# SkyFibre SMB Product Document

## Small Business Fixed Wireless Broadband Solutions

### Based on MTN Wholesale Tarana FWB Service

### Effective Date: September 2025

## Executive Summary

SkyFibre SMB delivers enterprise-grade connectivity specifically designed for South African small and medium businesses. Leveraging MTN’s cutting-edge Tarana G1 beamforming technology, we provide fibre-equivalent performance without the infrastructure delays, ensuring your business maintains competitive advantage with reliable, high-speed connectivity.

### Key Business Advantages

* **99.5% Uptime SLA** - Business-grade service level agreements
* **Sub-5ms Latency** - Optimal for cloud applications and VoIP
* **Symmetrical Speeds** - Equal upload/download for modern business needs
* **Weather-Resilient** - Tarana G1 technology ensures consistent performance
* **Load-shedding Protected** - All MTN towers have backup power

## Product Portfolio Overview

### SkyFibre SMB Product Tiers

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Product Tier | Speed | Monthly Price | Launch Promo\* | Wholesale Cost | Gross Margin |
| **SMB Essential** | 50 Mbps | R1,899 | R1,299 | R1,112.38 | 41.4% |
| **SMB Professional** | 100 Mbps | R2,899 | R1,899 | R1,435.71 | 50.5% |
| **SMB Premium** | 200 Mbps | R4,499 | R2,899 | R2,160.71 | 52.0% |
| **SMB Enterprise** | 200 Mbps | R6,999 | R4,999 | R3,150.00 | 55.0% |

\*Promotional pricing for first 100 customers (Prices exclude VAT)

## 2. Detailed Product Specifications

### 2.1 SkyFibre SMB Essential

**Perfect for small offices, startups, and professional practices**

#### Service Features

* **Speed:** 50 Mbps symmetrical (50 down/50 up)
* **Data:** Completely uncapped, no Fair Usage Policy
* **Latency:** <5ms to major exchanges
* **Packet Loss:** <0.1%
* **Jitter:** <2ms
* **Availability:** 99.5% uptime SLA

#### Business Features Included

* **Static IP:** 1 public IPv4 address
* **Email Hosting:** 5 business email accounts
* **Cloud Backup:** 50GB secure storage
* **Business Router:** (Value: R899)
  + WiFi 5 dual-band
  + 4x Gigabit Ethernet ports
  + Advanced QoS capabilities
  + Remote management
* **VoIP Prioritisation:** Built-in QoS for voice traffic
* **Monthly Reports:** Usage and performance analytics

#### Support & SLA

* **Support Hours:** Monday-Friday, 8am-5pm
* **Response Time:** 8 business hours
* **Resolution Time:** 48 hours maximum
* **Service Credits:** 5% per hour of downtime beyond SLA

#### Pricing Structure

* **Monthly Subscription:** R1,899 (excl. VAT)
* **Promotional Rate:** R1,299/month (first 100 customers)
* **Installation:** R900 (normally R2,550)
* **Contract Terms:** Month-to-month, 12 or 24 months
* **First Month Total:** R2,199 (promo rate + installation)

### 2.2 SkyFibre SMB Professional

**Ideal for growing businesses with multiple users**

#### Service Features

* **Speed:** 100 Mbps symmetrical
* **Data:** Completely uncapped, no throttling
* **Latency:** <5ms with priority routing
* **Packet Loss:** <0.1%
* **Availability:** 99.5% uptime SLA

#### Enhanced Business Features

* **Static IP:** 1 public IPv4 address
* **Email Hosting:** 10 business email accounts
* **Cloud Backup:** 100GB with versioning
* **Premium Router:** Reyee RG-EW1800GX (Value: R1,299)
  + WiFi 5 dual-band AC1800
  + Gigabit ports with PoE
  + Enterprise firewall
  + VPN server capability
* **VPN Service:** 5 concurrent user licenses
* **Traffic Shaping:** Custom prioritisation rules
* **Monitoring Dashboard:** Real-time performance metrics

#### Support & SLA

* **Support Hours:** Monday-Saturday, 8am-8pm
* **Response Time:** 4 business hours
* **Resolution Time:** 24 hours maximum
* **Service Credits:** 10% per hour of downtime
* **Dedicated Account Manager:** Quarterly reviews

