

Customer Story

Customer: Aircel Business Solutions

Area: India

Solution: BreezeMAX® 3300

Application: Broadband wireless access and business services for corporate markets

The Challenge

To find a cost effective last mile broadband access solution for Internet services in India's growing corporate and SME/SOHO sectors.

The Solution

BreezeMAX 3300 to expand current broadband and cellular network infrastructure and enable fast delivery of affordable broadband data services to enterprises in the 3.3 GHz frequency band specifically licensed for WiMAX services in India.

The Result

- Satisfied business customers
- Increased revenues
- Fast ROI
- Access to larger market share



Aircel Business Solutions (Division of Dishnet Wireless Ltd.)

WiMAX™ used for last mile broadband access in the growing enterprise services market in India

“ We conducted extensive technological, commercial and operational research before selecting Alvarion's BreezeMAX as the best WiMAX system for providing broadband services. ”

Mr. Chandan Ghosh, Head-Aircel Business Solutions

About Aircel Business Solutions

Aircel Business Solutions (ABS), a Strategic Business Unit of Aircel, is headquartered in New Delhi, India and is part of Maxis Communication Berhad. Addressing the SME and enterprise markets, ABS has successfully deployed WiMAX networks and offers Internet, MPLS VPN, NPLC, VoIP and a host of services in 36 of India's top business cities. ABS has secured licensed spectrum in the 2.6, 3.3 and 5.7 GHz frequency bands in 44 cities across the country. In-house developed, highly sophisticated backend systems and processes (OSS/ BSS) supported with end-to-end manageability from sales prospecting to order management and Internet protocol (IP) provisioning are the reason Aircel's WiMAX customer base is growing at a rapid pace.

The Challenge

To support the rapid growth and demand for broadband services in India and bridge the digital divide in one of the largest emerging markets in Asia, Aircel/DWL sought a robust, last mile access solution for Internet services that could be deployed quickly and cost-effectively while providing businesses with top QoS.

The Solution

After exploring various technologies and solutions, Aircel/DWL selected WiMAX as the optimal solution for delivering high performance, last mile broadband access. WiMAX technology was selected because it is fast and cost-effective, reaches areas not covered by existing wired infrastructure and is scalable to meet current and future demands. After rigorous testing, Alvarion's BreezeMAX 3300 platform was selected (operating in 3.3GHz, the frequency band specifically licensed for WiMAX services in India). BreezeMAX 3300 is now being used to overlay and expand radio network plans for last mile access for multiple cities in Aircel/DWL's target corporate and SME/SOHO markets, expanding the company's broadband and cellular network infrastructure to quickly offer affordable broadband data services.



Typical Aircel/DWL deployment of Alvarion BreezeMAX base station

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We have pioneered India's wireless revolution by offering WiMAX along with a host of innovative enterprise services using the BreezeMAX built-in support for Service Level Agreements

Mr. Chandan Ghosh, Head-Aircel Business Solutions



Aircel/DWL
WiMAX antenna

The Result

Since the deployment of Alvarion's WiMAX network, Aircel/DWL customers in India's cities including, Mumbai, Bangalore and Delhi are receiving top quality, uninterrupted connectivity, benefiting from the availability of the alternative to traditional copper leased lines for Internet and VPN requirements. Alvarion's BreezeMAX platform includes EMS/NMS for efficient monitoring and provisioning of the WiMAX equipment, ensuring the quality of service, high up-time and control. Customers are experiencing stable and error-free links with minimal failure rates, as well as full management of network components.

For Aircel/DWL, the impact has been significant. Integration of WiMAX technology is enabling faster deployment of networks and access to more markets, increasing revenues and accelerating return on investment. Setting a new standard of service for the growing enterprise market, Aircel/DWL's rollout of WiMAX for last mile broadband access is enabling customers throughout India to benefit from a wider range of mobile and fixed service applications, paving the way to additional WiMAX deployments across the country.

About Alvarion

Alvarion is the largest WiMAX pure player, ensuring customer long-term success with fixed and mobile solutions for the full range of frequency bands. Based on its OPEN™ WiMAX strategy, the company offers superior wireless broadband infrastructure and an all-IP best-of-breed ecosystem in cooperation with its strategic partners. Alvarion has delivered over 200 commercial WiMAX deployments worldwide.