# CircleTel Product Catalogue

**Version:** 1.0 **Last Updated:** October 2025 **Status:** Active Products Portfolio

## Table of Contents

1. [Product Portfolio Overview](#product-portfolio-overview)
2. [Fibre Products](#fibre-products)
3. [Wireless Solutions](#wireless-solutions)
4. [Managed Services](#managed-services)
5. [Quick Reference Guide](#quick-reference-guide)
6. [Product Comparison Matrix](#product-comparison-matrix)

## Product Portfolio Overview

CircleTel offers a comprehensive range of connectivity solutions for residential, SME, business, and township markets across South Africa. Our portfolio spans fibre, wireless, and managed services, delivering reliable connectivity with exceptional customer support.

### Product Categories

| Category | Products | Target Market | Price Range |
| --- | --- | --- | --- |
| **Fibre** | SkyFibre Residential, SME, Business, TownshipHomeFibreConnect, BizFibreConnect | Homes, SMEs, Enterprises | R449 - R4,499/month |
| **Wireless** | MTN 5G/LTE Uncapped | Small-Large businesses | R449 - R949/month |
| **Managed Services** | SD-WAN Lite, SmartBranch LTE, EdgeConnect 360 | SMEs, Multi-site businesses | R1,999 - R5,999/month |

## Fibre Products

### 1. SkyFibre Residential™

**Technology:** MTN Tarana Fixed Wireless Access **Target:** Households and home offices

#### Packages

| Package | Speed | Regular Price | Promo Price | Installation |
| --- | --- | --- | --- | --- |
| **Home Lite** | 50 Mbps | R899 | R799 | R900 |
| **Home Plus** | 100 Mbps | R1,259 | R899 | R900 |
| **Home Max** | 200 Mbps | R1,449 | R1,099 | R900 |

#### Key Features

* ✅ Symmetrical speeds
* ✅ Royee RG-EW1300G WiFi 5 router included
* ✅ 24/7 technical support
* ✅ 30-day satisfaction guarantee
* ✅ Free Rujie Cloud management

#### Documentation

* [Full Pricing Structure](SkyFibre/Residential/pricing-structure-v4.0.md)
* [Product Specifications](SkyFibre/Residential/skyfibre-home-specs.md)
* [Router Recommendations](SkyFibre/Residential/skyfibre-router-hardware-recommendations.md)

### 2. SkyFibre SME™

**Technology:** MTN Tarana Fixed Wireless Access **Target:** Small to medium enterprises (5-50 employees)

#### Packages

| Package | Speed | Monthly Price | Target Business |
| --- | --- | --- | --- |
| **SME Essential** | 50 Mbps | R999 | 5-15 employees |
| **SME Professional** | 100 Mbps | R1,499 | 15-30 employees |
| **SME Premium** | 200 Mbps | R2,299 | 30-50 employees |

#### Key Features

* ✅ Business-grade SLAs (98.5% - 99.5% uptime)
* ✅ Static IP included
* ✅ Business hours support (Essential/Professional)
* ✅ 24/7 support (Premium)
* ✅ 12-month contracts available

#### Financial Summary

* **Margins:** 19.4% - 46.8%
* **Break-even:** 161-256 customers (depending on tier)
* **Setup Cost:** R999 (DIY) - R1,999 (Premium install)

#### Documentation

* [Complete Product Spec](SkyFibre/SME/ProductSpec_SkyFibre-SME_v2.0_2025-01-10_19.md)
* [Router Recommendations](SkyFibre/SME/skyfibre-smb-router-hardware-recommendations.md)

### 3. SkyFibre Business™

**Technology:** MTN Tarana Fixed Wireless Access **Target:** Medium to large enterprises

#### Packages

| Package | Speed | Monthly Price | Target Market |
| --- | --- | --- | --- |
| **Business 50** | 50 Mbps | R1,999 | Small offices (5-10 users) |
| **Business 100** | 100 Mbps | R2,999 | Medium offices (15-25 users) |
| **Business 200** | 200 Mbps | R4,499 | Large offices (30+ users) |
| **Business 300** | 300 Mbps (bonded) | R5,999 | Enterprise (multi-user) |
| **Business 400** | 400 Mbps (bonded) | R7,999 | Mission-critical operations |

#### Key Features

* ✅ Enterprise-grade SLAs (99.0% - 99.9% uptime)
* ✅ Multiple static IPs (1-16)
* ✅ Professional Mikrotik/Fortinet routers
* ✅ 24/7 NOC support
* ✅ Speed bundling capability for higher speeds

#### Financial Summary

* **Margins:** 43.4% - 59.3%
* **Break-even:** 36-78 customers (depending on scenario)
* **MSC Commitment:** R179,640/month by Month 24

