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Azotel-BriskNet to deliver Broadband to 95% of Rural West of Ireland

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By Finfacts Team
Nov 10, 2006, 11:30

Azotel, today announced the launch of its first wireless internet service provider - Azotel-BriskNet - based on the joint hosting365, Motorola and [Azotel](#) broadband franchise network. Azotel-BriskNet, based in Roscommon, will deliver broadband to 95 percent of the population in rural mid-west Ireland within the next three years.



Forfás Chairman and Azotel Director Eoin O'Driscoll

The service provider is currently delivering broadband in Roscommon, with plans to move into Galway and Mayo early in 2007.

Noel Dempsey, TD, Minister for Communications, Marine and Natural Resources, commented: "I would like to take this opportunity to welcome the launch of Azotel-BriskNet in Roscommon. The broadband service being launched by Azotel-BriskNet is a good example of how the challenge of providing broadband in uneconomic areas can be innovatively solved by industry partners facilitated by e-net and the recent Government investment in the MAN infrastructure."

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Steve Bluff, managing director, Azotel-Brisknet said:

"Azotel-BriskNet offers reliable and best-in-class broadband to parts of the country previously perceived to be uneconomical or too technologically challenging. Our broadband service is enabled by technological advances in wireless communication that have been developed and proven by Motorola. Using the most up to date Motorola Canopy wireless broadband equipment, we are able to connect rural Ireland to high speed Internet."

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He continued, "Azotel-Brisknet is leveraging the benefits of national and local Government investment by availing of the key enabling infrastructure put in place i.e. the fibre MAN in the heart of County Roscommon, with the co-operation of e-net the Managed Service Entity for the networks."

Azotel-BriskNet networks specialises in the provision of wireless broadband and internet solutions and is based in Roscommon.

Motorola's wi4 Canopy wireless broadband solution was first deployed in Ireland in 2002 in Cork and is now installed in 130 countries by 3200 Wireless Internet Service Providers (WISPs). A proven wireless broadband solution, Canopy technology is an ideal technology for developing, enhancing and extending wireless broadband networks and services into rural and urban areas. The key characteristics of the Canopy system - carrier-grade toughness, exceptional performance, security, low latency for VoIP, ease-of-use and cost effectiveness - make it the perfect fit for Azotel-BriskNet.

John O'Hare, Managing Director, Azotel commented: "The collaborative approach behind this project is key to its success. Earlier this year Azotel, Motorola and hosting365 (with support from e-net and Bank of Ireland), launched the Azotel wireless broadband franchise, effectively a "business in a box" enabling Azotel franchisees to deliver viable, profitable and class-leading broadband services to end-users in areas where to-date, it has been uneconomical to do so. High penetration broadband coverage is now being put in place by a team of Azotel Franchisees across Ireland and we are in the process of replicated abroad."

He continued: "We have been developing/refining both the technology and business model since April 2002 and are now entering a rapid deployment phase. An added advantage of the approach is that Franchisees are themselves now feeding back experiences in to the process, which will underpin the further roll out of Azotel."

The Azotel solution allows broadband operators to focus on the commercial side of their business and to outsource a combination of highly technical network building and management functions and time consuming administrative back office functions to Azotel.

Encompassing transit, monitoring, support, billing, hardware, training, consultancy, marketing packs, financing and backhaul, Azotel provides a complete turn key offering to set up a "proven" broadband business. Azotel provides the Core Network and back office functions for the broadband operator through its WISPer platform, which is a Core Network and management solution for broadband ISPs.

Azotel services are offered to new and existing operators under the option of Managed Service or Unit Franchisee by [hosting 365](#), one of Ireland's established Internet infrastructure service provider.

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