

Real-Time Broadband Communication

ANYWHERE

Winegard **Hermes Case Study**


WINEGARD®

WINEGARD ANTENNA PLATFORM ENABLES ELARA TO POSITION ITSELF AS PREMIERE COMMUNICATIONS COMPANY IN LATIN AMERICA

OVERVIEW

Elara Comunicaciones is a leading provider of telecommunications and technology in Mexico and Latin America. The company began operation in 2004 and has grown into one of the largest public network dealers and satellite operators in Latin America. Elara now relies on **more than 6,000 VSATs for transmission and reception for business traffic** related to voice, data and video. Elara began partnering with Winegard to create a network of VSAT auto-deploy antenna satellite systems that would meet the expectations of Elara's customers.



THE CHALLENGE

As Elara grew and began serving larger customers, the company ran into a number of challenges. First, Elara found that projects demanded more bandwidth. To ensure 99.5% availability annually, Elara needed 1,800 antennas similar to the Winegard WX1200. Second, many Elara customers have communication needs in mobile units. These customers provide services to inaccessible communities such as social assistance and healthcare for marginalized communities. Third, some Elara customers had antennas that fell short of their expectations because they were too heavy for the vehicles in which they needed to be installed.

Elara was looking to solve all these problems without requiring a large investment of capital expenditures.

The company began searching for an antenna solution that provided **quality at lower cost**. They wanted the **installs to be fast and easy**, with only minor adjustments necessary for installation. A **lighter antenna** was an important factor, and they also wanted a **smaller lead time** from order to delivery.



THE SOLUTION

Elara found that **Winegard's WX1200 VSAT antennas met all of their criteria** for a new product. In addition to Winegard's quality at a lower cost, Winegard's VSAT's were easy to install, and the technology provided end users with a hassle-free experience. "The auto controls on the Winegard VSAT are extremely user-friendly," said Elara Commercial Director Maurice Soreque Salazar. "The design of the controller allows for the entire unit to be self-contained because it has space for the iDirect modem X5."

Elara also relies on Winegard's logistics expertise. "It's important that Winegard can provide us with spare or replacement parts quickly," Soreque said. "Although we have spare parts on hand in case of failure, **it gives us peace of mind to know that our supplier also stands behind us.**"



THE RESULTS

"Our association with Winegard enables us to offer our customers top quality services," Soreque said. "**We are able to provide our customers with easy installation, maintenance and spare parts, efficiently and at a better price, with a product that is among the most technically advanced on the market.**"

Elara customers comment frequently on the Winegard antenna's **simple configuration**, and how its **rugged exterior** make it resistant to damage during transportation.

Elara clients have found that connections to satellite links are easily made, and the technology has proven reliable. Clients also like how the auto acquire antennas do not require oversight by specialized (and expensive) personnel. Voice and data communications can be rapidly deployed with this antenna solution. In addition, clients have commented on Winegard's rapid response to maintenance issues and the expertise of Winegard's support personnel.



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