

Unlock the potential of BEAD with Fixed Wireless Access (FWA)



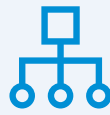
Bridging the rural broadband gap through BEAD

In the race to connect rural America, fiber providers face a golden opportunity through the Broadband Equity Access and Deployment (BEAD) and Enhanced Alternative Connect America Cost Model (E-ACAM) programs. However, the challenges of reaching remote households with fiber alone can be daunting. Fixed Wireless Access (FWA) emerges as an ideal complement to fiber deployment.

By combining the high capacity of fiber backhaul with the flexibility and rapid deployment of FWA for last-mile connectivity, providers can efficiently bridge the digital divide while maximizing their BEAD and E-ACAM funding potential.



FWA: The strategic complement to fiber



Standards-based:

- 3GPP-based technology ensures interoperability and future-proofing
- Multiple CPE vendor options help avoid the pitfalls of proprietary solutions and CPE vendor lock-in
- 3GPP scale leads to more cost-effective and future-proof CPE



Rapid deployment:

- Two to six months vs. 18+ months for fiber
- Time-to-market advantage crucial for meeting BEAD project timelines



Cost-effective:

- Lower initial investment requirements and flexible scaling options
- Well-suited for low-density rural areas where the economics of fiber deployment can be challenging
- Extends providers' reach without breaking the bank



Flexible and scalable:

- Bridges the last mile to rural customers
- Reuses existing site infrastructure
- Is easily upgradable



High customer satisfaction:

- 2024 CableTV survey¹ found FWA delivers same level of consumer satisfaction as fiber
- Parks Associates' consumer study² reports that fiber and mobile services score the highest regarding consumer value perceptions of their internet service, especially on cost

¹ Cable keeps lagging in customer satisfaction (fierce-network.com).

² Parks Associates: Current Subscribers See Fixed Wireless Access from Mobile Network Operators as Worth the Cost (prnewswire.com)



Why choose Ericsson for your FWA deployment?

Market share

60%

5G FWA RAN networks powered by Ericsson

Innovation

No. 1

FWA-centric features such as 3Tx UL, mmWave-only FWA and extended mmWave range

Deployment

No. 1

Powering the world's largest 5G Standalone FWA networks

Evolution

No. 1

Leading vendor for Gigabit mmWave FWA networks

Global expertise, regional focus

70+

Regional carrier customers across North America

5G FWA: Delivering fiber-like performance

Today's 5G FWA solutions offer performance that rivals fiber in many scenarios.

- Reliable speeds exceeding 100/20 Mbps, with peak speeds >1 Gbps
- Global adoption decreases CPE costs
- Multiple CPE vendor options
- Proven technology—two out of three US Tier-1 CSPs have millions of subscribers using FWA for the residential broadband service

What about spectrum?

- FWA broadband, using licensed spectrum, is eligible for BEAD grants in high-cost areas, says NTIA.³
- CBRS PAL and GAA are reliable spectrum options.
- Leasing spectrum is an option in some cases.

The Power of synergy: FWA and fiber working together

The true strength of FWA lies in its ability to complement fiber networks. By using fiber for high-capacity backhaul and FWA for last-mile connectivity, providers can create robust, efficient networks that meet BEAD requirements while overcoming geographical and economic hurdles.

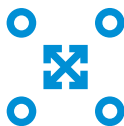
The best of both worlds:

- Fiber's unmatched capacity and FWA's flexibility and rapid deployment
- Particularly effective in challenging terrains where trenching for fiber is impractical or in spread-out communities where fiber-to-the-home isn't economically viable

Deliver on the promise of universal broadband access



Accelerate your time-to-market in underserved areas.



Extend your network's reach more economically.



Meet and exceed BEAD performance requirements.



Deliver high customer satisfaction from day one.



Contact us for more details.

³ WISPs are loving NTIA's new spectrum rules for BEAD (fierce-network.com).