

Customer type: Service Provider
Country/Region: Bangladesh
Application: Wireless Internet connectivity



Highlights

The customer

IT Connect Ltd. is an Internet Service Provider (ISP) operating in Bangladesh. The company is currently focused on providing internet connectivity to the metro residential market in Dhaka.

The challenge

Achieving fast penetration by creating a cost effective solution with minimal barrier for low-income areas.

The solution

Wavion's Wi-Fi solution, which combines the powerful WBS-2400 base stations and low cost, self-install CPEs, which are given for free to customers.

The result

A novel business model that allows IT Connect to penetrate the market quickly in low-income areas.

The customer

IT Connect Ltd. is a privately funded Internet Service Provider (ISP) operating in Bangladesh. As developing nation, Bangladesh has an internet penetration level less than 1% of the population. IT connect's goal is to dramatically increase internet penetration by offering connectivity at a minimum investment to the customer. IT Connect Ltd. will be offering their services under the iConnect® trade mark.

For further information visit www.itconnectbd.com.



The challenge

In order to effectively overcome the low fiber footprint and revolutionize the internet connectivity market, IT Connect needed a highly cost effective wireless solution and an innovative business model. The wireless solution was required to provide both extended coverage and deep indoor penetration in order to avoid expensive outdoor CPEs and outdoor installations.



The solution

After evaluating the prevalent solutions currently deployed in Bangladesh, IT Connect chose Wavion Wi-Fi solution including WBS-2400 base stations and high gain Indoor USB CPE.

The WBS-2400 base stations demonstrated superior performance in terms of coverage and indoor penetration. This eliminated the need for outdoor CPEs and reduced the number of deployed base stations in comparison to the competition by a factor of 3.

In order to drive market penetration, the low cost Wavion USB CPE is given to customer free of charge. In combination with embedded Wi-Fi clients on laptops for occasional users, this approach ensures rapid market adoption in low income areas that cannot afford a high entry cost of the service.

Self service is a key aspect of the innovative service model. Users sign up for the service using the online self-service portal. In addition, the indoor CPE is easily self-installed, with no technical help required.

Why Wavion

“We thoroughly evaluated the current solutions deployed in Bangladesh and realized that they are simply too expensive for most of our target market.” Said Waquer Hossain CEO of IT Connect “Wavion presented the ideal solution. Their ability to provide superb coverage with our low cost CPEs enables us to offer our customers a solution that fits our business model of providing our subscribers with internet connectivity with no initial investment. With Wavion we were able to get an incredible combination of great performance at a great price”.

Future Expansion

The pilot deployment of IT Connect Ltd. consists of two different urban environments. One is a high income residential area of 4 square kilometers with low buildings that are less densely built, while the other is an underserved area of 2 sq. kilometers with 5 story buildings and higher, in a very high density urban environment typical of developing nation urban sprawl. The initial deployment is comprised of 60 WBS-2400 base stations mounted on roof-tops.

After completing this pilot, plans are to expand the coverage throughout metropolitan Dhaka. It is projected that 2000 additional base stations will be required in the course of the next 48 months.

