

# Upton Magna, U.K.

## Delivering Broadband to a Business Park in Rural England

Upton Magna



North America



Central America



Latin America



Western Europe



Eastern Europe



Asia Pacific



Northern Africa



Southern Africa



Offshore

Surrounded by rolling countryside and quiet country lanes, Upton Magna Business Park is a haven for those looking to escape the city and for the 14 businesses housed in converted agricultural buildings. It is located six miles west of Shrewsbury in the North of England.

### About Upton Magna

- Upton Magna Business Park is located in a rural area of England where DSL and cable are not available

### The Challenge

- To provide broadband at an affordable price to all businesses in Upton Magna to enable them to compete in their respective markets

### The Solution

- A broadband wireless access network built with BreezeACCESS™ products

### The Result

- A highly reliable network which provides broadband to businesses in the park and is being expanded to cover nearby residential areas
- A proven business model to provide broadband to other rural business parks

Sounds idyllic, but like many rural business parks, Upton Magna is not attractive to the major broadband providers in the UK. As a result, businesses in Upton Magna seemed to be stuck with the typical, unenviable choices of using either dial-up, ISDN, or even relocating the business itself. And with the latter a real possibility for some Upton businesses, the future of Upton Magna seemed gloomy.

With even the smallest businesses needing to be connected to the Internet these days to be efficient and viable, companies located in rural settings rely even more on the Internet and fast communications in order to just survive. Without broadband access, not only was it clear that the existing businesses would likely leave the area, but attracting new businesses to the park would be practically impossible thereby sealing the fate of the park itself as an economic driver of the community overall.

### BWA - The Rural Broadband Savior

Balfours, the real estate agent for Upton Magna, approached Internet Central, one of the first dedicated ISPs in the UK, to find a solution.

The answer was obvious to Internet Central since they already operated a number of highly successful Alvarion BWA networks in order to provide broadband services in non-DSL enabled areas in the UK.

Internet Central knew from experience that BWA would be the fastest, least expensive and most flexible way to provide broadband services to Upton Magna. BWA networks do not rely on the copper infrastructure of the incumbent operator, nor do they require fiber to be laid or the use of expensive satellites. Moreover, the capital required to build the network is quite low and the network operating costs are proportional to the size of the customer base and associated capacity needs.

**Customer type:** ISP, Business Park

**Country / Region:** U.K. / Western Europe

**Solution:** BreezeACCESS™ II, BreezeACCESS™ VL

**Application:** Broadband data services for businesses



BWA networks are also easy to grow and even upgrade. Once the wireless network is in place, new customers can be connected in a couple of hours or less and most new features can be added with a simple software download.

## The Upton Magna Network

Having worked successfully with Alvarion in the past, Internet Central's decision to continue using the equipment and expertise of the largest, and most successful, BWA vendor was not a difficult one to make. For this project, Internet Central decided to deploy the network using two product lines from Alvarion in order to achieve maximum flexibility for a minimum of cost.

An Alvarion BreezeACCESS VL base station was erected at Internet Central's office in Stafford. The VL's non-line-of-sight (NLOS) capabilities - resulting from its use of orthogonal frequency division multiplexing (OFDM) technology - in both urban and foliage - dense operating environments enables operators to reach more customers with an overall reduction in installation and maintenance costs. OFDM is the basis of the upcoming WiMAX standard.

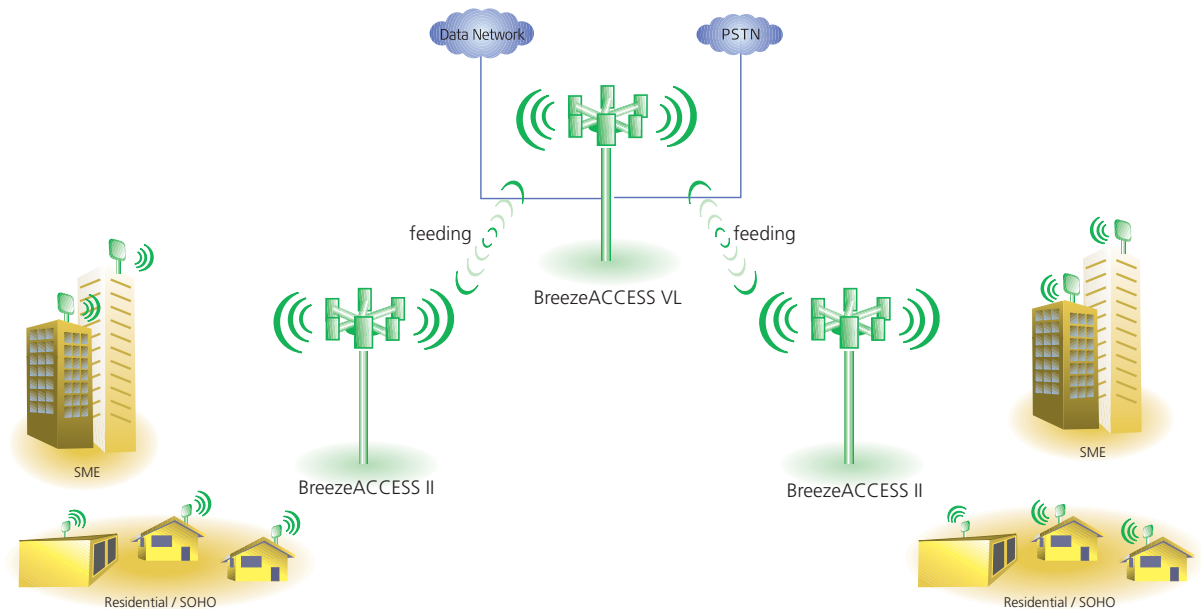
This base station operates in the 5.8GHz band and backhauls a central access point (AP) deployed at the Upton Magna business park to provide the last mile connection. The AP uses the 2.4GHz spectrum to provide broadband to the 14 buildings in the park, all of which use BreezeACCESS II customer premises equipment. Over this network, speeds of up to 1Mbps are available to every business within the park. An amount which is at least 20 times faster than dial-up. Internet Central offers a variety of pricing packages based on the amount of bandwidth provided in order to suit the individual needs of each business at Upton Magna.

## The Future

To date, the network has been a complete success with many satisfied businesses in the park now using broadband services and abandoning any plans to move elsewhere. Now Internet Central plans to expand the network to provide broadband to nearby residential areas. In addition, Internet Central and Balfours are working together to provide broadband to other rural business parks.

“We use fixed wireless as a direct alternative to ADSL. Our customers prefer BWA as it is much faster to install and enables them to choose a pricing package which is based on bandwidth requirements and therefore tailored to their needs.”

Dave Thorpe,  
Operations  
Manager at  
Internet Central



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