



# FIXED WIRELESS: THE THIRD PIPE



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**ARISTOTLE**



*Broadband Internet access to schools, communities and businesses across Arkansas is essential to the state's economic future. Aristotle is committed to help achieve this end through our Fixed Wireless Broadband solution.*

*– Elizabeth Bowles, President & Chairman, Aristotle Inc.*

## When considering high-speed network access for your business,

you probably have considered the “wireline” solutions: Cable, DSL, T-1 lines and fiber. You may not realize that you can achieve the same performance, speed and reliability with Fixed Wireless Broadband.

As of March 2013, only 36% of commercial buildings had fiber access, and while DSL and Cable tout their download speeds, often these solutions simply don't offer the necessary upload speeds at a reasonable price, and the cost for T-1 lines can be prohibitive. For businesses that are looking for a solution that will securely meet their network needs, Fixed Wireless Broadband offers a viable third option beyond DSL and Cable.

Fixed Wireless Broadband is as reliable as wireline solutions, is capable of the same speeds and is far less expensive to deploy. The cost of Fixed Wireless deployment is fractional compared to the cost of trenching fiber. Fixed Wireless can serve as the last-mile delivery mechanism while fiber is being trenched, and Fixed Wireless Broadband can and should serve as a backup for wireline solutions to ensure that broadband connectivity is not lost.



## Fixed Wireless Broadband uses directional radios

located at the customer's premises to connect to a network of access points. By using high-gain antennas to maintain a better signal, Fixed Wireless Broadband is capable of speeds comparable to wireline solutions and is faster and more reliable than the mobile broadband services offered by cellular carriers.



## What Is Fixed Wireless Broadband?

Fixed Wireless Broadband uses radio waves — both licensed and unlicensed — to transmit data from a central tower to a customer's premises. Unlike with mobile broadband, the customer equipment is not designed to be relocated by the customer. However, the equipment at the customer's premises does allow for creation of a secure Wi-Fi network.

Contrary to popular misconception, Fixed Wireless is as reliable as wireline solutions. In fact, the error rates of commercial-grade Fixed Wireless match those of wireline solutions.

## Benefits

- Broad range of bandwidth options
- Supports all business connectivity needs including Dedicated Internet Access, Ethernet, MPLS IP-VPN and VoIP
- Faster installation than fiber or other wireline solutions.
- Reliable – 99.9% availability
- Secure connectivity over licensed and/or unlicensed spectrum
- Provides network redundancy to ensure uptime for mission-critical communications

## Why (and When) to Choose a Fixed Wireless Solution

Fixed Wireless Broadband may be the best choice ...



**When the wireline solution is insufficient to meet your business needs.** If your connectivity needs call for higher upload speeds, then Fixed Wireless may be the most cost-effective solution.



**When you need increased bandwidth on demand.** With fixed wireless, you can increase the amount of bandwidth coming into your business with a single phone call. Often no additional installation is necessary.



### When it will take too long for wireline solution to be installed.

Even when wireline solutions are readily available, it can take weeks to get your connectivity installed. Fixed Wireless solutions often can be put in place on an expedited timetable. For example, Aristotle normally installs business circuits within 48 hours of signing a contract but can install a business circuit on the same day in an emergency need situation.



**When you need to insure you are always online.** Redundancy is the catchword of the day and is the best way to ensure that your business continuity needs are met. Even during a national disaster, Fixed Wireless networks are often the first to come back online. Fixed Wireless Broadband is a perfect back-up solution when you need to ensure that your Internet connection is always available even if your primary connection is not.



**When you need to connect remote buildings.** Fixed Wireless is more cost-effective when creating a campus-wide LAN than connecting remote businesses with wires, especially when you consider that the cost of a single T-1 is between \$300–\$500 or more per month.



**When your business is in an underserved area.** Fixed Wireless Broadband is both cheaper and faster to deploy than fiber.

Fixed Wireless connectivity is a perfect third-pipe solution.

To learn more about Aristotle's Fixed Wireless Broadband solutions visit :

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



## Who Is Aristotle?

Aristotle is a Little Rock-based Wireless Internet Service Provider (WISP) and Email Service Provider (ESP). Aristotle's networks enable local businesses to connect, provide a mechanism for cellular data offloading, and offer back-up connectivity solutions for businesses that must remain online regardless of any eventuality.



**L. Elizabeth Bowles** is the President & Chairman of the Board of Aristotle Inc. as well as the immediate past President of the Wireless Internet Service Providers Association, a trade association that serves the fixed wireless industry. In addition, Elizabeth serves on the Board of Directors of Connect Arkansas, the Quality Digital Learning Study task force, and the FASTER Committee. She is also the current Chair of the Arkansas Broadband Council.