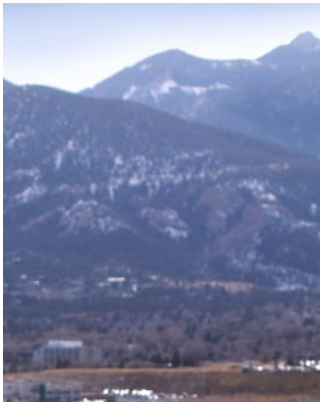




Securing New Business Opportunities: MHO Networks Deploys Motorola's Wireless Network Solutions to Bolster Its New Growth Strategy



Rocky Mountains around Denver

With the addition of the PTP 800 licensed wireless solutions, MHO is able to deliver flexible, high-throughput broadband to meet the demands of a new set of enterprise subscribers.

Situation: MHO Networks is a 19 year-old, all-wireless Internet Service Provider in Denver, CO, which migrated from being a local computer reseller to a full-fledged wireless ISP (WISP) by the late 1990s. A long-time Motorola partner and one of the first providers to deliver wireless broadband to the fast-growing communities around Denver, MHO's customer profile had traditionally consisted of residential and small-to-medium commercial subscribers. Seeing a new opportunity, MHO recently began targeting the large-enterprise space, whose big-pipe requirements included more "upper tier" applications such as Voice-over-IP (VoIP) and high definition (HD) video. MHO needed a reliable and cost-effective growth strategy to serve this demanding subscriber set while continuing to take their own business to new levels.

Solution: MHO's existing infrastructure comprised a combination of Motorola's Point-to-Multipoint (PMP) and Point-to-Point (PTP) bridges. The PMP radios supported residential access, whereas the PTP solutions served more than one function to support MHO's backbone. The PTP radios were used to backhaul data from the PMP residential access points and to deliver dedicated access for enterprise customers with greater bandwidth requirements than the PMP system could deliver.

With a requirement to add even more core capacity to service large enterprise customers, MHO decided to enhance its existing wireless network with Motorola's new PTP 800 Licensed Ethernet Microwave Solutions. "There comes a time when you look at your clients' growing needs and realize it makes sense to add the higher capacity afforded by licensed microwave radios to support that growth," said Michael Kriech, general manager at MHO Networks. "That's what prompted us to partner with Motorola in purchasing the PTP 800 links."

With the PTP 800 system, MHO could deliver greater throughput and capacity and meet the needs of larger commercial customers with bandwidth-hungry applications. In addition, they were eager to deploy a solution that provided the radio frequency (RF) exclusivity that is intrinsic to microwave technology. Another motivating factor in the 800 purchase was MHO's familiarity with Motorola's intuitive and user-friendly PTP graphical user interface (GUI) which would greatly reduce their learning curve and management man-hours.

Motorola Solutions

- PTP 100, 500 and 600 Series
- PTP 800 Licensed Microwave
- PMP ? ?

“Motorola allows us to deliver service-on-demand, which means if a customer with a 50 Mbps circuit needs to turn it up to 100 Mbps for a week, MHO can accommodate that requirement almost immediately.”

– Michael Kriech, General Manager, MHO Networks

The Only Constant is Change: For service providers like MHO to maintain a competitive edge in today’s market, they must be able to respond quickly to constantly evolving customer requirements. As a result, flexibility is a key factor in their success. “Our competitors are changing, and our customers are asking for new services. The only constant in the market right now is change,” said MHO’s Kriech. The breadth and versatility of the PTP wireless portfolio allows MHO the flexibility to respond to such fluctuating requirements.

