

## Case Study:

# Business Only Broadband Deploys DragonWave's Horizon Duo Solution



### Background

Business Only Broadband (BOB), the largest provider of fixed wireless metro Ethernet solutions in the greater Chicago area, selected DragonWave's Horizon Duo high-capacity packet microwave solution to provide high-bandwidth services to its enterprise customers.

With its new network deployment, BOB will be supplying increased capacity for primary, co-primary and disaster-recovery connectivity services at speeds up to 300 Mbps per enterprise.

### The Business Challenge

As the third largest metropolitan area in the US, Chicago is a very well connected city – yet fiber coverage is still not ubiquitous. In addition, most companies rely solely on the incumbent infrastructure, offering little opportunity for network diversity. This presented a clear opportunity to BOB Chief Executive Officer, Richard Kingston, who describes the situation: "Our corporate customers data network is a mission critical business tool which they seek to protect against failure by diversifying from the embedded Telecom Infrastructure."

The stringent requirements of BOB's largest enterprise customers meant that they needed a network with 100 percent uptime; the BOB co-primary solution was the most cost effective and diverse way to accomplish this goal.

Ready to act on the opportunity in front of them, BOB acquired FCC-licensed spectrum in the 11 GHz, 18 GHz and 23 GHz bands and set out to build the largest independent wireless broadband network in Chicago.

To meet the challenges ahead, BOB needed a powerful, flexible, highly reliable, and cost effective packet microwave solution to serve fast-growing businesses. The solution also needed to handle changing bandwidth requirements and protect the mission-critical application traffic of BOB's customers – a tall order indeed. In the end, DragonWave's Horizon Duo high capacity packet microwave proved to be just what BOB was looking for.



Business Only Broadband 

*"Our growth in bandwidth need is never ending, and Horizon Duo gives us both the high-end capacity and incremental, simple scalability to cost-effectively accommodate this growth."*

▪ Richard S. Kingston, CEO of Business Only Broadband

*“...we conducted an extensive search for a quality wireless partner providing very high levels of scalability, reliability and security, and we found everything we were looking for in DragonWave alone.”*

- Richard S. Kingston, CEO of Business Only Broadband

## The Solution

Using DragonWave's Horizon Duo, BOB has implemented a high capacity packet wireless network covering over 30 transmission sites, configured in a self-healing ring architecture and operating in the commercial 11, 18 and 23 GHz spectrum bands. Going wireless allowed BOB to build a network of size and scope that would not have been economically viable with copper, fiber or other infrastructure.

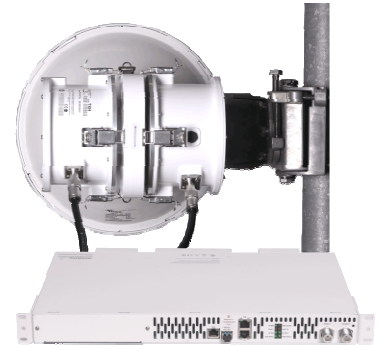
BOB's customer base includes many large financial sector businesses, therefore their network must meet the data-continuity, latency and reliability requirements of today's most demanding applications, including data center interconnection and Tier 1 transit provider interconnection. In addition to handling these requirements, the Horizon Duo allows BOB to offer full duplex-committed information rate and scalable bandwidth services.

The DragonWave Horizon Duo solution delivers several important benefits to BOB:

- **Diversity from Embedded Facilities** – Due to the low-cost and scalability of DragonWave's systems, BOB has more ubiquitous coverage in a Tier 1 city for much less investment than alternative solutions, which allowed them to establish a network that is completely diverse from existing facilities.
- **Quick and Flexible Capacity** – BOB's 100% Ethernet network allows BOB to offer its customers extremely scalable solutions. Moreover, BOB has the capability to increase its backbone up to 1.6 Gbps in a matter of hours, using a simple software key.
- **Self-Healing Ring Architecture** – This enabled BOB to exceed the stringent reliability and latency requirements of its customer's most mission critical applications.
- **Reduced Risk** – “With Horizon Duo, DragonWave is dramatically reducing our risk in the rollout of new services and cutting the ongoing cost of churn in our network”, said Richard S. Kingston, CEO of Business Only Broadband.

The unique advantages of Horizon Duo include:

- Twice the capacity per radio than any other vendor, scaling to 1.6 Gbps
- Ring/Mesh support delivering 99.999% availability with path hardening
- Multi-service support and optimization with auto adaptive modulation and priority queuing

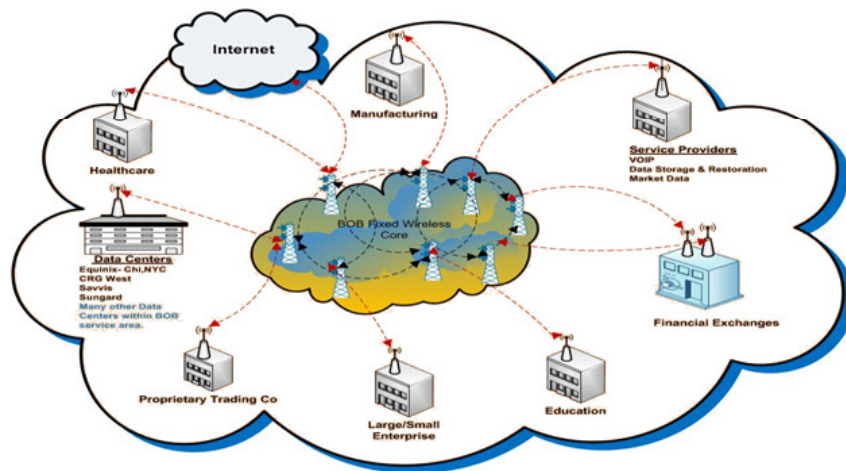


*The Horizon Duo provides BOB with a future-proof strategy for ongoing growth in Chicago, New York and additional markets.*

## The Success Story

BOB has attracted over 400 business customers, delivering anywhere from 10 Mbps up to 300 Mbps capacity per enterprise from their Horizon Duo based network. Diversity may be a key value proposition in attracting businesses, but the impressive level of reliability has had many customers using BOB as their primary network provider.

Due to the success of its business model in Chicago, BOB is currently working with DragonWave as it expands into new markets. "After completing our multi-million-dollar upgrade in Chicago, we relied on DragonWave to help us establish our network in New York as well. We look forward to working with DragonWave as we continue our expansion into new markets." said Richard S. Kingston, CEO of Business Only Broadband.



### About Business Only Broadband

Chicago area-based Business Only Broadband provides carrier class, 100 percent diverse wireless Metro Area Networks and Extranet Solutions to the financial sector and large enterprise clients. Business Only Broadband owns and operates the largest fixed wireless broadband network in Chicago and New York City. Led by a veteran industry management team, the company offers 100 percent diverse service with no common point of failure with the LEC or CLEC networks in addition to QOS, MPLS, Metro Ethernets, Private Networks and City to City connections.

### About DragonWave

DragonWave(TM) is a leading provider of high-capacity wireless Ethernet equipment used in emerging IP networks. DragonWave designs, develops, and markets carrier-grade microwave radio frequency networking equipment that transmits broadband voice, video and data. DragonWave's products, which are based on a native Ethernet platform, function as a wireless extension to an existing fibre-optic core telecommunications network. The principal application for DragonWave's products is the backhaul function in a wireless communications network. Additional applications for DragonWave's products include point-to-point transport in private networks, including municipal and enterprise networks. DragonWave's corporate headquarters is located in Ottawa, Ontario, with sales locations in Europe, Middle East and North America.

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