

M2M Case Study

Global Net Commerce, Inc



THE CUSTOMER

Global Net Commerce, Inc is a leading application service provider that delivers secure data transfer over wireless networks. GNCI has a large client network in the financial and retail industries, and is one of the largest providers of wireless applications for organizations that maintain national fleets of ATMs.

GNCI's customers use the company's applications to securely exchange transaction data with their branch offices over cellular networks, and to provide wireless failover backup for wireline ATMs.

"We have thousands of locations deployed," said Mike Goralski, CEO and owner of privately held GNCI. "Our technology allows us to provide a secure wireless alternative to wired lines."

THE CHALLENGE

The strength and reliability of the local cellular signal is a critical factor for GNCI and its customers. In some locations, a weak cellular signal must be boosted in order to provide the required level of service.

"We do thousands of site surveys every single year," Goralski said. "At each we test signals from multiple carriers, with and without amplification. We perform packet testing and speed testing. We gather a lot of evidence, and can document very accurately data like packet loss and speed loss."

"Our customers want to have as many transaction points as they can. But because of signal problems, some locations just won't work without an amplifier."

THE SOLUTION

When site survey results reveal a weak signal, GNCI deploys cellular antennas and signal boosters from Wilson Electronics to improve strength and reliability.

"The Wilson units will take a marginal signal and move it higher," Goralski said. "We'll see a signal at -90 decibels improve to -80 or even into the high -70's. Sometimes that's the difference in whether the installation will perform or not."

Occasionally a site that showed strong signal during site survey will experience a weakening of the cellular signal. The solution is adding Wilson equipment to the system.

"If RF (radio frequency) conditions deteriorate, the amplifiers improve them," Goralski said. "Some clients order amplifiers installed not because of a site issue, but because they don't want to have to add them later. They just want the amps there for peace of mind."

Wilson is GNCI's preferred supplier of cellular antennas. The company has tried other antennas from other vendors, but has stuck with Wilson. GNCI has also tested other boosters.

"We found the cheaper amps just don't work very well," Goralski said. "When we look at potential partners we want those who provide certified hardware and reliability."

"Amplifiers are a great accessory for our clients because they reduce costs," Goralski said. "The business case for them is really good. About 80 percent (of clients) choose to install amplifiers."

THE RESULTS

According to Goralski, GNCI's clientele has grown as a result of working with Wilson. "Without the amplifiers we could not sell as many installations, and obviously more is better for our business," he said. "We also have contracts with clients for ongoing maintenance, and (without boosters) we would not have as many of those revenue opportunities."

GNCI's clients also share in the Wilson benefits, notably:

- **Reduced costs**
- **Faster data speeds**
- **More reliable transfers**

"One reason for that is that we see them speed up data transfer. We'll have sites where we get 2G speeds without an amplifier, and by adding an amplifier we can reach a 3G cell. At sites where we see significant packet loss, a booster can usually stabilize the packet loss even if the site itself doesn't have good logistical reception, for example a building with no windows."



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