Cisco Rural Broadband

Bring Secure High-Speed Internet Access to Rural Communities Cost-Effectively and Ahead of the Competition

In many countries, rural communities are the sleeping giants of the national economy. Often, villages are virtually deserted during the working day as the population migrates to the cities to work. By making the full productive power of the Internet available, Cisco Rural Broadband can enable teleworkers to work from home or encourage businesses to locate premises within the community, no matter how remote. This generates an immediate lift in local economic activity, stimulating the growth of the community as a whole to the benefit, not only of the local people but also, ultimately, of the national economy. This wireless-for-the-last-mile solution is an opportunity for mobile operators to add new services and revenue with a fast return on investment. And, it provides a future gateway for 3G services that will give IP-addressable devices access to data, voice, and video.
Everyone Benefits

Teleworkers with broadband connections can work from home to avoid long commutes and congested roadways. For businesses, rural broadband provides new options in choosing locations in outlying communities. The availability of news, information, and other resources online through a secure local broadband connection can enhance education, healthcare, and local government services. Small communities benefit economically from money spent by more locally-based workers. Mobile operators can add rural broadband as a new revenue source with a steady return.

The Cisco Rural Broadband Initiative

Cisco has joined with partners, community groups, and mobile operators interested in expanding or enhancing services to rural areas. One of the most compelling elements of the Cisco Rural Broadband opportunity is the availability of funding from governments and public/private initiatives.

The result is that participants in a Cisco Rural Broadband proposition can often approach prospects with an offering that will cost them far less than the full cost of the project.

Delivering World-Class Internet Access

Delivering world-class Internet access to rural communities via secure wireless infrastructures can even be faster, easier and less costly to deploy than conventional wired infrastructures helping each project to deliver a rapid return on investment to the participating partners, and laying the foundations of a stronger economic future for each community that it reaches.

“Cisco’s wireless technology and the broadband Internet access it enables has had a positive impact at all levels within the local community. We look forward to exploring all sort of new ways in which we can use the technology in addition to the many applications that have already changed our lives for the better. No longer does our remote location isolate us from the wider world.”

Belarmiino Fernandez
Mayor of Somiendo, Spain
Cisco Rural Broadband Solution
Cisco Rural Broadband is based on the deployment of Cisco Technology including the Aironet Product Range and Linksys 802.11G Wireless (Wi-Fi) for the “last mile” access, or the local loop, of a communications network.

- It is cost-effective, reliable and secure; the 2.4GHz band does not require a license and is very tolerant to interference
- It is simple to use and to manage
- Professionally designed Cisco networks will scale with the demand, ensuring sustainable revenue streams as well as fast ROI
- There is also the potential of funding being available from government bodies and public/private initiatives

Cisco Technology Leadership
Cisco technology leadership is matched by our world-class customer service and support. Cisco has a tried and tested, cost effective, scalable Rural Broadband solution available today. Real deployments are already benefiting small businesses, individuals, medical and educational facilities, public sector groups and communities across the United Kingdom, New Zealand, The United States, Eastern Europe, China and Australia.

The Cisco IP Next-Generation (IP NGN) Network For Mobile Operators
The Cisco IP Next-Generation (IP NGN) network for mobile operators now makes it possible and cost-effective to bring even the most remote communities the same quality of broadband as that enjoyed by the largest metropolitan areas. In the Cisco IP NGN vision, mobile operators will require an application layer that can integrate new services—such as voice, video, and data—over a single broadband infrastructure and a secure network layer that converges multiple networks and services into one for multiple cost-efficiencies. They also need a service control layer that combines control of all network services and is compatible with any networking medium, from wired to mobile to cable. Intelligent networking technology from Cisco brings together all three layers, creating a whole greater than the sum of its parts—the resilient, integrated, and adaptable Cisco IP Next-Generation Network for mobile operators.
Why Cisco
As the undisputed IP leader, Cisco Systems provides the technology, solutions, and expertise that mobile operators need as they transition to next-generation networks. Deploying solutions that deliver greater network intelligence, integration, and overall flexibility will not only give operators short-term relief but ultimately boost their competitive advantage.

For More Information
For more information on this solution go to www.cisco.com/go/mobile/ruralbb
Learn more about Cisco Systems products and technologies for mobile operators by contacting your account manager or visiting us at www.cisco.com/go/mobile