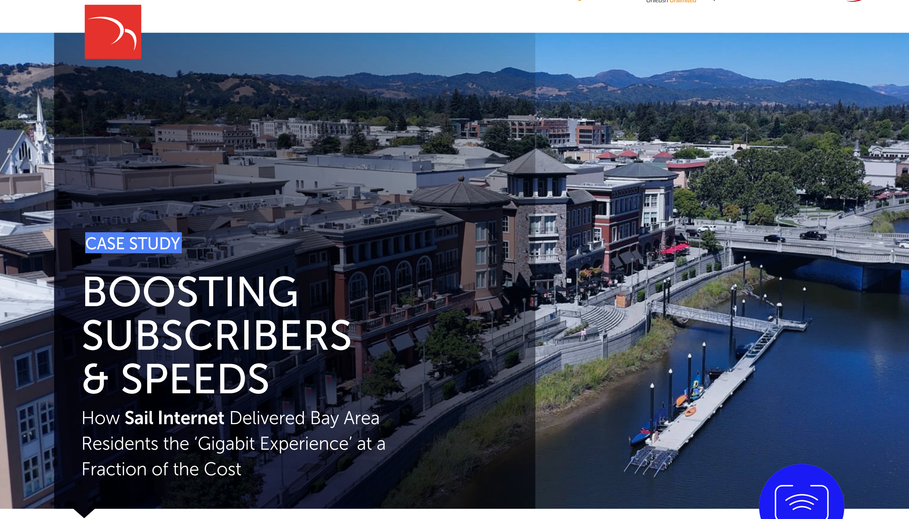

CASE STUDY

BOOSTING SUBSCRIBERS & SPEEDS

How **Sail Internet** Delivered Bay Area Residents the 'Gigabit Experience' at a Fraction of the Cost

ISP

NORTH AMERICA

Sail Internet, a local Bay Area ISP, found a better way to deliver Gigabit broadband to its growing subscriber base using the groundbreaking MultiHaul™ TG mmWave solution—no fiber needed.

California's Bay Area, home to Silicon Valley and global tech giants, is one of the fastest-growing regions in the U.S. and known as a hub of innovation. Yet many businesses and residents are stuck with limited internet service provider options, and speeds sometimes capped at 200–300 Mbps, which fall short of the "gigabit experience" that today's users have come to expect.

Sail Internet, a local internet service provider, has been transforming connectivity in the Bay Area with innovative solutions to businesses, single family homes, and multi-dwelling unit (MDU) properties for over 10 years.

In the Bay Area's MDU market, Sail has delivered on its mission to deliver residents choice, gigabit speeds, and lower costs to thousands of subscribers.

> "Working with Siklu by Ceragon has been a **game-changer** for Sail over the years for business and MDU customers.
>
> Their **cutting-edge technology** has allowed us to alleviate infrastructure barriers and deliver **gigabit speeds** in challenging environments."
>
> *Cardi Prinzi, Sail Internet CEO*

THE CHALLENGES

Limited Consumer Choice | Demand for Higher Speeds | High Costs & Delays Associated with Trenching Fiber and Rewiring Buildings

Sail Internet set out to give the Bay Area's business customers and MDU residents a better internet experience. And they weren't simply filling a coverage gap, they were answering a call from subscribers frustrated with limited options for faster speeds, more reliable service, and fair pricing.

Achieving this vision wasn't straightforward. Like most ISPs, Sail faced infrastructure challenges in some older buildings and MDUs. Traditional residential rollouts of this type rely on fiber or high-speed point-to-point (PtP) wireless to the point of presence (PoP), then use internal building wiring to reach individual residential units. However, outdated wiring in many older buildings would make upgrades costly and time-consuming.

To expand quickly, deliver gigabit speeds, and bring costs down for their subscribers, Sail needed a smarter solution that could:

- Serve diverse property types with varying infrastructure.
- Deliver high-capacity service to buildings, without relying on fiber.
- In some cases, bypass the need for internal building rewiring.
- Minimize CAPEX and OPEX while delivering higher network performance.

THE SOLUTION

mmWave FWA to MDUs | Quick, Plug-and-Play Installation | Scalable Network Infrastructure | Excellent Reliability

Sail was already using Siklu's EH-8010FX PtP radios in a traditional model to deliver high capacity to business buildings and MDUs. But when internal wiring infrastructure was outdated or unusable, they needed an alternative.

That's when Sail began deploying Siklu by Ceragon's MultiHaul™ TG mmWave solution—a 60 GHz PtMP FWA platform that delivers gigabit broadband wirelessly from the rooftop distribution node directly to each unit.

Key features of the MultiHaul™ TG mmWave solution

- 360-degree coverage (most competitors only offering 90-degrees)
- Higher subscriber density per PoP
- Plug-and-play mesh installation
- Minimal equipment footprint

Best of all, the entire rollout followed a modular, pay-as-you-grow model. This gave Sail full control to scale on their terms, adding capacity when and where it was needed, without heavy upfront investment or operational delays.

THE RESULT

Sail Internet is now delivering up to 1 Gbps internet speeds to buildings with Siklu by Ceragon's mmWave FWA solution, allowing it to transform the online experience for hundreds of users. Sail is now able to bring next-generation broadband to the people who need it—quickly, affordably, and without compromise.

+ Key Outcomes

- Delivered gigabit internet at lower end-user costs
- Avoided costly fiber trenching and internal rewiring in older MDUs
- Reduced CAPEX/OPEX and lower power consumption
- Enabled streamlined deployments with minimal disruption to buildings or residents
- Boosted subscriber retention with better performance and reliability
- Built scalable model ready for future expansion