

BEYOND WIRELESS

Trends Interesting Deployments Business Impact



How Motorola's Canopy™ solution helped a transit authority overcome key communications challenges while providing speed, flexibility, reliability and significant cost savings.

- The Problem:** *The Southeast Regional Transportation Authority (SRTA) in Massachusetts was experiencing communications challenges in terms of speed, reliability and cost.*
- The Solution:** *Motorola's Canopy™ Wireless Broadband system was deployed across two cities for voice, video and data, using Canopy backhuls between cities and Canopy Point-to-Multipoint for individual sites. www.srtabus.com. www.pipelinewireless.us. www.motorola.com/canopy. www.connectwithcanopy.com.*
- The Result:** *SRTA employees in both cities are able to transmit voice, video and data via the Internet while achieving speed, increased bandwidth, flexibility, reliability, and cost savings.*

Background

Pipeline Wireless is a leading provider of broadband-on-demand solutions throughout Massachusetts and Rhode Island. With Motorola Canopy's point-to-multipoint and point-to-point fixed wireless technology, Pipeline Wireless delivers reliable and cost-effective broadband service to businesses and residents. Pipeline Wireless was contracted to provide high speed Internet connectivity to five SRTA facilities in Fall River and New Bedford. Pipeline Wireless installed Motorola Canopy point-to-point backhuls to connect the two cities and point-to-multipoint systems for individual sites. The Canopy solution allows employees in both cities to use Pipeline Wireless' fixed wireless network to transmit voice, video and data via the Internet. Because its network bypasses the local telephone company, Pipeline delivers Internet connectivity within an accelerated deployment timeframe and at less cost. "We are taking an important step to address our key communications challenges in terms of speed, reliability and cost," says SRTA Comptroller, Dave Peixoto. He adds that this solution provides "the flexibility that frame relay connections could not, enabling us to increase our bandwidth five-fold without the added expense." In addition to the increased bandwidth, Pipeline Wireless estimates \$35,000 in cost savings for the SRTA over the next three years. Michael Daly, President and Founder of Pipeline Wireless explains that "companies like the SRTA recognize the advantage that wireless broadband access can provide in enhancing employee productivity while reducing expenses to improve the bottom line."

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Beyond Wireless is a mini case study that is intended to illustrate a unique deployment of Motorola's Canopy wireless broadband technology. Our goal is to highlight applications depicting the evolution of wireless broadband technology that connects people to people and people to devices.



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