



CASE STUDY: SLING BROADBAND

Honing a Competitive Edge in a Demanding Wireless Market

Sling Broadband's 99.999% uptime guarantee depends on the reliability and performance of Ubiquiti™ airMAX® radios.

Quick and easy installation takes advantage of the Ubiquiti airOS® interface for configuration, airView® for alignment, and TOUGH Cable™ for ESD protection.

Sling Broadband integrates its proprietary enhancements into the Ubiquiti airOS SDK to optimize custom functionality.

One of the largest wireless Internet service providers in North America, Sling Broadband provides service to over 9,000 customers in over 30 regional markets, covering over 5,000 square miles of wireless metropolitan coverage. Its long-haul network uses more than 6,100 miles of fiber connecting all major metropolitan areas in Florida, Arkansas, Louisiana, Oklahoma, and Georgia. Sling Broadband also conducts private peering sessions with companies such as Yahoo, Facebook, and Google, to ensure lower latency and limit network utilization to the open Internet.

Sling Broadband's wireless network operates in the Miami metropolitan area, one of the most unforgiving climates in North America, with an average rainfall of 66 inches per year, high levels of humidity and salinity, and a propensity for lightning strikes... so Sling Broadband added a second key requirement: products with a robust architecture that could withstand such harsh conditions.

EXTENSIVE PRODUCT TRIALS

Sling Broadband conducted trials with multiple manufacturers and chose Ubiquiti Networks for the best combination of disruptive pricing, durability, performance, reliability, and platform flexibility.

"Ubiquiti's airMAX performance has empowered our sales team to reach more customers than ever before."

Addiel Lopez, CEO and Co-Founder

KEY PRODUCT REQUIREMENTS

In late 2009, Sling Broadband sought out a carrier-grade equipment manufacturer with products that would out-perform its legacy wireless infrastructure. There were two key requirements. The first was price point, as Sling Broadband's strategy uses disruptive market pricing as a competitive advantage over entrenched operators – a strategy that Ubiquiti Networks also uses.



Sling Broadband technician configures Ubiquiti products



EVENT COVERAGE IN FLORIDA



NFL Super Bowl XLIV, Sun Life Stadium, Miami Gardens



Volvo Ocean Race, Miami

PRODUCT IMPLEMENTATION

Sling Broadband uses Ubiquiti airMAX products in its network:

- 5000+ NanoStation® devices
- 500+ NanoBridge® devices
- 3000+ Rocket™ radios paired with RocketDish™ or Sector Antennas

INNOVATION HIGHLIGHTS

For special events, Sling Broadband has faced initial challenges and experienced ultimate success with Ubiquiti products:

- NFL Super Bowl XLIV, Sun Life Stadium, Miami Gardens – Deployed dedicated circuits for the stadium, halftime, Pepsi Fan Jam, and NFL Players Association. Maintained simultaneous service connections to multiple locations throughout the metropolitan area.
- Volvo Ocean Race, Miami – Delivered reliable voice and data to the entire sailing port, two offsite locations in downtown Miami, and an offshore MPLS service, which transmitted race telemetry and rich media content worldwide.
- Ford 400, Homestead-Miami Speedway – Delivered mission-critical communications to local police and fire departments and emergency medical services at the speedway. Streamed live, closed circuit video to mobile commands at police and fire headquarters.
- Audi Centennial Celebration, Art Basel Miami – Mitigated line-of-sight obstructions with a creative solution: relayed wireless data off of a local hotel to deliver Internet service on Miami Beach.

“Ubiquiti has provided us with the necessary competitive edge to become one of the major top 3 broadband providers in Florida.”

Gadi Hus, CTO and Co-Founder

EYE ON FUTURE GROWTH

With an almost 99% retention rate of customers, Sling Broadband delivers sophisticated service solutions over a high-capacity, robust network. Plans include expansion to New York City, Los Angeles, Chicago, and Dallas.

Visit Sling Broadband at www.slingbroadband.com

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



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