

## Customer Story

**Customer:** Digicel Group Ltd.

**Area:** Caribbean

**Solution:** BreezeMAX®

**Application:** Mobile voice and broadband services for corporate and residential markets

## The Challenge

To penetrate the fixed broadband wireless access market in addition to providing mobile voice services

## The Solution

Implementation of WiMAX technology to provide corporate and residential customers with an affordable and efficient alternative broadband solution together with mobile voice services

## The Result

- Successfully penetrating a new market for fixed broadband services
- Rapid customer acquisition rate (25% increase in just 180 days)
- Increased revenues
- Competitive full service portfolio
- Fast ROI

# Digicel



## Digicel Group Ltd.

WiMAX™ technology enables Caribbean mobile operator to evolve to a full wireless service provider



*Based on our successful Grand Cayman deployment, we believe Alvarion® is the best choice for enabling us to provide advanced services to our customers.*

Mario Assaad, CTO, Digicel Group Ltd.



### About Digicel Group Ltd.

Since it was established in 2001, Digicel has become the largest mobile telecommunications operator in the Caribbean and a recent new entrant to the Central American mobile market. In March 2008, the company, employing more than 4,000 people was operational in 23 markets and had more than 6.5 million customers. The company seeks to provide customers with affordable and innovative mobile communications that foster personal and professional connections. Today, Digicel is renowned amongst customers for competitive rates, unbeatable coverage, superior customer care, a wide variety of products and services, innovative new technologies and state-of-the-art handsets.

### The Challenge

Seeking to quickly grow from a mobile operator to a complete wireless service provider with a competitive service portfolio, Digicel sought a wireless technology that would enable them to provide corporate data, VPN, voice, Internet and affordable residential broadband services first as a fixed nomadic service and then evolving to mobile WiMAX services. Other demands included cost effectiveness, easy and fast deployment, quality of service and security, as well as a standards-based solution that could be deployed in the 2.3 GHz and 3.5 GHz frequency bands which were readily available and affordable.

### The Solution

Digicel selected WiMAX as the most suitable wireless technology, and in 2007, the company successfully deployed their WiMAX network in the Cayman Islands based on Alvarion's award-winning BreezeMAX Open™ WiMAX platform. Since then, the company has continued with BreezeMAX-based WiMAX deployments in other areas of the Caribbean. BreezeMAX is being used as a fixed/nomadic/mobile wireless broadband solution for residential and SME customers in the 2.3 GHz frequency band and for corporate customers in the 3.5 GHz frequency band. Digicel has also successfully integrated the Alvarion BreezeMAX infrastructure with its fiber and microwave backhaul network and its IP core, thereby ensuring end-to-end quality of service and the ability to select best-of-breed solutions for both radio and core networks.

**Get Broadband. No Cash Up Front!**

**Get hooked up in 3 minutes or less!**

- No deposit!
- No activation fee!
- One month FREE service!

Just take the modem out of the box, plug it in, and you're online.

Plans	Speed	Line Cost	Price Per Month (including taxes)
Fast	10Mbps	\$10	\$39
Super Fast	12Mbps	\$15	\$39
Pro	24Mbps	\$20	\$39
Super Pro	24Mbps	\$25	\$39
Ultra Speed	24Mbps	\$30	\$39

Available at these Digicel locations: Royal Plaza, Station Plaza, Galleria, D-Mobile, Island Wireless, Cellular World, Quick Images.

Residential offer valid through December 31, 2007. Terms and conditions apply. See website for details. All fees shown in US dollars unless otherwise specified.

Digicel broadband promotion

## Headquarters

**International Corporate Headquarters**  
Tel: +972.3.645.6262  
Email: corporate-sales@alvarion.com

**North America Headquarters**  
Tel: +1.650.314.2500  
Email: n.america-sales@alvarion.com

## Sales Contacts

**Australia:** anz-sales@alvarion.com  
**Brazil:** brazil-sales@alvarion.com  
**Canada:** canada-sales@alvarion.com  
**Caribbean:** caribbean-sales@alvarion.com  
**China:** cn-sales@alvarion.com  
**Czech Republic:** czech-sales@alvarion.com  
**France:** france-sales@alvarion.com  
**Germany:** germany-sales@alvarion.com  
**Italy:** italy-sales@alvarion.com  
**Ireland:** uk-sales@alvarion.com  
**Japan:** jp-sales@alvarion.com  
**Latin America:** lasales@alvarion.com  
**Mexico:** mexico-sales@alvarion.com  
**Nigeria:** nigeria-sales@alvarion.com  
**Philippines:** ph-sales@alvarion.com  
**Poland:** poland-sales@alvarion.com  
**Portugal:** sales-portugal@alvarion.com  
**Romania:** romania-sales@alvarion.com  
**Russia:** info@alvarion.ru  
**Singapore:** asean@alvarion.com  
**South Africa:** africa-sales@alvarion.com  
**Spain:** spain-sales@alvarion.com  
**U.K.:** uk-sales@alvarion.com  
**Uruguay:** uruguay-sales@alvarion.com

For the latest contact information  
in your area, please visit:  
[www.alvarion.com/company/locations](http://www.alvarion.com/company/locations)



[www.alvarion.com](http://www.alvarion.com)

© Copyright 2008 Alvarion Ltd. All rights reserved.  
Alvarion® and all names, product and service names referenced herein are either registered trademarks, trademarks, tradenames or service marks of Alvarion Ltd. All other names are or may be the trademarks of their respective owners. The content herein is subject to change without further notice.  
"WiMAX Forum" is a registered trademark of the WiMAX Forum. "WiMAX," the WiMAX Forum logo, "WiMAX Forum Certified" and the WiMAX Forum Certified logo are trademarks of the WiMAX Forum.

214953 rev.a

“ Alvarion’s technology-leading mobile WiMAX solution gives us the flexibility we need and the performance we demand. ”  
Mario Assaad, CTO, Digicel Group



Digicel advertising

### The Result

Alvarion’s BreezeMAX platform has enabled Digicel to quickly become a complete service provider for fixed and mobile services, successfully competing against other service providers offering high quality connectivity and advanced services.

The WiMAX network solution and the business model implemented by Digicel enables customers to simply pick up the product at a dealer store, bring it home, plug it in and be online in just a few minutes. Furthermore, customers also benefit from a broadband service that does not require phone lines or line rental, as well as offering the ability to simply connect from wherever they are. Digicel’s subscriber package in the Cayman Islands includes monthly subscriber rates of \$35 to \$99, broadband services bundled with GSM voice services at a 20%-30% discount and data speeds spanning from 512 Kbps to 4 MB. For Digicel the impact has been significant. The company has captured 25% of the market share in the Cayman Islands in just 180 days and has penetrated 80% of corporate accounts in Jamaica and the Cayman Islands within 12 months.

### 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.