

ONEMAX SUCCESS STORY



ONEMAX LAUNCHES WORLD'S FIRST WIMAX REV-E NETWORK IN THE 3.5 GHZ SPECTRUM



Dominican Republic is a country experiencing rapid growth. In 2007, the country of almost 9.8 million citizens had a GDP per capita of 9.2USD, a relative high value in the region. The Dominican Republic has enjoyed an average growth of 10% during the past 2 years.

Nonetheless, the country has its development challenges. If 6 million mobile phone subscriptions have been registered so far, the Dominican Republic counts less than 1 million fixed phone lines and only 280,000 Internet

subscribers today. In a context where enterprises and the general population want to get access to both broadband services and basic telephony, there is a strategic place for a WiMAX player in the market.

In response to this challenge, Indotel, the Dominican Republic's regulatory body, has offered a broad spectral bandwidth to provide broadband services throughout the country. One of the companies engaged to fulfill this objective is Santo Domingo-based broadband service provider ONEMAX. ONEMAX teamed up with Alcatel-Lucent in February 2007 to develop a service platform based on the WiMAX 802.16e-2005 standard (mobile WiMAX).

Six months after the contract was signed with Alcatel-Lucent, ONEMAX launched the world's first WiMAX 802.16e-2005 (Rev-e) network in the 3.5 gigahertz (GHz) spectrum, connecting its first customer in October 2007.



ONEMAX offers services to both enterprises (e.g. fixed IP, Centrex, Plug and play Internet, Extension dialing, virtual private network, hosting services) and individual consumers (Plug and play Internet, telephony, multimedia and communications services). The WiMAX service is using Quality of Service to ensure carrier-grade VoIP services and to provide low latency for better end-user communications experience. This has emerged as a key selling point for both consumers and business users, on top of the general benefits of broadband access services.

October 25th, 2007: ONEMAX and Alcatel-Lucent complete the world's first mobile handoffs on a commercial WiMAX Rev-e network in 3.5 GHz spectrum band

"This achievement highlights the readiness of our network today, to offer a whole new range of compelling broadband services to residents of the Dominican Republic as well as visitors, (...)

This collaboration with Alcatel-Lucent also is enabling us to give our customers and other distinguished guests a taste of some of the more advanced multimedia services that we will be able to introduce in the future."

Raoul Fontanez, ONEMAX's Founder and Director

Flexible Deployment and Rapid Time to Market

WiMAX's capabilities offered several advantages during the system's rollout. "With WiMAX, the rollout could be done quickly, at a competitive capital expenditure per subscriber, and it is very easy to target the specific geographic zones where there is strong demand," said Fontanez

Rapid deployment is one of WiMAX's key benefits for service providers. ONEMAX took just six months to connect its first customer, thanks in part to the close working relationship which developed with Alcatel-Lucent, according to Fontanez. "Through the initial trial phase and the first commercial deployment, Alcatel-Lucent's teams worked the engineering issues with us on-site, resulting in a high-performance network with excellent coverage." Rapid time-to-market in this case also means rapid return on investment. "We plan on becoming EBITDA1 -positive quite quickly," said Fontanez.

WiMAX Leapfrogs Infrastructure Gaps

Alcatel-Lucent delivered an end-to-end solution designed to integrate multiple device partners and radio features such as Multiple Input, Multiple Output (MIMO) and beam forming.

These features enable ONEMAX to reduce the number of radio sites needed to provide coverage and to maximize bandwidth usage in urban areas and hotspots. Beam forming, for instance, enables a service provider to reduce the number of radio sites needed to provide coverage - in some instances by as much as 40% - while reducing interferences and ensuring better indoor penetration of the radio signal. MIMO helps make radio links more robust, nearly doubling the capacity delivered in dense urban environments.

Innovative Solutions

ONEMAX has taken advantage of the maturity of Alcatel-Lucent's WiMAX Rev-e solution and the company's Open Customer Premises Equipment (CPE) Program.

The Open CPE Program is designed to promote an open device ecosystem and supports a wide range of terminals from various CPE partners to ensure customers have access to the widest possible range of interoperable end-user devices.

Using Open CPE, ONEMAX is able to offer a wide variety of CPE for delivering mobile, nomadic and fixed services to end users and enterprises.

Beyond human access to the service, ONEMAX is also using WiMAX for Machine to Machine communication. An interesting example is the Automated Teller Machine (ATM) connection. By connecting ATMs via WiMAX, banks can deploy terminals anywhere within network coverage, not just inside a bank branch, and offer quicker transactions for people using the ATM, leading to an increase of the ATM's throughput.



" WiMAX will be to broadband wireless what GSM is to telephony. By that, I mean that, in my opinion, the next billion Internet connections, connecting unserved and underserved populations around the world, will be provided by WiMAX"

Raoul Fontanez, ONEMAX Founder and Director.