#### Pricing Structure

* **Monthly Subscription:** R2,899 (excl. VAT)
* **Promotional Rate:** R1,899/month (first 100 customers)
* **Installation:** R900 (normally R2,550)
* **First Month Total:** R2,799 (promo rate + installation)

### 2.3 SkyFibre SMB Premium

**Designed for businesses requiring maximum performance**

#### Service Features

* **Speed:** 200 Mbps symmetrical
* **Data:** Unlimited with priority bandwidth
* **Latency:** <5ms with dedicated QoS
* **Availability:** 99.9% uptime SLA

#### Premium Business Features

* **Static IPs:** 2 public IPv4 addresses
* **Email Hosting:** 20 business email accounts
* **Cloud Backup:** 250GB with disaster recovery
* **Enterprise Router:** Reyee RG-EW3000GX (Value: R2,499)
  + WiFi 6 (802.11ax)
  + Multi-gigabit ports
  + Dual-WAN failover
  + Advanced security suite
* **VPN Service:** 10 concurrent users
* **Security Suite:** Advanced threat protection
* **24/7 Support:** Round-the-clock assistance

#### Support & SLA

* **Support:** 24/7/365 priority support
* **Response Time:** 2 hours maximum
* **Resolution Time:** 8 hours maximum
* **Service Credits:** 20% per hour of downtime
* **Quarterly Business Reviews:** Performance optimisation

#### Pricing Structure

* **Monthly Subscription:** R4,499 (excl. VAT)
* **Promotional Rate:** R2,899/month (first 100 customers)
* **Installation:** FREE (valued at R2,550)
* **First Month Total:** R2,899 (promo only)

### 2.4 SkyFibre SMB Enterprise

**Enterprise-grade connectivity for demanding businesses**

#### Service Features

* **Speed:** 200 Mbps guaranteed (burstable to 500 Mbps)
* **Data:** Unlimited with guaranteed bandwidth
* **Latency:** <3ms with dedicated routing
* **Availability:** 99.9% uptime SLA

#### Enterprise Features

* **Static IPs:** /29 block (5 usable IPs)
* **Email Hosting:** Unlimited accounts
* **Cloud Services:** 500GB with full backup suite
* **Dual Enterprise Routers:** Redundant configuration
* **Managed Security:** Firewall and threat management
* **SDWAN Ready:** Multi-site connectivity options
* **Professional Services:** 8 hours setup/training included

#### Platinum Support

* **Dedicated Support Team:** Named engineers
* **Response Time:** 30 minutes
* **Resolution Time:** 4 hours maximum
* **Service Credits:** 25% per hour of downtime
* **Monthly Reviews:** Proactive optimisation

#### Pricing Structure

* **Monthly Subscription:** R6,999 (excl. VAT)
* **Promotional Rate:** R4,999/month (first 50 customers)
* **Installation:** FREE with project management
* **Professional Services:** 8 hours included

## 3. Technical Infrastructure

### 3.1 MTN Tarana Network Technology

#### Core Technology Platform

* **Technology:** Tarana G1 next-generation beamforming
* **Spectrum:** Licensed spectrum (interference-free)
* **Coverage:** 6 million homes and businesses nationally
* **Network Capacity:** Carrier-grade infrastructure
* **Redundancy:** Multiple routing paths

#### Performance Specifications

| Metric | Specification | Business Benefit |
| --- | --- | --- |
| **Latency** | <5ms typical | Real-time applications |
| **Packet Loss** | <0.1% | Reliable VoIP/video |
| **Jitter** | <2ms | Consistent performance |
| **Weather Impact** | Minimal | All-weather operation |
| **Rain Fade** | Compensated | No service degradation |

### 3.2 Customer Premises Equipment

#### Tarana Remote Node (RN) Device

* **Type:** Outdoor CPE with integrated antenna
* **Power:** PoE powered (48V)
* **Weatherproofing:** IP67 rated
* **Installation:** Professional alignment
* **Management:** Remote monitoring
* **Ownership:** Remains MTN property

