New Connectivity Options: a technology seminar

Thank you for joining us in Shannon for "New Connectivity Options," the AirSpeed Telecom seminar designed to explain the telecommunications option you may not have considered before: licensed microwave radio. It's the choice of RTE, mobile operators and dozens more enterprises who demand the highest levels of security, resilience and bandwidth from their WANs. To see how an AirSpeed Telecom network could benefit you, look over the key points from the seminar below, or contact me at 1890 799 899, bmartin@airspeed.ie

What is licensed microwave radio?

Licensed microwave radio is the telecommunications technology that uses licensed spectrum from ComReg in the 6GHz to 60GHz range for the secure transmission of enterprise data, voice and video. Unlike unlicensed spectrum, where there is a strong possibility that other parties can interfere with the link, licensed microwave radio offers both a guarantee of no interference and extremely high bandwidth, up to 800 Mbps. And, because of its 99.995% availability – that's just 6 to 8 minutes a year of downtime on average – and its rapid delivery times, licensed microwave radio is becoming an increasing favourite of Irish enterprises seeking a more flexible, higher-bandwidth alternative to technologies like fibre or copper leased lines.

Look who's using Airspeed

EMC
Reox Holdings/Dairygold
National Cancer Screening Service/Breastcheck
Aughinish Alumina

How does AirSpeed deliver its networks?

We've located our transmission equipment on high sites and masts throughout Ireland and this lets us offer line-of-sight connectivity to most venues nationwide. We terminate on the ESB network, which is carried over the nation's power lines. That means that when you're an AirSpeed customer, there's no digging needed to set up your network – and other people's digging, such as roadworks, can't interfere with your network, either. Our in-house Juniper-certified personnel verify line of sight and use our own link design tools to model your network in software before deployment, helping ensure the performance of your link. Our network management systems give our experts constant visibility of the network and fade margins (see below), and our proactive management of customer links

ensures that we spot and address most network issues before they can impact on our customers.

What's a fade margin?

Microwave radio networks are built using a series of signal transmitters and signal receivers. If the signal strength falls below a certain threshold, it can't be detected by the receiver and the network becomes unavailable. The fade margin is a measurement of the total usable signal intensity, from the minimum detectable signal to the strongest possible signal. Rain and snowfall typically depress signal strength into the intermediate level of the fade margin; this is normal and it doesn't affect network performance. The skill of AirSpeed engineers is vital in measuring and managing fade margins, from our initial planning work through to our proactive network management when your network goes live.

Superior bandwidth with minimal latency

The vastly superior bandwidth of AirSpeed networks is one reason more enterprises are choosing us for their WANs. With capacity up to STM-1 and above, AirSpeed can quickly deliver 155Mbps links where companies are currently getting by on just 10Mbps. This huge increase in bandwidth paves the way for more ambitious plans in your business: like more application centralisation, and real-time offsite backup for better business continuity. The extremely low latency of AirSpeed networks makes us the natural choice to help deliver on your plans for VOIP or streaming video. Plus, with value comparable to your current network and best-in-class security, there's no reason not to consider licensed microwave radio from AirSpeed as your next connectivity option.

What our customers say

"We decided that AirSpeed would become our primary WAN circuit to our sites. The wired network will become our backup."
- *Michael Costello, Group IT Service Delivery Manager, Reox Holdings*

"AirSpeed provides a flexible, high end solution which meets our customers' requirements from both a performance and support perspective. I would always recommend working with AirSpeed and have many ongoing projects in the pipeline."
- *Alan Drakeford, Bootstrap systems integrators*

"AirSpeed is providing full-duplex internet access links to our customers – there's no contention. With other service providers, customers could find they are contending with 24 or even 48 other companies for bandwidth."
- *Robin Benn, Business Development Manager, Bootstrap*

Do you have questions about what AirSpeed could do for you? Contact Sales Manager Brendan Martin at 1890 799 899, bmartin@airspeed.ie