Providing Reliable Wireless Connectivity in Russia

Enforta takes advantage of Ubiquiti™ airControl® for rapid deployment.

Enforta uses the programmability of the airOS® SDK to integrate Ubiquiti products into Enforta's network monitoring system.

Enforta depends on the durability of Ubiquiti devices to endure harsh weather conditions in locations such as Siberia.

Enforta is the largest alternative network operator in Russia, one of the few operators focused on providing wireless solutions to the enterprise segment. Two-thirds of the largest 200 companies in Russia use Enforta in some capacity. Enforta's service footprint includes 50,000 enterprise subscriber sites in over 200 cities with an aggregate population exceeding 70 million people. Customers vary from those located in densely populated, urban markets, to those in lightly populated markets, such as regional capitals and cities outside of major metropolitan areas.

Russia is a vast country covering nine time zones. Such large geographic distances can make communication challenging. Multiple communication solutions come into play, and one standout solution is wireless connectivity.

> *"In an emerging economy, you need products that are cost-efficient, easy to install, and reliable. Ubiquiti really performs for Enforta."*
>
> *Lee Sparkman, CEO and Co-Founder*

KEY PRODUCT REQUIREMENTS

In 2010, Enforta developed three key requirements for wireless products. The first was price point. Products must be cost-efficient so Enforta can keep its pricing competitive with wireline operators and cost-effectively expand into lightly populated areas.

The second requirement was reliability. For Enforta's enterprise customers, 24/7 Internet service is critical to their revenue stream. A cut fiber line may take several days to repair, whereas a wireless connection has minimal hardware to maintain.

The third was ease of deployment. Quick installation allows Enforta's technicians to rapidly provide customers with Internet service and move on to the next installation. The end results are satisfied customers and rapid growth of Enforta's customer base.

Enforta technician installs Ubiquiti product

UBIQUITI
N E T W O R K S

ENFORTA'S COVERAGE IN RUSSIA

X5 Retail Group N.V., Russia's largest grocery and clothing retailer

Ministry of Education students using distance learning

PILOT PROGRAMS

Enforta conducted pilot programs of Ubiquiti products in metropolitan, rural, and industrial areas. Initial programs concluded with success, and the final one promises to deliver similarly positive results. As one example of their durability, Ubiquiti products worked well for two years in challenging weather conditions, with temperature dips as low as -47° C.

SERVICES AND PRODUCT USAGE

Enforta delivers a variety of services, including VPN (Virtual Private Network), security (such as video surveillance), PoS (Point of Sale), advertising, telematics, telephony, and Internet access.

Enforta uses the following Ubiquiti products in its current network:

- 4300+ NanoBridge® devices
- 2000+ NanoStation® devices
- 260+ Rocket™ radios paired with Sector Antennas
- 100+ airCam™ security cameras for video surveillance of small businesses

Tatneft, Russia's sixth largest oil company

PROJECT HIGHLIGHT: DISTANCE LEARNING FOR DISABLED CHILDREN

Enforta is proud of its ongoing work for the Ministry of Education. Enforta has deployed Ubiquiti products to over 700 sites, such as schools and homes, so disabled children can continue their education online over reliable, high-speed connections. For example, in a typical installation, Enforta installs a Ubiquiti airMAX® product at a school designated for disabled children, so teachers can remotely deliver lessons to the students. Future plans include expansion to thousands of new sites.

NEW MARKETS, NEW PRODUCTS

Currently, Enforta averages 1500 new installations a month, with 20% year-over-year growth. The next phase includes expansion to another 150 cities, which will exclusively use Ubiquiti airMAX Titanium Rockets. Enforta is testing the Titanium Rockets for deployment in 2013 and is researching airFiber® for backhaul use between Titanium Rockets. Future product evaluations will include the EdgeRouter™ and TOUGHSwitch™.

"Ubiquiti equipment helps us to expand our customer base."

Oleg Taynov, Chief Commercial Officer

Visit Enforta at www.enforta.com

For more deployment case studies, visit: www.ubnt.com/customers