, was truly helpful in explaining the system to our staff," he continued. "Should we need service management in the future, JAS will provide it remotely via a Windows-based application or SNMP platform."

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According to Tom Glattauer, Business Development Manager of JAS Broadband, "the RAD products we integrate are very well supported, which is imperative for our own business. As an integrator, we need the support of our manufacturer if we are to provide a reliable product and service to our own customers. With its ease of installation and reliability, the RAD Airmux-200 is most definitely one of the premium products on the Australian market."

"With RAD technology, we estimate the ROI to be significantly less that our typical IT equipment," said Iacona. "On the connectivity alone we are saving well over AU$80,000 annually."

Following the initial installation, a second link was soon put into place. This second link required a repeater station due to lack of direct line-of-sight between these offices. This duplicated the cost of the link but the cost benefit was still far superior to the alternative ISP service. "The data throughput exceeded our expectations," reported Sam Yates, the firm's IT Manager.

Philip Webb is now able to provide rapid access to their servers as well as integrate their much-needed broadband Internet access from a single ISP supply to all their branches via their own wireless network. The bandwidth speed has amazingly jumped from 1 Mbps to 35 Mbps. Philip Webb has also begun integrating their PBX voice traffic onto the Airmux links, converging voice and data to provide a seamless telephone network between all its offices. This is yielding even greater efficiency and productivity.

"The solution gives us plenty of flexibility to decentralize our resources – our staff, for example – and share IT resources much more effectively. RAD technology, moreover, will soon be carrying our voice traffic at no cost, again saving us money and improving our communications and customer service," added Mr. Iacona. "The RAD wireless network is making it possible to provide a fully integrated IT voice and data infrastructure, helping Philip Webb to offer top level service to our customers."

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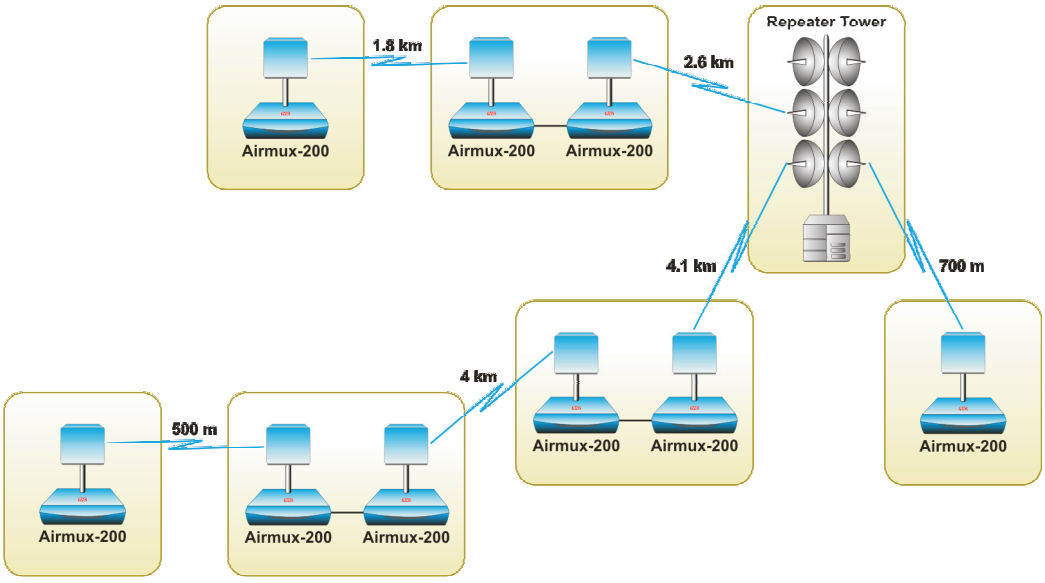

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