



Specialist Distributor

Traditional networking has always meant messy wires, council permission to dig up the roads and expensive planning. Purdicom however are firm believers in wireless technology as being the future of networking; not just in offices and cafes, but oil rigs in the North Sea, military positions and large-scale networks in cities. Anywhere you need a connection, we can ensure an end-to-end solution that matches your budget, data requirement and specific protocol adherence.



Purdicom are the number one distributor for Siklu, Ruckus and a host of other vendors in the EMEA. We pride ourselves on being more than just a box-shifting distributor by providing complementary value-add services. We offer our resellers professional quality technical assistance, marketing collateral and pre & post sales planning and support.



As a specialist in wireless technology we take it upon ourselves to hold targeted vertical training & events. Our latest event, The Wireless for Critical CCTV Security & Public Safety event held in Hungerford; was a targeted event explaining & teaching resellers how wireless technology can be used securely and efficiently as a CCTV backhaul.

All of the resellers we work alongside can access and see our value add on our CRN award winning website. We wanted to make it easy to see why partnering with us was the best option when looking for a wireless networking distributor



Wireless as a technology is still, in the grand scheme of things, in its infancy; this is why we feel it is of paramount importance to ensure that each company we work alongside is given the opportunity to learn from our onsite experts how to effectively utilise the products.

We understand that training from vendors can be difficult to arrange and infrequent, so we opened up our very own training centre, which is constantly booked 5 months in advance! At our new state of the art training centre we give our resellers the opportunity to receive accredited training, get hands on experience with the products and provide us feedback on what they would like to see from us. This has meant we are hosting more webinars than ever before, doing more tech demos and expanding our value add services portfolio!



Wireless solutions are something that are now being adopted all over the world, in a variety of deployments. The Cap Ex vs. Op ex advantage and flexibility of wireless means it's being adopted across the board in every vertical.

Oil & Gas

The North Sea as an environment is about as hostile to wireless networks as you can possibly get. Hence why when one of our resellers came to us, we needed to find a solution that could survive the extreme weather found off the coast of Aberdeen. We suggested an amalgamation between the Cambium PTP 650 radio links and a BATS wireless DVM-50 Dome.

BATS Wireless provides a proprietary software and hardware platform that locates, locks, and tracks wireless broadband communication radio links. Through the use of its industry-first platform, BATS enables organisations to rapidly organise self-healing, fixed or mobile links over long distances.

Our client needed connectivity between the oil platform and floatel for two-way communication. Due to the critical and hostile nature of the deployment, Purdicom worked closely with our systems integrator to design, supply and pre-configure the equipment. This meant meticulous planning from our pre-sales design team, Alex Katsoulis and Adam Burgess, who offered all of this preparation as part of our complementary value add.

Over the twelve-month sales cycle Purdicom overcame multiple barriers that the environment presented, such as the non-line of sight obstructions, radar frequency interference and structural mounting limitations.

Purdicom then hosted a five-day Site Acceptance Test (SAT), in which we proved the concept would meet all of the prerequisite requirements with a dummy run.

Military

Last year, we were approached by a partner who would be working alongside the MOD to assist with an information sensitive deployment. This meant we needed to employ confidentiality and integrity when orchestrating our solution. Purdicom achieved this by again adding value with pre and post sales planning, when the partner was installing Ceragon licensed Point-To-Point links at distances of up to 50km.

Ceragon was our first choice with their premier modular FibeAir product, which is a cutting-edge, high-capacity solution for wireless backhaul transportation. Operating in the fully licensed spectrum, 6-42GHz, Ceragon is a carrier grade product, which means it is not susceptible to interference and is managed by OFCOM regulations.

Due to the complexity of the deployment and the technology we chose to use, our solutions and technical team had to be integrated entirely with the project – ensuring the intricacies of the assignment were managed to the nth degree, whilst also educating our partner so that they could, in the future, maintain the network.

We believe that no other distributor could undertake such a sensitive task, as our training, support and expertise were paramount to the success of the operation.



ISPs

Purdicom are the driving force behind Manchester Metronet's wireless network. Metronet are the largest independent WISP in the UK and currently occupy 4th in the governments Connection Vouchers Scheme Supplier League.

Through Purdicom's comprehensive product portfolio Metronet saw the value in utilising the number one vendors in the lightly licensed, Siklu, and licensed spectrum, Ceragon.

We could offer specialist pricing and support with our master distribution agreements with Siklu and Ceragon.

With Purdicom's exclusive access to the 32GHz frequency, Metronet quickly understood the advantages of using this spectrum for high-speed connectivity. With bandwidth available from 10Mbps to 1Gbps, 25% reduction in annual OFCOM licensing and turnaround of license applications within 24 hours, we were the standout choice of supplier for this niche requirement.

Metronet now connects around 1500 businesses using entirely its own wireless or fibre infrastructure independently from BT or any other third-party providers. This has led Metronet to achieve over £1million recurring revenues per month, take it's employee count to over 100 and expand their wireless network across more cities in the UK. The management team recently led a secondary management buyout injecting £45m into the business backed by LivingBridge.



It's an honour to work with the team at Purdicom. Purdicom has excellent relationships in the UK and is committed to customer satisfaction. We are excited to have Purdicom as a Siklu distributor.

Andrew Westerman
Sales Director Western Europe, Siklu



Purdicom is unlike any distributor in its class, the support we get is excellent both commercially and technically. Our customers are using our connectivity solutions, built on Siklu and Ceragon infrastructure and supplied by Purdicom, to enjoy all the benefits of superfast Internet connectivity. We see this partnership taking us much further.

Through access to Purdicom's resources, stock and financial facilities coupled with Siklu and Ceragon's unmatched technology, its helped us stay at the forefront of our industry.

James McCall, Director of Strategic Development at Metronet (UK).

