cnHeat IDENTIFY and Future Features - Ionia Unlimited

10/22/19

Ionia Unlimited

Keith Merryfield and Adam Plett

- **Ionia, Michigan and surrounding areas**
- **Serving people forgotten by other providers**
- **High capacity plans**
- **ePMP**
- **cnHeat**

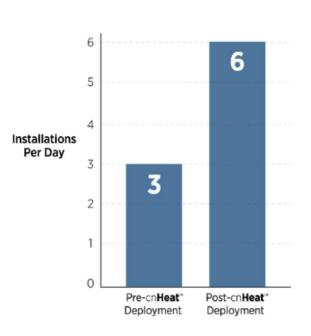Ionia Unlimited
Internet for the forgotten

"Show up, get it done, leave"

Adam Plett and Keith Merryfield – Ionia Unlimited

Ionia Unlimited

- Michigan – Trees!

Installation Savings

- Avoiding failed truck rolls
- Minimize time on successful truck rolls

Increased Revenue

- Increased customer installs

Improved Performance

- SM RSSI and AP performance optimized

Installations Per Day

6 — Post-cn**Heat** Deployment
3 — Pre-cn**Heat** Deployment

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cnHeat IDENTIFY

IDENTIFY your CUSTOMERS

- Identifies buildings with coverage at specified SM Height and minimum RSSI level

- Buildings in green have coverage

- IDENTIFY provides
    - Addresses, distributed to
        - Service provider or
        - Market Broadband – Leading WISP Marketing firm
    - Locations (Latitude and Longitude)

cnHeat IDENTIFY

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IONIA Unlimited and IDENTIFY

- Addresses are accurate, a few false positives

- Targeting mailings for new and existing service areas

- Effective use of marketing dollars compared to USPS EDDM (Every Door Direct Mail)

- Allows for quick responsiveness to customer inquiries

- Accelerates ROI of new site

Ionia Unlimited Heat Map Used for IDENTIFY

cnHeat LOCATE

Minimum SM Height - Beta

- Next Generation **cnHeat LOCATE**

- Find minimum SM Height, optimal location on any property

- No coverage found for subdivision

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cnHeat LOCATE **1' Heat Map**

cnHeat LOCATE

Minimum SM Height - Beta

- Heights of coverage are shown
  - 0 – 15' in this example

  - Identified home with coverage

  - Used home as MicroPop to other homes

cnHeat LOCATE with **Minimum SM Height**

cnHeat LOCATE

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Minimum SM Height - Beta

cnHeat LOCATE **15' Heat Map**

- Current **cnHeat LOCATE** shows coverage at 15' for roofs

- **cnHeat LOCATE** with Minimum SM Height allows for specific install height known in advance

- Set expectations on install

cnHeat LOCATE

LOCATE your SUBSCRIBERS

- **Next Generation Heat Map**

- **Dynamically specify the SM Height**

  - **Find minimum SM Height**

  - **Find optimal location on any property**

SM Height slider – goes from 1' to 75'
Available Shortly

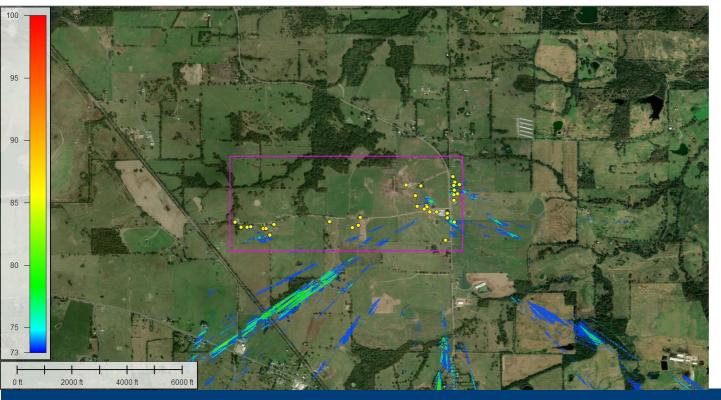Cambium Networks™

cnHeat OPTIMIZE

OPTIMIZE your GREENFIELD SITE PLACEMENT

- **Near Real-Time Greenfield Site Planning – Beta for Large Customers**

34 buildings identified in AOI requiring coverage

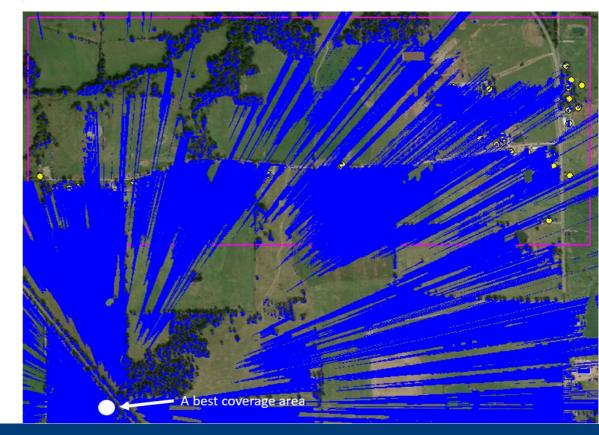**Building Requiring Coverage**

cnHeat OPTIMIZE

- *Reverse Search* finds coverage areas that serve majority of SMs

- Note: *Reverse Search available shortly to all customers*

cnHeat OPTIMIZE

- *Forward Search* of best coverage

- **Very good coverage as predicted by Backward Search**

A best coverage area

IDENTIFY your 450 and ePMP 3000 Customers

Purchase four 450m, 450i AP, or ePMP 3000 in Q4

- **Receive one-year site subscription to cnHeat LOCATE**
- **Receive up to 500 cnHeat IDENTIFY addresses**
- **Available to the first 100 service providers, limit one**

- **Go to:** https://www.cambiumnetworks.com/products/software/cnheat/
- **Submit site request and POS information with comment "IDENTIFY my Customers"**

- **Dependent on 1m GIS availability**

WISPA 2017 Product of the Year

cnMedusa

Cambium Networks™

IDENTIFY your Customers with Market Broadband

- **Market Broadband and Cambium Networks partner for cnHeat IDENTIFY**

- **IDENTIFY your 450 and ePMP 3000 Customers promotion supported**

  - **20% off all non-postage costs; up to $500**

MarketBroadband.com

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