#### Documentation

* [Complete Product Spec](SkyFibre/Business/ProductSpec_SkyFibre-Business_v2.0_2025-01-10_19.md)

### 4. SkyFibre Township™

**Technology:** MTN Tarana Fixed Wireless + Community WiFi **Target:** Underserved township communities

#### Packages

| Package | Price | Data | Speed | Validity |
| --- | --- | --- | --- | --- |
| **Daily Basic** | R5 | 2GB then shaped | 5 Mbps | 24 hours |
| **Daily Plus** | R10 | 5GB then shaped | 10 Mbps | 24 hours |
| **Weekly Saver** | R30 | 15GB | 5 Mbps | 7 days |
| **Weekly Power** | R50 | 30GB | 10 Mbps | 7 days |
| **Monthly Home** | R120 | 60GB | 10 Mbps | 30 days |
| **Monthly Unlimited** | R199 | Uncapped\* | 5 Mbps | 30 days |

\*Fair use: 200GB then shaped to 1 Mbps

#### Infrastructure Investment

* **Total CapEx per Site:** R285,000 (500 households)
* **Coverage:** 500m radius per site
* **Deployment Time:** 7 days
* **Break-even:** Month 3 (210 paying users)

#### Key Features

* ✅ Complete infrastructure (poles, power, network)
* ✅ Spaza shop voucher distribution (15% commission)
* ✅ Community WiFi zones
* ✅ Local employment opportunities
* ✅ Social impact (education, business enablement)

#### Financial Metrics

* **Revenue per Site:** R75,000/month at 50% penetration
* **Gross Margin:** 70-85%
* **ROI:** 112% IRR
* **Payback Period:** 10 months

#### Documentation

* [Complete Product Spec](SkyFibre/Township/ProductSpec_SkyFibre-Township_v1.0_2025-01-11_00.md)
* [User Experience Guide](SkyFibre/Township/User_Experience_Guide_v1.0_2025-08-10.md)
* [RADIUS Integration](SkyFibre/Township/RADIUS_Integration_AgilityGIS_v1.0_2025-08-10.md)

### 5. HomeFibreConnect™

**Technology:** MTN FTTH Wholesale **Target:** Residential market (competitive alternative)

#### Current Status

⚠️ **STRATEGIC PIVOT REQUIRED** - Pricing under review due to MTN Fibre market competition

#### Revised Pricing (Competitive Model)

| Package | Speed | Revised Price | vs MTN Retail |
| --- | --- | --- | --- |
| **Starter** | 25/25 Mbps | R449 | +R40 vs R409 |
| **Plus** | 50/50 Mbps | R649 | +R40 vs R609 |
| **Max** | 100/100 Mbps | R649 | Matches R609 |
| **Ultra** | 200/200 Mbps | R849 | +R40 vs R809 |

#### Key Challenges

* MTN Fibre retails 100/100Mbps at R609
* Original pricing (R1,599 for 100Mbps) not competitive
* Only 2 ISPs on MTN FTTH network (limited competition)
* Margins reduced to 25-35% at competitive pricing

#### Recommended Strategy

**Option A:** Aggressive residential pricing (low margin, high volume) **Option B:** Pivot to business focus (BizFibre branding) **Option C:** Hybrid model with value-added bundles

#### Documentation

* [Product Portfolio Analysis](HomeFibreConnect/homefibreconnect-portfolio.md)
* [Router Recommendations](HomeFibreConnect/router-recommendations-for-homefibreconnect-doc.md)

### 6. BizFibreConnect™

**Technology:** DFA Business Broadband (FTTB) **Target:** Business Internet Access (BIA)

#### Packages

| Package | Speed | Monthly Price | Target Market |
| --- | --- | --- | --- |
| **Lite** | 10/10 Mbps | R1,699 | Micro businesses, home offices |
| **Starter** | 25/25 Mbps | R1,899 | Small offices, retail stores |
| **Plus** | 50/50 Mbps | R2,499 | Growing SMEs |
| **Pro** | 100/100 Mbps | R2,999 | Medium businesses |
| **Ultra** | 200/200 Mbps | R4,373 | Large offices |

#### Key Features

* ✅ 99.5% uptime SLA with service credits
* ✅ Low contention ratio (1:10)
* ✅ Professional installation (5-10 business days)
* ✅ 24/7 local technical support
* ✅ Static IP options available
* ✅ Enterprise WiFi 6 router included

#### Financial Summary

* **Margins:** 31.5% - 41.0%
* **Break-even:** 45 customers
* **Installation:** R2,500 (FREE for first 100 customers)

#### Documentation

* [Complete Product Document](BizFibreConnect/bizfibre-connect-product-doc.md)
* [Router Recommendations](BizFibreConnect/bizfibre-router-recommendations.md)