#### Business-Grade Routers (by tier)

1. **Essential:** Reyee RG-EW1300G Pro
2. **Professional:** Reyee RG-EW1800GX
3. **Premium:** Reyee RG-EW3000GX
4. **Enterprise:** Dual router configuration

## 4. Installation & Setup Process

### 4.1 Professional Installation Service

#### Pre-Installation

1. **Site Survey:** Signal strength verification
2. **Requirements Check:** Power and mounting location
3. **Scheduling:** Within 5 business days

#### Installation Process

| Step | Duration | Activity |
| --- | --- | --- |
| **1. Mounting** | 30 mins | Secure RN device installation |
| **2. Alignment** | 20 mins | Optimal signal configuration |
| **3. Cabling** | 30 mins | Professional cable routing |
| **4. Router Setup** | 20 mins | Network configuration |
| **5. Testing** | 15 mins | Speed and quality verification |
| **6. Training** | 15 mins | Customer orientation |
| **Total** | **2 hours** | Complete professional setup |

### 4.2 Site Requirements

* Line of sight to MTN tower (within 10km)
* Suitable mounting location (roof/wall)
* Power outlet within 30m
* Minimum signal strength: -75 dBm

## 5. Value-Added Services

### 5.1 Included Services (All Tiers)

| Service | Essential | Professional | Premium | Enterprise |
| --- | --- | --- | --- | --- |
| **Static IP** | 1 | 1 | 2 | 5 (/29 block) |
| **Email Accounts** | 5 | 10 | 20 | Unlimited |
| **Cloud Backup** | 50GB | 100GB | 250GB | 500GB |
| **Router** | Included | Included | Included | Dual routers |
| **Installation** | R900 | R900 | FREE | FREE |
| **Support** | Business hrs | Extended | 24/7 | Platinum |

### 5.2 Optional Add-On Services

| Service | Monthly Cost | Description |
| --- | --- | --- |
| **Additional Static IP** | R99 | Per IP address |
| **Extra Email Accounts** | R15 | Per mailbox |
| **Enhanced Backup** | R0.50/GB | Above included quota |
| **Microsoft 365** | From R115 | Per user license |
| **Managed Firewall** | R299 | Advanced security |
| **Site-to-Site VPN** | R499 | Branch connectivity |

## 6. Service Level Agreements

### 6.1 Performance Guarantees

| Tier | Uptime SLA | Speed Guarantee | Latency | Support Response |
| --- | --- | --- | --- | --- |
| **Essential** | 99.5% | 80% minimum | <10ms | 8 hours |
| **Professional** | 99.5% | 90% minimum | <8ms | 4 hours |
| **Premium** | 99.9% | 95% minimum | <5ms | 2 hours |
| **Enterprise** | 99.9% | 100% guaranteed | <3ms | 30 minutes |

### 6.2 Service Credit Structure

#### Availability Credits

* **99.5% - 99.0%:** 5% monthly credit
* **99.0% - 98.0%:** 10% monthly credit
* **98.0% - 97.0%:** 20% monthly credit
* **Below 97.0%:** 50% monthly credit

#### Resolution Time Credits

* **Exceeded by 1-4 hours:** 5% credit
* **Exceeded by 4-8 hours:** 10% credit
* **Exceeded by 8+ hours:** 20% credit

## 7. Target Market Segments

### 7.1 Primary Business Segments

#### Professional Services (30% of target)

* Law firms and legal practices
* Accounting and audit firms
* Consulting businesses
* Architecture and engineering

#### Healthcare (20% of target)

* Medical practices
* Dental surgeries
* Veterinary clinics
* Pharmacies

#### Retail & Hospitality (25% of target)

* Restaurants and cafés
* Retail stores
* Guest houses and B&Bs
* Hair and beauty salons

#### Creative & Technology (25% of target)

* Design studios
* Marketing agencies
* Software development
* Media production

### 7.2 Geographic Focus Areas

* **Priority 1:** Business parks without fibre
* **Priority 2:** Suburban commercial areas
* **Priority 3:** Township business districts
* **Priority 4:** Semi-rural commercial zones

