

PePLink Balance for Wireless Hot Spots

Increase Bandwidth and Provide Uninterrupted Service

Background

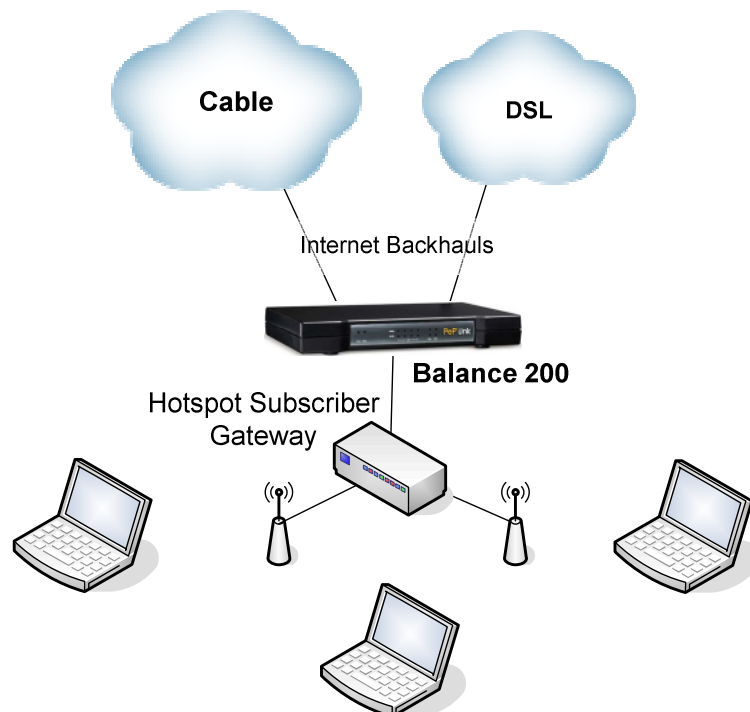
Hotspot operators have a few challenges to meet in the business model. Customers expect 100% service uptime, good Internet speed and good coverage – all at a competitively low price.

What can an operator do to reduce operating cost while maintaining quality of service?

PePLink Balance Is Your Answer

Look no further. PePLink Balance is the answer to all of the above.

- Dynamically add up to three WAN connections
- Replace high-cost (fractional) T1 with high-speed, low-cost Cable or DSL connections
- Increase network availability by having multiple WAN links easily and transparently (with Drop-in Mode¹)



¹ Details of Drop-In Mode can be found in its How-to document, at <http://download.peplink.com/pub/howto-bal-dropin.pdf>

ROI Analysis

Before:

- 1x T1 to Internet
- Bandwidth 1.544M
- Charge: USD 800 per month

After:

- Cut the T1 line (you may retain your IP address range; contact your ISP for details).
- 1 x Cable connections @ USD 100 per month
- 1 x DSL connections @ USD 100 per month
- Total Bandwidth 8+ / 2+ M (upstream/downstream)

| Item | Month 1 | Month 2 | Month 3 | ... | Month 10 | Month 11 | Month 12 |
|----------------|-------------|------------|------------|-----|------------|------------|------------|
| Balance 300 | -845 | 0 | 0 | | 0 | 0 | 0 |
| Cable x 2 | -100 | -100 | -100 | | -100 | -100 | -100 |
| DSL x 1 | -100 | -100 | -100 | | -100 | -100 | -100 |
| T1 | 800 | 800 | 800 | | 800 | 800 | 800 |
| Cash Flow | -245 | 600 | 600 | ... | 600 | 600 | 600 |
| Summary | | | | | | | |
| Investment: | | 845 | | | | | |
| Savings: | Per Month | 600 | | | | | |
| | 1st 6 Mths | 2,755 | | | | | |
| | 1st Year | 6,355 | | | | | |

The investment of Balance is paid back in less than two months!

Summary of Benefits

- Drop-in Mode makes installation extremely easy.
- No changes to existing network elements upon installation.
- 30-day Money-back Guarantee.
- Higher bandwidth, higher service uptime, lower monthly expenses.
- Risk-free, starting saving today.