Earning Customer Loyalty: To keep customers, MHO recognizes that they must provide sufficient network capacity to meet the ever-increasing demand for more bandwidth. When an enterprise needs big-pipe connectivity, MHO can’t wait the six to eight weeks quoted by traditional copper or fiber providers. If they want to win the business, they need to deliver a reliable, high-capacity communications solution in days rather than weeks. That’s just what happened when one enterprise customer needed more bandwidth fast. The agility of Motorola’s wireless network solutions allowed MHO to sign the customer on a Friday and deliver a fully-functional 50 Mbps service by the following Monday. Such expedience creates happy customers, and supports a competitive edge that can position them for long-term success.

As with the addition of the PTP licensed microwave radios, Motorola’s portfolio continues to expand, offering service providers more and more capabilities. As MHO’s customer base expands and demand for increasingly complex communication services escalates, the ability to cost-effectively scale-up their offerings becomes crucial.

Climb Every Mountain: Because the Denver community deals with inclement precipitation and is surrounded by the rough terrain of the Rockies, the robust features of Motorola’s PTP solutions were exactly what MHO needed to service one of their most important new enterprise subscribers.

When IP 5280, a provider of Internet-based telephony to the Denver area, recently needed flexible, high-throughput connectivity to support sophisticated VoIP and HD applications, they sought a highly-reliable service that was robust enough to function well in Denver’s adverse conditions. “We needed to be able to offer our VoIP customers a quick and highly-available solution in this environment,” said Jamie Minner, executive vice president of sales and operations at IP 5280.”

MHO won their business with ruggedized PTP radios which are engineered to withstand the harshest climates and perform despite highly volatile conditions. As their relationship with MHO progressed, IP 5280 has added clients to the MHO wireless network. “MHO’s high-throughput wireless service has been easy to sell to our customers, is easy to install and is easily supported. Plus, it’s enabled us to get new business and get the customers going quickly,” explained Jamie Minner.

As a result, IP 5280 recently added one of their biggest customers, located in downtown Denver, to the MHO platform. “The network has proven to be extremely reliable,” said Minner. “The latency is great, and we’ve had zero problems, so the client is very happy.”

A Cost-Effective Transition to Licensed

Connectivity: The breadth of the PTP portfolio allows MHO Networks to create a dynamic infrastructure – one that can accommodate their growing capacity requirements while forging a natural migration path toward long-term expansion. With a comprehensive wireless network that includes PMP access points and subscriber modules, PTP 500 and 600 Series Wireless Ethernet Bridges and PTP 800 Licensed Microwave solutions, MHO has been able to expand its infrastructure capacity to capitalize on a wide range of customer opportunities. “A key benefit is that we can pay for the increased capacity as we grow, and upgrade capacity as needed while protecting our initial infrastructure investment,” said Kriech.

The fact that Motorola can deliver both licensed and unlicensed radios allows MHO to rapidly add network capacity, while allowing for an easy integration of the PTP 800 exclusive licensed solutions. The radios are quick and easy to deploy, user-friendly, and optimized to reduce installation and management man-hours.

Result: MHO Networks depends on Motorola’s wireless technology to achieve ongoing business agility. This empowers MHO to affordably grow its business by delivering reliable connectivity services with low latency, high throughput and excellent availability, despite Denver’s sometimes unforgiving climate. The addition of the PTP 800 licensed microwave systems, in tandem with an existing, efficient Motorola wireless architecture, will help MHO take advantage of future revenue opportunities and satisfy its customers’ continual demands for greater throughput.

Motorola PTP 800 Wireless Ethernet Bridges:

PTP 800 Licensed Ethernet Microwave solutions are IP-optimized, high-capacity wireless broadband radios designed to efficiently and affordably transport the data, voice and video traffic that high-bandwidth applications require while initiating a smooth migration to tomorrow’s all-IP-based network.

“As a trusted provider, MHO has allowed us to enjoy rapid provisioning and a high level of service even as our bandwidth requirements change, especially for our hi-def videoconferencing products. Service has been exemplary, and uptime has been exceptional. This has allowed us to connect with people all over the world.”

– Daniel Kim, Director of IT, WBS Connect, a global technology services company and MHO customer





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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