

Faster broadband, faster sales

- Challenge: Finding new blocks of customers in an increasingly saturated market
- Solution: Provide a faster broadband experience to existing ADSL subscribers
- Benefits: Increased ARPU, even from current customers
- Hardware: NetComm 3G21Wn

In a saturated telecommunications market new blocks of customers are obviously hard to find. But aside from waiting for the “next big thing”, increased sales can be obtained simply by offering some people the chance to access what they’ve never had before: faster broadband.

Increasing the penetration of your services can be achieved by providing an improved broadband experience to customers outside the optimum footprint of your fixed line network. For those customers in rural areas or in regions with less developed cabling infrastructure, receiving data speeds potentially equivalent to an ADSL connection is something that has to date been unfeasible.

Now it is entirely possible.

The NetComm 3G21Wn is the first embedded router of its kind to operate at 21Mbps using the HSPA+ standard, as well as being a fully-functioning 11n wireless router with four Ethernet ports. With this capability, the 3G21Wn will finally enable the true potential of this new mobile network standard, offering possible data speeds equivalent to those of conventional ADSL2+ connections as well as the capability of sharing this connection across multiple devices.

Business and residential customers currently unable to access high speed broadband for a variety of reasons can now do so. Not only will they have a data connection offering rates comparable to (or potentially better than) local broadband, they will gain the incalculable advantage in terms of mobility. Aside from customers outside the ADSL footprint, some groups likely to be users of the 3G21Wn include:

- Those needing an immediate connection rather than waiting for a wire-line provisioned service.
- Corporate branch offices and retail outlets not wanting to pay high line rents to building owners.
- Students living in shared premises.
- Families who want a local network solution to take with them on holiday to connect gaming consoles, PC’s, etc..
- Teams of consultants, accountants etc. working from clients’ premises but still requiring access their own networks.
- Short-term tenants wanting a service they can easily take with them.

- Tradeshow exhibitors needing a shared connection without the extreme cost charged by the event hosts.
- Businesses wanting a failover option for critical data if their ADSL connection is lost.

A highly possible outcome of any of these scenarios is that once customers experience the speed and convenience offered by devices like the 3G21Wn, they will come to see 3G as a more attractive option, regardless of their current attachment to ADSL.

As more and more networks around the world become 21Mbps capable, increased sales of 3G services will form the key to driving revenue. But in order to maximise that customer experience and demonstrate the true potential of these faster networks, the NetComm 3G21Wn is the gateway you need.