CASE STUDY

THERE'S A NEW MNO IN THE NEIGHBORHOOD

This Innovative Mobile Network Operator is ready to disrupt the market with the fastest, most advanced network in the Western hemisphere

SERVICES PROVIDERS

NORTH AMERICA

Being the new Mobile Network Operator (MNO) on the block comes with its own unique set of challenges and opportunities. For starters, the logistics needed to build a mobile network from nothing requires daunting levels of experience and expertise, especially if you plan on avoiding the pitfalls of those that came before, while simultaneously besting your most entrenched competitors.

That said, if you can identify the right opportunities and partner with the right vendors, you are ideally positioned to learn from what your competitors have done right, and more importantly, what you can do better.

THE CHALLENGES

New Entrant to Existing Market | No Existing Network Infrastructure | Multigigabit Point-to-Point Open Transport Required

Breaking into a mobile market currently occupied by well-established service providers was a challenge this network operator was happy to embrace. The new, cloud-native MNO was fueled by a clear vision to create an agile, innovation-driven communication experience that would deliver effortless connectivity for all its would-be customers. The company launched its next-gen wireless network in 2023 with plans to expand into additional markets throughout 2024 and beyond.

Building a network from nothing meant that the Mobile Network Operator had no existing fiber optic assets in the local market. The network operator needed a reliable, low latency, multigigabit point-to-point MW/mmWave solution to transport their new 5G OPEN Radio Access Network (RAN) traffic.

The fledgling Mobile Network Operator then set to work to identify the ideal wireless connectivity partner. This vendor would need to be capable of delivering the innovative hardware, software, and professional service solutions required to realize the MNO's vision for the fastest, most advanced network in the Western Hemisphere.

The Ceragon team put together a compelling in-person presentation that addressed the Mobile Network Operators' need for a 100% OPEN and disaggregated next-gen network. It was vital to the customer's launch plans that the new network be capable of providing advanced switching and routing solutions that would enable fast, friction-free innovation, reduced costs, and increased flexibility.

THE SOLUTION

A Suite of Professional End-to-End Services | IP-50 Family of 5G-Ready Products | Comprehensive Transport and Routing Design and Deployment

If you want to build a winning solution, it's always wise to start with a solid strategy. Ceragon brought their decades of experience delivering innovative wireless transport to the table and paired that with a serving of their end-to-end professional services and 5G-ready network elements. Ceragon's IP-50FX delivered the Disaggregated Open Routing (DOR) the mobile network operator was looking for, while providing future-friendly flexibility with the award-winning OcNOS operating system and Layer 1 Link Bonding.

The IP-50C multicore microwave radio offered up incredibly wide channel capabilities, while the IP-50E millimeter wave radio delivered impressive capacity, a total of 14 Gbps when the IP-50E and IP-50C are combined in a multiband configuration.

Building a successful modern network solution takes far more than simply delivering and deploying network hardware elements. That's where Ceragon Professional Services came into play. The Ceragon team was intricately involved from the earliest stages of IP network design all the way through to integration, commissioning, program management, and training. Ceragon's innovative technology allowed the MNO to create a high-capacity low-latency network that required fewer radios resulting in a lower Total Cost of Ownership (TCO). Ceragon's hands-on service approach helped expedite the planning and deployment phases for a faster Time to Revenue (TTR).