

## **Broadlink Expands its Micro Wave and Fibre services**

Telecommunications provider, Broadlink has announced its upgraded network expansion project has begun and already over 40 new high sites are live. This new look network is expanding the capabilities and product performance in new geographic areas with increased capacities. To complement its existing radio network, Broadlink has launched a last mile fibre access network which will ultimately have national coverage across South Africa. The company, who is best known for its provision of wireless and satellite connectivity solutions, says that adding fibre solutions was a natural extension of its services, and in response to a growing demand in the business market for fibre-based Internet access.

Broadlink, which is a subsidiary of WBS Holdings, who were recently acquired by Multisource, has recently doubled its sales force. Mike Brown, CEO, Broadlink says that this new approach will enable Broadlink to increase its client base on either radio or fibre solutions, using what is already a proven telecoms network. They anticipate great demand for their fibre solutions, not only from existing customers, but the greater business market as well: "Our fibre strategy will help strengthen the company's overall connectivity portfolio as we strive to offer clients increased connectivity speeds and capacities."

Brown also points out that it makes sense to diversify into fibre as the Group already makes use of 8000km of fibre, which is used exclusively for Broadlink's microwave high sites and backhaul requirements. "With this footprint, and the fact that Broadlink reaches over 3000 businesses, it made sense to offer customers access to both fibre and microwave."

Broadlink's fibre, according to Brown, will meet the increasing demand from users of large quantities of bandwidth at a competitive price. "We are responding to requests from businesses for connectivity solutions that complement our radio network for clients with requirements for very high data transfer rate requirements"

"We have partnered with numerous well-established fibre providers of metro and long-haul telecommunications traffic in South Africa. This collaboration will bring a very competitive offering to the market as it continues to grow at unprecedented rates," says Brown.

Broadlink aims to light these customers up initially in Gauteng, Durban, Bloemfontein and Cape Town. This carrier-grade network will assist in the delivery of the full range of IP-based solutions which Broadlink offers. "This will enable customers to enjoy the use of a robust network offering access to the internet, voice, cloud and security products, which Broadlink offers as a single provider." Brown adds that "the connectivity portfolio is ideal for customers wanting to make use of dual last-mile access mediums for business continuity, at a Metro Ethernet level."

Recent areas Broadlink have extended its radio network to include: Potchefstroom; Bloemfontein; Kimberly; Middelburg; Witbank; Nelspruit; Polokwane; Richards Bay; East London; Port Elizabeth; Paarl; Stellenbosch; Somerset West and Strand. Brown says Broadlink will offer its traditional radio services along with a selection of IP based solutions throughout these areas with fibre following it in due course.

To promote its new fibre offering, Broadlink will offer early sign-up deals, which includes no installation fees for customers who fall within a Broadlink precinct, or a free IT Security Assessment\*. For more information, visit [www.broadlink.co.za](http://www.broadlink.co.za) or email [info@broadlink.co.za](mailto:info@broadlink.co.za).