



Building Long-term Success: Service Provider JAB Wireless Leverages Motorola's Wireless Networking Solutions to Achieve Ongoing Growth



PTP 800 Connectivity to Subscriber's Location

A major, regional service provider with a presence in three states, JAB's relationship with Motorola demonstrates how the Point-to-Point (PTP) technology can drive long-term business expansion.

A History of Partnership: JAB Wireless has been growing significantly over the past six years capturing broadband opportunities as the market has rapidly evolved. It currently supports a wide base of residential subscribers in Utah, Colorado and Texas, plus commercial and enterprise subscribers, as well as government entities.

Early on, the relationship developed between JAB and Motorola because Motorola's technologies were advanced and robust enough to support a newly-emerging residential wireless customer base. By leveraging Motorola's expanding product line, JAB was able to deliver quality wireless services that rivaled those offered by entrenched telephony and cable carriers. This market change-over took place just as this new base of residential broadband subscribers was burgeoning, generating considerable growth for JAB Wireless.

"Motorola's platform matured with the market," said Dean Lindberg, vice president of operations at JAB Wireless. "Their technology allowed us to achieve the kind of innovation and stability that let us compete and succeed in the changing wireless environment. It helped us capture new customers and serve existing ones as their demands grew. We now have tens of thousands of subscribers to show for it." The partnership between the two companies has gone on to be a close and mutually beneficial one.

JAB's current wireless infrastructure consists of various Motorola Point-to-Multipoint (PMP) links in the unlicensed space for last mile access to its residential customers. In addition, JAB uses PTP 500 and 600 Series links for backhauling data from the residential access points. Its latest Motorola deployment includes the PTP 800 Licensed Ethernet Microwave radios, to increase capacity and accommodate future growth. Other recent additions to the JAB wireless network include the PMP 320 WiMAX-enabled radios, which allow the company to provide reliable, high-speed broadband connectivity to multi-unit buildings such as apartment complexes and hotels.

Motorola Solutions

- PTP 500 and 600 Series
- PTP 800 Licensed Microwave
- PMP 430
- PMP 320 WiMAX

Leveraging Motorola for Ongoing Growth:

Key objectives for any successful service provider are to meet growing bandwidth demands from existing subscribers and extend services to new subscribers. For example, JAB's offerings have increased in recent years to include more high-end services such as business-grade Voice-over IP (VoIP) and high-speed Internet access. The company continues to look toward new target markets, such as multi-unit dwellings, for fresh revenue opportunities.

To provide high quality of service, a service provider needs a technology supplier with a breadth of products that are both powerful in their performance and versatile in their scalability. JAB's partnership with Motorola allows them to guarantee reliable voice service and faster throughput to meet bandwidth demands. To date, JAB has incorporated a range of Motorola's products as its business has spread to include new geographies, services and customer groups. Its loyalty to Motorola has been strengthened through the following criteria:

- **Performance and Agility:** With Motorola's solutions, JAB is able to deliver faster throughput, higher Quality of Service, and better VoIP prioritization, guaranteeing that their subscribers always have reliable call quality. From the MIMO-based, carrier-grade, non-line-of-sight (NLOS) capabilities of the PTP 500 and 600 Series products, to the extreme scalability of the PTP 800's "capacity-as-you-grow" feature, Motorola systems have given JAB complete flexibility to configure the perfect solution for its needs at any given time.
- **Reliability and Security:** Motorola has successfully addressed customers' communications requirements for more than 80 years, with an unwavering commitment to provide robust, multi-layered security. Additionally, Motorola's PTP radios have a variety of security options that include optional FIPS 197-compliant AES encryption, and FIPS 140-2 mode. The ruggedized outdoor units are proven to withstand severe temperatures and wind speeds, while achieving the five nines (99.999 %) availability that service providers expect.
- **Ease of Deployment:** The deployment-assistance features and the intuitive user interface across all PTP solutions help JAB Wireless to deploy and align systems easily and quickly. JAB can install links where and when it needs them to deliver the network sophistication that its subscribers demand. The engineers' learning curve is greatly reduced by the PTP's common GUI (graphical user

interface), which allows technicians to transfer their existing knowledge to the new radios. Links can be deployed within days, not weeks or months as compared to a typical wired installation.

"The PTP 800 system only took us two days to install," said JAB Wireless Field Engineer James Smith. "We were running traffic over it after only a couple of weeks of testing, and it's been working rock-solid for us ever since. It fell right in line with how the PTP 500 and 600 systems work," Smith confirmed. This range of features helps to simplify deployment and cut learning time, which frees-up JAB engineers to focus on new business.

- **Low "TCO" (Total Cost of Ownership):** As an example of the outstanding ROI associated with Motorola's wireless networking products, the PTP 800 system's capacity-as-you-grow option lets the service provider start small and add capacity when needed. The PTP products can be upgraded with the simple purchase of a license key, requiring no hardware change or tower climb. This exceptional scalability allows service providers such as JAB Wireless to focus capital in areas where they know they will get the most return. Then they can expand capacity to increase revenues at the most opportune time. It's also a win-win for customers. They can obtain reliable broadband capacity that exceeds that of a leased line at a fraction of the cost of other connectivity alternatives.
- **3G Support:** The mounting popularity of 3G technologies such as WiMAX and LTE place a greater demand on backhaul infrastructures than previous technologies. For service providers, WiMAX and LTE backhaul can be enormously expensive. Motorola's PTP product line offers them a much more cost-effective solution. In addition, Motorola's breadth of product line (which includes WiMAX, WLAN, wireless mesh, point-to-multipoint and point-to-point networks, and voice-over WLAN solutions) can support these complex 3G infrastructures — no matter what environment a service provider encounters.
- **Innovative Design:** Motorola is committed to the development of industry-leading communication solutions that are spectrally efficient, with an affordable pricepoint and scalable throughput to serve the connectivity and high-speed backhaul needs of service providers. When a service provider adds a link, each new link is easily interoperable with the other Motorola wireless network solutions, as well as third-party wireless devices. The Company's combination of award-winning PTP technologies has made Motorola the world leader in the unlicensed Ethernet bridge arena.

JAB AP Site

"At JAB, we don't do research and development. We service customers, so we need the best radios on the market. With Motorola, we know their growing portfolio is always going to give us the most robust, feature-rich, innovative products that current technology can offer. That allows us to focus on servicing our customers."

– Brett Westwood, Vice President of
Technical Operations, JAB Wireless



Summary: Motorola's ongoing product development allows JAB to capitalize on new market opportunities and evolve its infrastructure to support applications such as growing amounts of video content, WiMAX/LTE backhaul, enterprise-grade VoIP, and high definition video. Optimized for IP, Motorola's PTP solutions will help facilitate JAB's migration toward an all-IP network. Motorola's mission is to give the service provider wireless networks that will deliver safe and secure access, anytime. An ongoing relationship with Motorola will help JAB Wireless sustain a formidable, flexible platform that is powerful and agile enough to capture whatever opportunities the future may hold.

About Motorola

A Fortune 100 company with global presence and impact, Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise

mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. For more information, please visit www.motorola.com.

Wireless Network Solutions

Motorola delivers seamless connectivity that puts real-time information in the hands of users, giving customers the agility they need to grow their business or better protect and serve the public. Working seamlessly together with its world-class devices, Motorola's unrivaled wireless network solutions include indoor WLAN, outdoor wireless mesh, point-to-multipoint, point-to-point networks and voice over WLAN solutions. Combined with powerful software for wireless network design, security, management and troubleshooting, Motorola's solutions deliver trusted networking and anywhere access to organizations across the globe.



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