

Ponto Telecom Brings Public Wi-Fi to Brazil's Jockey Plaza Shopping Center



“The benefit-cost ratio, delivery time and pre- and post-sale support were fundamental in choosing Cambium Networks for this project.”

NAHUN MUSSE,
TELECOMMUNICATIONS MANAGER,
PONTO TELECOM



Overview

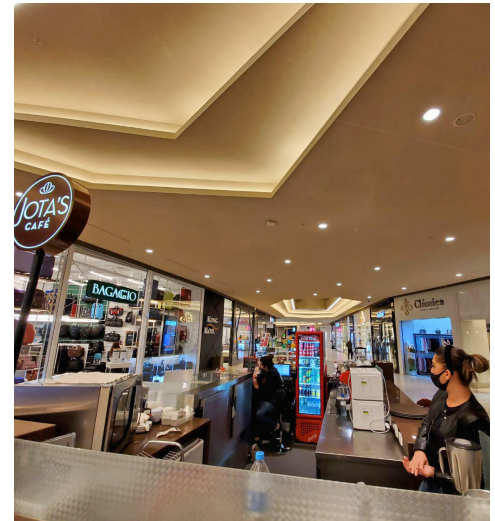
JOCKEY PLAZA SHOPPING CENTER is a mall based in Curitiba, Brazil, that has been open since June 2019. With more than 400 stores and 28 restaurants attracting guests, the mall needed a public Wi-Fi network that would support a high number of users' mobile devices. However, with that many connections, heavy interference was a real possibility. Ponto Telecom, an internet service provider (ISP) and system integrator (SI), knew they needed a reliable solution that would work with minimal intervention from their support team.

The Challenge

PONTO TELECOM HAD SOME REQUIREMENTS

for building a quality network: a great benefit-cost ratio, cloud-based controller, interference management system, network security, 802.11ac Wave 2 and MU-MIMO capabilities. On the user side, guests needed to connect mobile devices to Wi-Fi for applications such as email and social media.

Ponto Telecom had two main challenges when approaching this project: covering all 200,000 square meters of the mall and noise pollution in the 2.4 GHz and 5 GHz frequency ranges. The ISP/SI decided to search for a new solution that would meet their project's requirements.



The Solution

PONTO TELECOM INSTALLED 27 cnPilot™ e410 Wi-Fi Access Points (AP) and 4 cnPilot e400 Wi-Fi APs. The ISP distributed the 31 indoor Wi-Fi APs on two floors, installing them on the ceiling.

WHY PONTO TELECOM CHOSE CAMBIUM NETWORKS

- Simple installation and maintenance
- Access to pre- and post-sale support
- Excellent benefit-cost ratio

A 12-person team of technicians, installers and engineers deployed the cabling, fiber, Wi-Fi APs and routers for the project. Ponto Telecom collects information on number of users connected, throughput, troubleshooting and templates via cnMaestro. The license-free tool allows the ISP to configure all Wi-Fi APs at once, simplifying the process.

SUCCESS FACTORS

- Cambium Networks' Wi-Fi APs support the segmentation of services in separate VLANs.
- cnMaestro controls the network in interference-heavy environments, enabling maximum automatic radio settings.

The Results

TODAY, 100% OF THE MALL'S public indoor area is covered by Wi-Fi. Shoppers can connect to the internet, access social media applications and automatically connect to other Wi-Fi APs in the mall with transparent roaming.

Ponto Telecom used fewer Cambium Wi-Fi APs compared to competitor Wi-Fi APs to cover the same area. This had a direct impact on reducing the project's costs. Due to the stability of the Wi-Fi APs, the ISP's technical support team spends less time maintaining the solution.

Additionally, with the use of Cambium Networks' end-to-end network management system, cnMaestro™, the ISP has experienced a decrease in support time by using various templates that facilitate technical support. In the future, Ponto Telecom plans to generate revenue by connecting stores to kiosks and merchandising via the public Wi-Fi network.



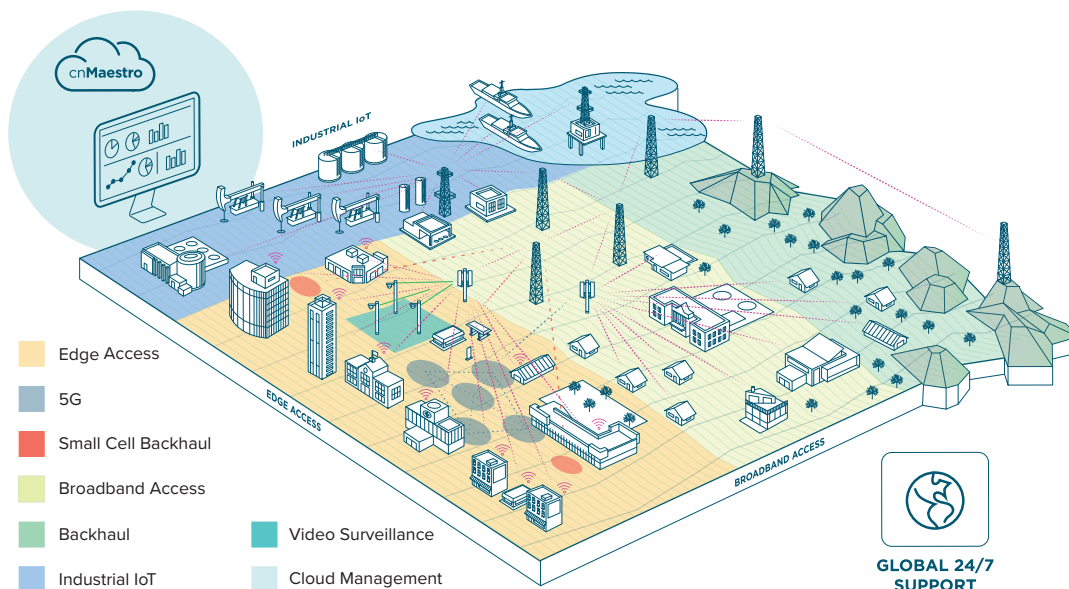
Simple installation and maintenance



Access to pre- and post-sale support



Excellent benefit-cost ratio



Cambium Networks' Gigabit wireless solutions enable municipal, enterprise and service provider operators to tailor connectivity to meet exact requirements and grow as needs evolve.