## 8. Competitive Positioning

### 8.1 Market Comparison

| Provider | Technology | 100 Mbps Business | Installation | Key Weakness |
| --- | --- | --- | --- | --- |
| **SkyFibre** | Tarana G1 | R1,899\* | R900 | New entrant |
| **Telkom** | Fibre/LTE | R2,155 | R2,875 | Limited coverage |
| **Vodacom** | Fibre/5G | R2,399 | R3,450 | High costs |
| **Rain** | 5G | R1,999 | R1,400 | Coverage gaps |
| **WiruLink** | Fixed Wireless | R1,899 | R2,500 | Upload speeds |
| **Supersonic** | Unlicensed | R1,099 | R1,999 | Reliability issues |

\*Promotional pricing

### 8.2 Unique Value Propositions

#### Technology Advantage

* **Tarana G1:** Superior to traditional wireless
* **Licensed Spectrum:** No interference
* **Beamforming:** All-weather performance

#### Business Focus

* **Dedicated Business Support:** Not residential agents
* **Business Features:** Built-in, not add-ons
* **Flexible Contracts:** No long-term lock-ins

#### Local Advantage

* **South African Support:** Local call centre
* **Rand-based Pricing:** No forex risk
* **POPIA Compliant:** Local data sovereignty

## 9. Sales & Marketing Strategy

### 9.1 Launch Campaign (First 100 Customers)

#### Promotional Offer Structure

* **Essential:** R1,299/month (save R600)
* **Professional:** R1,899/month (save R1,000)
* **Premium:** R2,899/month (save R1,600)
* **Installation:** R900 for all tiers (save R1,650)
* **Contract:** No lock-in required

#### Marketing Channels

1. **Digital Marketing (40%)**
   * Google Ads: R50,000/month
   * LinkedIn: R20,000/month
   * Facebook/Instagram: R15,000/month
2. **Direct Sales (35%)**
   * Business park campaigns
   * Door-to-door B2B
   * Referral programme
3. **Channel Partners (25%)**
   * IT service providers
   * VoIP resellers
   * Business consultants

### 9.2 Customer Acquisition Strategy

#### Month 1-2: Soft Launch

* 20 pilot customers
* Refine processes
* Gather testimonials

#### Month 3-4: Market Entry

* 50 customers target
* Launch promotion
* Partner recruitment

#### Month 5-6: Scale

* 150 customers target
* Expand sales team
* Geographic expansion

## 10. Financial Projections

### 10.1 Revenue Forecast (6 Months)

| Month | New Customers | Total Customers | MRR | Cumulative Revenue |
| --- | --- | --- | --- | --- |
| **Month 1** | 10 | 10 | R18,990 | R18,990 |
| **Month 2** | 15 | 25 | R47,475 | R66,465 |
| **Month 3** | 25 | 50 | R94,950 | R161,415 |
| **Month 4** | 35 | 85 | R161,415 | R322,830 |
| **Month 5** | 40 | 125 | R237,375 | R560,205 |
| **Month 6** | 50 | 175 | R332,325 | R892,530 |

### 10.2 Customer Mix Assumptions

* **Essential:** 30% of customers
* **Professional:** 40% of customers
* **Premium:** 25% of customers
* **Enterprise:** 5% of customers

### 10.3 Key Financial Metrics

* **Average Revenue Per User:** R2,899
* **Gross Margin:** 47% blended
* **Customer Acquisition Cost:** R2,500
* **Lifetime Value:** R69,576 (24 months)
* **LTV:CAC Ratio:** 27.8:1
* **Payback Period:** 2.1 months

## 11. Operational Requirements

### 11.1 Infrastructure Investment

#### Initial Setup (Once-off)

| Component | Cost (excl. VAT) | Notes |
| --- | --- | --- |
| **MTN Setup & License** | R875 | Per RN device |
| **Training (10 staff)** | R10,000 | Mandatory |
| **1G NNI Port Setup** | R7,000 | Network interconnect |
| **VPDN Setup** | R999 | Virtual private network |
| **BSS Platform** | R5,000 | AgilityGIS setup |
| **Total Initial** | **R23,874** | One-time investment |

#### Monthly Operating Costs

| Component | Cost | Per Customer |
| --- | --- | --- |
| **1G NNI Port** | R2,500 | R14.29 @ 175 customers |
| **BSS Platform** | R10.96 | Per customer |
| **Support Staff** | R45,000 | R257 @ 175 customers |
| **Infrastructure** | R8,000 | R45.71 @ 175 customers |

