



Empowering **YOU** To Connect Communities

**RADWIN**

## Pay For Quality.

Sometimes time and reputation are worth more than money!

Some hard lessons have been learnt by wireless ISP, PRIN ICT, including the cost of losing customers through intermittent connections and unstable service on one of their base stations.

PRIN ICT was enjoying rapid growth and deploying large wireless networking, in partnership with MiRO, simultaneously earning a good reputation as a service provider. Then they started to lose clients, which led them to investigate their losses and triangulate where the issue was coming from.

Armand Erasmus, PRIN ICT's managing director explains: "The major downfall of internet service providers is definitely intermittent connections. This is hugely frustrating to clients and very damaging to your reputation. Stability and actual throughput is king. Clients get together and passionately discuss home Wi-Fi like it is a rugby game. Whether it is good or bad, they will let their friends and family know and that is the key difference between referrals, retentions, and lost clients. Your client-base in your sales team and if you do a good enough job you will never have to sell anything, your clients will do it for you. The reverse holds true as well."

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Erasmus says when they began losing customers and their operational expenses was through the roof with all the maintenance and site visits, PRIN ICT presented their case to MiRO as the experts in wireless networking, seeking their advice on how to solve the issue of stability and capacity. MiRO introduced them to RADWIN, the market leaders in delivering high-performing broadband wireless access.

PRIN ICT purchased a RADWIN JET Air, installed it onto the tower they were losing customers on and went back to their subscribers and made them a deal they could not refuse. These clients gave them another chance and they have not looked back since. With the RADWIN JETs they have eliminated the need for additional spectrum and have almost entirely eradicated interference thanks to RADWIN's world-renowned bi-directional beamforming technology.





PRIN ICT did not start with RADWIN because they believed that if they saved on their initial capital investment, inevitably once the customers started to roll-in, they would make more margin. What transpired was the lesson learnt that if you do not pay for quality it will cost you in the long run. “The adage that you live and learn rings so true in this instance. I just want new WISPs to learn from our mistakes so that they don’t make their own because it is not just money you lose, it is time and sometimes time is worth more than money.” Erasmus elaborated.

Through deploying RADWIN, PRIN ICT achieved revenue growth and cost savings on spectrum. They were able to reduce operational costs such as truck-rolls for CPE management and deployment and because they had chosen wireless broadband; the company was not losing any money as a result of cable theft.

“Due to the increase in capacity that we were able to offer customers, we started to offer triple-play services with guaranteed SLAs to businesses which really set us off on our current trajectory and has made us a noticeable player in the market,” continues Erasmus.

After PRIN ICT reduced their latency and increased their actual throughput, they started to gain subscribers again. There was no time to breathe a sigh of relief because they had so many customers asking them for more services, like VoIP, and these paying customers started to increase their spend with PRIN ICT. “We noticed that if a home user was extremely satisfied with their connection, they wanted to duplicate that experience at work. So apart from gaining new home customers, the B2B model hit like a hurricane and before we knew it, we were focusing majority of our efforts and energy on reaching all of these new opportunities.”



According to Erasmus, MiRO has been an integral part of the company’s success. PRIN ICT and MiRO have been partners since 2015 and both have enjoyed a fruitful relationship that has evolved beyond simply supplying cables and switches. Erasmus commented, “A partnership is a two-way relationship. It takes two to tango and MiRO is a fantastic dancing partner! Apart from the high-level, pre-sales planning enjoyed at the preliminary stage, the support once we were attempting to deploy was extremely beneficial and helped us get over our first few challenges which were the direct result of limited exposure to RADWIN’s OS.”

After realising that PRIN ICT could not just ‘wing it’ because they lacked the knowledge, MiRO enabled them to get fully certified as RADWIN engineers and installers, making them self-sufficient. “I just wish we had started with RADWIN,” says Erasmus. “Had we done so, I believe we would not have landed up playing catch-up, trying to recover customers that we had worked so hard and paid so dearly to connect. We could have focused on building our business instead, connecting new customers.”

Erasmus says that reading about RADWIN success stories the company seemed too good to be true. However, in his experience RADWIN does what it says it can do and that expectations are met and often exceeded.

[Read more about PRIN ICT](#)



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