



Family owned WISP

Company: Airlink Rural Broadband

Customer: Casey Imgarten

Location: Salisbury, MO

**“Reliable internet service and
Top-notch customer interaction”**

The Problem

- Finding a technology that was affordable for a small business.
- Unlicensed spectrums were causing latency and speed issues.

Owner Casey Imgarten started Air Link as an experimental WISP (Wireless Internet Service Provider) in 2010 with wireless coverage to residents of Salisbury and the surrounding area. After some success, they have grown steadily and now have wireless coverage to the majority of Chariton County, parts of Howard County, and most recently, parts of Saline County. Airlink pride themselves in being a small family owned and operated business.

Mission Statement

“We pride ourselves in being a small family owned and operated business.”

About

We pride ourselves on our reliable internet service and our top-notch customer interaction and service. By placing our wireless equipment atop cell towers, grain bins, and more, we are able to provide reliable internet access to rural areas. If something goes wrong, we don't believe in passing blame at your router like other companies do - if there is a problem, we want to know about it. Feel free to call or email us at any time if you have any questions or need to report a problem.

What was the problem you were experiencing before you deployed Baicells LTE?

“Prior to Baicells we were running a lot of unlicensed spectrums such as 2.4 GHz, 5.8 GHz and 900 MHz to get through dense tree areas. We had many problematic customers calling in with latency and speed issues. This is when we started looking into LTE to solve these issues and put our customers at ease.”

<https://na.baicells.com/>

Had you previously tried anything else to solve your problem? If so, what?

"We were running equipment that was not LTE based and found out fast that it was not the right solution for all of our customer needs."

What compelled you to try BaiCells?

"We discovered BaiCells early on and jumped at the chance to try the equipment. We began as a trial operator and put up the equipment immediately. Right away started seeing huge benefits. Once we changed over our problematic customers to LTE, speed and latency issues vanished. We knew LTE would have to be able to carry the weight to be successful. The cost to build it out on our towers, including monthly tower leases, and engineering studies was all riding on the success of LTE."

What was the best thing about it?

"The company has added 75-85 customers to our network which would not have been possible without BaiCells. This allowed us to justify hiring another employee to maintain that area of deployment. We have many other towers being equipped just because BaiCells has made it so much easier to build out a network that is reliable and trustworthy."

**Are there any other benefits to deploying BaiCells LTE?**

"BaiCells was fully upfront with the possibility of hiccups during the trial and were very quick to fix our problems with just one call. We are able to reach a live person anytime we call in. The response time is top notch."

**About BaiCells**

BaiCells is a privately-held, high tech company providing disruptively-priced and technically innovative LTE wireless broadband access solutions, supporting fixed wireless, and mobile small cells. With the vision to connect the unconnected, BaiCells has introduced some real breakthrough technologies to LTE, like moving a complete LTE system to unlicensed spectrum and building it with an IT based architecture. With BaiCells' turnkey end-to-end solutions, it becomes much easier to provide wireless internet within everyone's reach at a very low cost. BaiCells' innovative solutions can be used by mobile operators, broadband access operators, cable operators, mobile virtual operators, governments and enterprise private networks.

<https://na.baicells.com/>