

# 7 Questions about cnPilot™ Cloud Managed Wi-Fi

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Cambium Networks cnPilot™ portfolio of products provides advanced management capabilities, high capacity, and fast installation – affordably. Mike Fox, Senior Director of Enterprise Business, taps into his 26 years experience with network infrastructure to offer unique insight into cnPilot’s secure, scalable, cloud-managed solutions for home, small business, and both indoor and outdoor enterprise applications.

## **What is cnPilot and how does it fit within the Cambium Networks portfolio?**

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cnPilot is a full suite of indoor and outdoor 802.11ac Wave 2 access points. We can connect anything from 2 meters to 245 kilometers through our cnPilot Wi-Fi product line and point to point, point to multi-point, and licensed microwave solutions. It is a true end-to-end wireless solution. Almost any wireless vendor can be considered a competitor, but when it comes specifically to the Wi-Fi product line, our value proposition far outweighs any marginal performance advantage our competitors might claim. Our calculations, considering that we don’t charge licensing or software maintenance fees, indicate dramatically lower total cost of ownership. We are very well-positioned not only in the world of Wi-Fi, but also wireless in totality – bringing together a really broad and robust portfolio of Wi-Fi and fixed wireless broadband solutions.

## **What makes cnPilot unique?**

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Customers increasingly understand that they can use fixed wireless broadband solutions instead of running fiber, which can be very cost-prohibitive and may not be available for various circumstances. cnPilot is a Wi-Fi solution supported by Cambium Networks fixed wireless broadband solutions. No other competitor does both of these things at the level of integration we do, which is what makes us unique.

## **Who are the key customers for indoor and outdoor Wi-Fi and what are their needs?**

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Key customers to address would include important vertical markets such as education, hospitality, oil and gas, and various industrial applications. For each of these markets, we excel at identifying their unique sets of problems and overcoming them. For instance, the education market has a variety of critical needs such as security, asset tracking, student tracking, and network availability to support educational programs. Another notable example would be the hospitality market. Their guests require robust Wi-Fi for streaming audio and video, and the ability to roam from a guestroom to commons to conference areas. Wi-Fi is expected to be ubiquitous, available, and secure – those needs are relevant to almost any vertical market.

## How can a customer monitor their Wi-Fi?

Our end-to-end Cloud-based or on-premises network management platform, cnMaestro™, manages not only a Wi-Fi environment, but also a fixed wireless broadband environment. None of our competitors have that, because they don't have the fixed wireless broadband products at all. That is important because more and more people are looking to bring service to buildings via fixed wireless broadband solutions, and then deliver seamless Wi-Fi inside. cnMaestro also provides statistical end user data on the entire network – nobody else does that.

## How do customers measure success?

There's some variety depending on the vertical market, but it basically comes down to customer satisfaction. For example, if a hotel guest is able to stream entertainment, use email, and so forth without issue, then that is a measure of success. In the hospitality space, that's easily quantifiable. Trip Advisor and other travel ratings websites post Wi-Fi ratings and these hotel and resort owners want to see those top marks. It comes down to robustness of available Wi-Fi – and using cnMaestro, anyone can proactively monitor their system 24/7 to ensure guest satisfaction.

### Cambium Economic Advantage for Hospitality and MDU

Cambium Pricing		Comparable APs from other manufacturers	
Wall Plate AP: e430W	\$295	HW Price	\$400 - \$700
3 Year AP license	\$0	3 Year AP Licenses	\$100 - \$300
Free Cloud/On-premise Mgmt.:	\$0	Management License:	\$50 - \$150
Free SW Maintenance:	\$0	SW Maintenance:	\$30 - \$100
<b>TOTAL PER AP:</b>	<b>\$295</b>	<b>TOTAL:</b>	<b>\$500 - \$1000</b>

### UP TO 70% SAVINGS VERSUS OTHER ENTERPRISE WI-FI VENDORS

## What costs should customers plan for when deploying Wi-Fi?

Customers should first consider deployment costs for Wi-Fi, then factor in maintenance and management of that system. For cnPilot deployment, assuming that the wireless broadband infrastructure is in place, we can deploy the access points. The APs all automatically identify each other, and the network can be up and running with minimum configuration, saving man hours and lowering total deployment time. Utilizing the cnMaestro platform deployment, operators can manage and monitor that environment 24/7. With cnPilot, you buy the access point. With our competitors, you buy the access point plus licensing, software maintenance, management platform, and the controller – exponentially more expensive and complicated. The money saved when investing in a Cambium Networks Wi-Fi solution allows customers to address other parts of their infrastructure that might exhibit weaknesses. That is a tremendous advantage given that the technology we provide is industry-leading based on years of research and development.



## What feedback is the partner community giving cnPilot?

Recently we have completed two very successful deployments. Our partners found the value proposition exceptional because they did not need to deal with licensing or software maintenance. The Senior Sales Engineer of GX2 Technology Vijay Patil, described his experience for me:

Our biggest deployment of cnPilot hardware is a (hospitality) site in Florida with a combination of indoor e410 and outdoor e500 Wi-Fi access points (as well as ePMP PtMP hardware). Customers could not be happier! Guest complaints on the Wi-Fi have been virtually non-existent. Support calls have been very light, with problems only occurring on guest end-user devices. Overall the system is rock solid. The price point on the hardware, along with the lack of any licensing fees, was very appealing to them. It was one of the major reasons we won the contract with them. The deployment process on this project went so smoothly. The hardest part was working with construction crews since the site was being remodeled due to Hurricane Irma! Once the APs were installed, pushing configurations and firmware updates was seamless using the cnMaestro management platform. Cambium support was extremely helpful with assisting us on fine tuning everything. Since then, the network has been humming along nicely, and the customer is very happy!

This sets us apart, because every one of our competitors requires both of those things – licensing and maintenance fees. With cnPilot, you get the access point, management platform, controller – everything is included. Our competitors can't match that; it's unique to cnPilot and Cambium Networks, securing our advantage.