

# Unlocking the Potential of Next-Generation Fixed Wireless Access



By: Rob Lowe  
Account Executive, Tarana

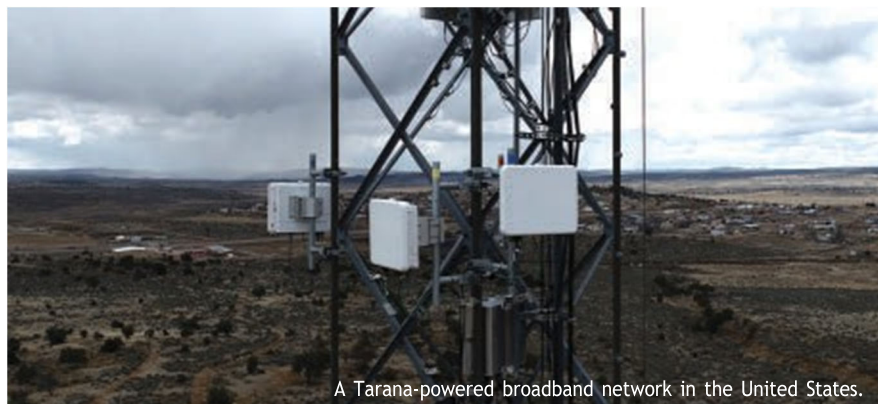


**M**obile revenues remain under pressure from a variety of market factors. Tier-1s are overbuilding, cable operators have mobile virtual network operator (MVNO) offerings, roaming rates are down, and there are fewer government subsidies. Most competitive carriers already recognize this fact and operate a variety of networks — spanning from mobile to DSL (digital subscriber line), to fiber and fixed wireless access (FWA). Increasingly, competitive carriers are choosing to deploy next-generation fixed wireless access (ngFWA) broadband networks.

ngFWA is an entirely new technology built from the ground up to deliver reliable residential broadband — providing affordable, fiber-class service with the deployment ease and scalability of wireless technology. Uniquely, ngFWA overcomes previously insurmountable industry challenges such as radio interference and physical obstructions (like buildings or trees) amid the wireless link. The following use cases are real examples of operators truly unlocking the potential of ngFWA.

## Defend and Grow

Several competitive carriers are deploying ngFWA as part of their BEAD strategy. Fixed wireless that meets the BEAD performance criteria and uses



A Tarana-powered broadband network in the United States.

licensed spectrum is a deployment strategy approved by the NTIA (National Telecommunications and Information Administration), and ngFWA exceeds each of those requirements. With a proactive approach, one operator successfully challenged thousands of broadband serviceable locations (BSLs) in the FCC map.

Another competitive carrier, consisting of an ILEC as well as mobile service, has decided to leverage their mobile network to replace as many copper lines as possible. They deploy next-generation fixed wireless at a fraction of the time and the cost of fiber by using their pre-existing towers and backhaul connections. When a customer requests high-speed internet, this operator can decide the right tool for the job — fiber or ngFWA — without compromising on performance for the end-user.

## Bundling

As the pressures on the mobile aspect of their business build, carriers are staying competitive by adding high-speed internet to their service offering. Bundles increase customer stickiness and CCA members have a built-in advantage to start immediately: numerous prospects in their existing mobile customer bases. ngFWA broadband allows carriers to turn on a new revenue stream without targeting new markets.

## Rip and ... Network Transformation

Several operators are using the Rip and Replace program as a network transformation opportunity. The Federal Communications Commission (FCC) has already approved invoices for swapping Chinese mobile equipment with next-generation fixed wireless, allowing these carriers to use the funding to offer ngFWA-powered internet in previously underserved locations.

In an era where the lines around competitive carrier services continue to blur, there are a variety of ways to unlock the potential of next-generation fixed wireless. Whether upgrading old copper lines to deliver high-speed internet, bundling a new offering with mobile service, or leveraging government funding to transform their network, many operators are already getting started.

Learn more about how ngFWA can help you optimize your broadband network at [www.taranawireless.com](http://www.taranawireless.com). [cca](#)

*Tarana's co-founders set out to rethink fixed wireless access in 2009. Through a decade of R&D and over \$400M of investment, ngFWA has done just that. GI — Tarana's novel ngFWA platform — is now enabling more than 250 service providers in 24 countries to deliver better broadband more efficiently.*