



Cambium Networks™

CASE STUDY

Modernizing Rural Broadband Across 550 Square Miles

Customer Overview

Snap Internet is a regional wireless Internet service provider (WISP) serving rural communities across approximately 550 square miles in the Lancaster and Palmdale areas of California. Founded in 1999, the company has grown from an early Motorola Canopy deployment into a modern broadband provider delivering reliable connectivity to residential customers throughout a geographically challenging service area. Today, Snap Internet operates seven primary tower sites serving approximately 300 subscribers, many located several miles from the nearest tower.



SNAP
INTERNET, PHONE & TV

Business Challenge

As customer expectations increased and demand for higher-speed broadband grew, Snap Internet faced several challenges common to rural service providers.

The network still contained legacy Motorola PMP 450 equipment that had originally been deployed to support 10 Mbps and 20 Mbps service plans. At the same time, congestion in the unlicensed 5 GHz spectrum created by neighboring wireless operators limited expansion opportunities in some areas.

Serving customers spread across hundreds of square miles also required highly reliable backhaul and access infrastructure capable of maintaining performance over long-distance wireless links.

According to Alex from Snap Internet:

“Six gigahertz arguably saved my business.”

Technology Solution

Snap Internet modernized its wireless infrastructure using a combination of Cambium Networks fixed wireless solutions.

Cambium products in the network:

- ePMP for new access-network capacity and higher-speed service tiers
- PMP 450i for existing subscriber access
- PMP 450m for existing high-density subscriber access
- PTP 820C licensed microwave backhaul
- PTP 820S licensed microwave backhaul

Snap Internet is taking a phased approach to modernization. The provider continues to operate PMP 450i and PMP 450m infrastructure while progressively moving subscribers to ePMP. This strategy protects existing investments, minimizes disruption, and supports the introduction of service tiers ranging from 50 Mbps to 1 Gbps.

The provider operates licensed 11 GHz Cambium PTP 820 microwave links connecting every tower site, creating a resilient transport network capable of supporting broadband services throughout its service territory.

The migration strategy focused on gradually replacing legacy infrastructure while introducing ePMP platforms that support service tiers of 50 Mbps, 200 Mbps, 500 Mbps, and 1 Gbps. This approach allowed customers to benefit from increased capacity without requiring a complete network rebuild.



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- Alexander Barclay,
Owner, Snap Internet

Field Results

Today, Snap Internet serves approximately 300 subscribers across seven tower locations covering roughly 550 square miles in the Lancaster and Palmdale regions of California. Nearly 80 percent of subscribers are located more than two miles from the serving tower, demonstrating the ability of the Cambium platform to support long-distance rural broadband deployments.

One of the provider's busiest tower sites serves approximately 200 customers from a single mountaintop location using Cambium infrastructure connected by an 18-mile licensed microwave backhaul employing four-foot dishes.

The migration to newer Cambium platforms has allowed Snap Internet to replace aging equipment while overcoming spectrum congestion challenges that previously limited service expansion. More than 100 subscribers are now served on ePMP, demonstrating strong adoption of the modernized platform.

Before the modernization, Snap Internet primarily offered 10 Mbps and 20 Mbps plans. Today, the provider offers 50 Mbps, 100 Mbps, 200 Mbps, 500 Mbps, and 1 Gbps service tiers on ePMP.

Business Value

The Cambium deployment has enabled Snap Internet to continue expanding broadband services without replacing its entire network at once.

Key business benefits include:

- Modernized legacy wireless infrastructure
- Improved performance in congested RF environments
- Reliable licensed microwave backhaul across all tower sites
- Ability to deliver broadband over long rural distances
- Phased migration from older PMP 450 infrastructure to ePMP
- Continued use of PMP 450i and PMP 450m during this transition
- Expansion from 10 Mbps and 20 Mbps plans to service tiers reaching 1 Gbps
- More than 100 subscribers migrated to or activated on ePMP
- Continued growth while protecting previous infrastructure investments

Rather than performing a disruptive network replacement, Snap Internet has been able to upgrade incrementally, reducing operational risk while increasing network capacity.



"I've been slowly ripping and replacing all the old PMP 450 equipment in favor of ePMP."

**- Alexander Barclay,
Owner, Snap Internet**

Benefits of Cambium ONE Network

Snap Internet benefits from Cambium's integrated networking approach by combining high-performance access and licensed microwave backhaul within a common ecosystem. Cambium ONE Network simplifies network operations by providing a unified architecture that enables service providers to manage infrastructure more efficiently while improving visibility across the network. This approach allows operators to focus on expanding broadband services instead of managing multiple disconnected networking platforms.



About Cambium Networks

Cambium Networks enables service providers, enterprises, industrial organizations, and governments to deliver exceptional digital experiences, and device connectivity, with compelling economics. Our ONE Network platform simplifies management of Cambium Networks' wired and wireless broadband and network edge technologies. Our customers can focus more resources on managing their business rather than the network. We make connectivity that just works.