

Going Hybrid

A 5-STEP BLUEPRINT
TO LAUNCHING YOUR
FIBER BUSINESS



1

Analyze the Opportunity

- » Quantify the customer need
- » Survey the physical challenges
- » Analyze the competitive landscape
- » Consult on the regulatory landscape
- » Solve the financial challenges



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Engineer the Outside Plant

- » Outsource engineering
 - » Easy
 - » Fast
 - » Higher capex cost
- » In-house Engineering
 - » GIS software learning curve
 - » Engineering learning curve
 - » Better long-term viability



3

Acquire Talent and Tools

- » Directional boring/trencher/
bucket truck
- » Splicer/cleaver/OTDR/power
- » Fiber duct installation tools
- » Other – safety gear, etc.
- » Training and talent... a mistake
can cost a lot!



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Plan, Procure, and Build

- » Projects are built in phases – planning is important but doesn't have to be complex
- » Coordinate with municipalities and landowners
- » Plan expenses for fast ROI
- » Choose vendors that are working for your success
- » Get dirty and discover your unique surprises



5

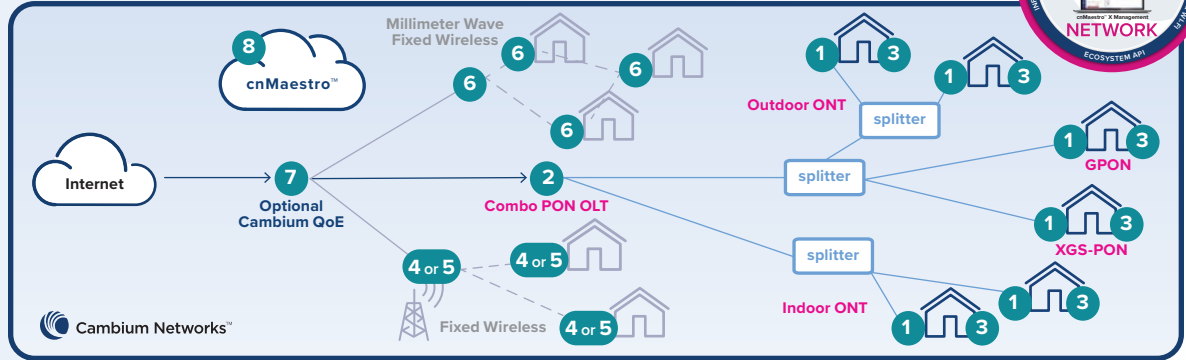
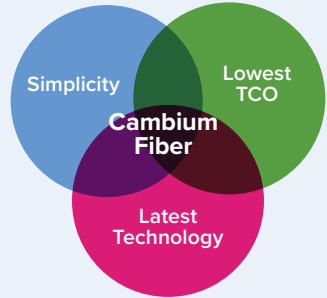
Go Live!

- » Sales and marketing spin-up
- » Acquire live customers
- » Create support procedures
- » Scale up



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Deploying a Hybrid Network is Easy with the Cambium ONE Network Portfolio



<p>1</p>	<p>2</p>	<p>3</p>	<p>4</p>	<p>5</p>	<p>6</p>	<p>7</p>	<p>8</p>
<p>Indoor or Outdoor ONT:</p>	<p>8- or 16-Port Combo PON OLT:</p>	<p>RV22 Wi-Fi 6 Home Mesh Router:</p>	<p>ePMP™ Fixed Wireless APs + SMs:</p>	<p>PMP Fixed Wireless APs + SMs:</p>	<p>cnWave™ 60 GHz Fixed Wireless:</p>	<p>Quality of Experience:</p>	<p>cnMaestro™ X Network Management:</p>

More Information

Contact your Cambium Sales Rep or
Distributor to find out how the Cambium ONE
Network unlocks your potential

WHERE TO BUY



LEARN MORE ABOUT OUR FIBER PORTFOLIO



CONTACT SUPPORT



CONTACT CAMBIUM

