



SME Wireless Access

with RADWIN's WinLink™ 1000

Application Note

The Small/Medium Enterprise: Smaller in Size, Large on Demands

Today's SMEs might be relatively small in size, but the communications services they demand are no less diversified than those of larger corporations. From basic telephony to high-speed Internet and enhanced VPN services, SMEs are demanding low-cost/high-performance access solutions. But that doesn't mean that their link into the global communications backbone is necessarily guaranteed. Quite to the contrary, SMEs represent one of the most underserved market sectors on the communications landscape.

Service providers and SMEs should ideally be on the same page. Business customers demand quality voice and data services that are competitively priced. Service providers – whether they are established telecoms or competitive ISPS – are always looking to expand their reach into up-and-coming access markets. The primary challenge common to both established and Greenfield operators is how to serve their underserved last mile commercial customers with cost-appealing efficiency and high performance.

WinLink™ 1000: Paving the Airwaves for Performance

RADWIN's WinLink™ 1000 rises to the challenge on both counts. The point-to-point broadband wireless system offers service providers the first truly compelling license-exempt solution for addressing SME connectivity challenges in the last-mile both in terms of price and performance.

A long-range and all-weather wireless system, WinLink™ 1000 performs flawlessly at a fraction of the cost of other available alternatives. It extends network reach and matches the demands of new and existing customers for high quality broadband access services. Moreover, the fact that the system comprises both Ethernet and TDM technologies, means that service providers can offer SME customers a highly flexible package from voice only, to data only, to bundled services.