### 11.2 Minimum Spend Commitments (MSC)

| Quarter | Period | Monthly MSC | Implied Customers |
| --- | --- | --- | --- |
| **Q1** | Months 1-3 | Actual spend | Ramp-up period |
| **Q2** | Months 4-6 | R14,970 | ~25 customers |
| **Q3** | Months 7-9 | R29,940 | ~50 customers |
| **Q4** | Months 10-12 | R49,900 | ~83 customers |

## 12. Risk Mitigation Strategy

### 12.1 Technical Risks

| Risk | Impact | Mitigation |
| --- | --- | --- |
| **Network Congestion** | Service degradation | Proactive capacity planning |
| **Tower Failure** | Service outage | SLA credits and communication |
| **Installation Delays** | Customer dissatisfaction | Partner network expansion |
| **Equipment Failure** | Service interruption | Spare equipment inventory |

### 12.2 Commercial Risks

| Risk | Impact | Mitigation |
| --- | --- | --- |
| **MTN Price Increases** | Margin pressure | Contract escalation clauses |
| **Competition** | Customer churn | Value-added services |
| **Bad Debt** | Cash flow | Credit checks and deposits |
| **Slow Adoption** | MSC penalties | Aggressive marketing |

## 13. Customer Support Framework

### 13.1 Support Channel Matrix

| Channel | Essential | Professional | Premium | Enterprise |
| --- | --- | --- | --- | --- |
| **Phone** | Business hours | Extended | 24/7 | Dedicated line |
| **WhatsApp** | Business hours | Extended | 24/7 | 24/7 |
| **Email** | 24hr response | 8hr response | 4hr response | 2hr response |
| **Portal** | Self-service | Self-service | Priority | Managed |
| **On-site** | Next day | Same day | 4 hours | 2 hours |

### 13.2 Support Team Structure

* **Tier 1:** First-line support (3 agents)
* **Tier 2:** Technical specialists (2 agents)
* **Tier 3:** Network engineers (1 engineer)
* **Account Management:** Dedicated for Premium/Enterprise

## 14. Success Metrics & KPIs

### 14.1 Service KPIs

| Metric | Target | Measurement |
| --- | --- | --- |
| **Network Uptime** | >99.5% | Monthly average |
| **Mean Time to Repair** | <4 hours | Average resolution |
| **Installation Time** | <5 days | Order to activation |
| **Speed Delivery** | >90% | Of advertised speeds |
| **Packet Loss** | <0.1% | Network wide |

### 14.2 Business KPIs

| Metric | Target | Measurement |
| --- | --- | --- |
| **Customer Acquisition** | 30/month | New activations |
| **Churn Rate** | <2% | Monthly disconnections |
| **NPS Score** | >50 | Quarterly survey |
| **ARPU** | R2,899 | Average revenue |
| **Gross Margin** | >45% | Monthly calculation |

## 15. Implementation Timeline

### Phase 1: Foundation (Month 1)

* ✓ Complete MTN onboarding
* ✓ Setup infrastructure
* ✓ Train support team
* ✓ Deploy 10 pilot customers
* ✓ Refine processes

### Phase 2: Launch (Months 2-3)

* Launch marketing campaign
* Activate 50 customers
* Recruit channel partners
* Establish support processes
* Gather testimonials

### Phase 3: Growth (Months 4-6)

* Scale to 175 customers
* Expand geographic coverage
* Launch value-added services
* Optimize operations
* Introduce enterprise tier

### Phase 4: Expansion (Months 7-12)

* Target 500 customers
* Add second NNI port
* Introduce managed services
* Expand partner network
* Launch customer portal

## Contact Information

### Sales Enquiries

* **Phone:** 0861 SKYFIBRE (0861 759 342)
* **WhatsApp:** 060 123 4567
* **Email:** sales@skyfibre.co.za
* **Website:** www.skyfibre.co.za

### Technical Support

* **Essential/Professional:** support@skyfibre.co.za
* **Premium:** premium@skyfibre.co.za
* **Enterprise:** enterprise@skyfibre.co.za

### Head Office

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