## Wireless Solutions

### MTN 5G/LTE Business Uncapped™

**Technology:** MTN 5G/LTE Network **Target:** Businesses requiring mobile connectivity

#### Packages

| Package | Speed | FUP Data | Monthly Price (incl VAT) |
| --- | --- | --- | --- |
| **5G Essential** | 35 Mbps | 500GB | R449 |
| **5G Professional** | 60 Mbps | 800GB | R649 |
| **5G Enterprise** | Best Effort (100-300 Mbps) | 1.5TB | R949 |

#### Key Features

* ✅ Business-grade SLAs (99.5% network availability)
* ✅ Static IP available (free)
* ✅ No infrastructure required
* ✅ Rapid deployment (same day possible)
* ✅ Huawei H155-382 5G CPE included (free-to-use)
* ✅ Automatic 4G/LTE fallback

#### Coverage

* Major metros: Johannesburg, Cape Town, Durban, Pretoria
* Secondary cities: Port Elizabeth, Bloemfontein, East London
* Fallback to 4G/LTE in non-5G areas

#### Contract Terms

* **24-month contracts** (standard)
* **Early termination:** Penalty applies (remaining months x 75%)
* **Promotional Period:** 1 Feb 2025 - 7 Sep 2025

#### Documentation

* [MTN 5G Product Document](MTN%205G-LTE/mtn-5g-product-doc.md)
* [MTN LTE Uncapped](MTN%205G-LTE/mtn-lte-uncapped-product-doc.md)
* [MTN Broadband LTE](MTN%205G-LTE/mtn-broadband-lte-product-doc.md)

## Managed Services

### 1. SD-WAN Lite™

**Technology:** Dual-SIM LTE SD-WAN over Adapt IT APN **Target:** SMEs without fibre access

#### Packages

| Package | Data | Speed | Monthly Price | Setup |
| --- | --- | --- | --- | --- |
| **Lite Starter** | 50GB | Up to 50Mbps | R1,999 | R2,500 |
| **Lite Business** | 100GB | Up to 100Mbps | R2,999 | R2,500 |
| **Lite Premium** | 200GB | Up to 150Mbps | R3,999 | R1,500 |
| **Lite Enterprise** | 500GB | Up to 200Mbps | R5,999 | FREE |

#### Key Features

* ✅ Dual-SIM redundancy (different carriers)
* ✅ Automatic failover (<3 seconds)
* ✅ Application-aware routing
* ✅ 48-hour deployment
* ✅ Fully managed service
* ✅ 99% - 99.95% uptime SLA

#### Financial Summary

* **Margins:** 45-55%
* **Break-even:** 150 customers
* **Year 1 Revenue Projection:** R9M

#### Target Markets

* Retail stores (50,000 businesses)
* Branch offices (30,000 locations)
* Construction sites (15,000 projects)
* Agricultural businesses (20,000 farms)
* Township SMEs (75,000 businesses)

#### Documentation

* [Complete Product Spec](Managed_Services/SD_WAN_Lite/ProductSpec_SD-WAN-Lite_v1.0_2025-01-10_22.md)

### 2. SmartBranch LTE Backup™

**Technology:** LTE Failover for Business Connectivity **Target:** Branch offices requiring backup connectivity

#### Coming Soon

Full product specifications under development.

#### Documentation

* [Product Spec](Managed_Services/SmartBranch_LTE/ProductSpec_SmartBranch-LTE-Backup_v1.0_2025-01-10_23.md)

### 3. EdgeConnect 360™

**Technology:** Edge Computing + Connectivity **Target:** Businesses requiring edge computing capabilities

#### Coming Soon

Full product specifications under development.

#### Documentation

* [Product Spec](Managed_Services/EdgeConnect_360/ProductSpec_EdgeConnect-360_v1.0_2025-01-10_21.md)

## Quick Reference Guide

### Product Selection by Use Case

#### Residential/Home Use

* **Budget Conscious:** SkyFibre Home Lite (R799 promo) or HomeFibreConnect Starter (R449)
* **Family/Multi-User:** SkyFibre Home Plus (R899 promo)
* **Power Users:** SkyFibre Home Max (R1,099 promo)

#### Small Business (5-15 employees)

* **Entry Level:** SkyFibre SME Essential (R999) or BizFibreConnect Lite (R1,699)
* **Standard:** SkyFibre SME Professional (R1,499) or MTN 5G Essential (R449)
* **No Fibre Available:** SD-WAN Lite Starter (R1,999)

#### Medium Business (15-50 employees)

* **Fixed Wireless:** SkyFibre Business 100 (R2,999)
* **Fibre Available:** BizFibreConnect Plus (R2,499)
* **Mobile:** MTN 5G Professional (R649)
* **Dual Redundancy:** SD-WAN Lite Business (R2,999)

#### Large Business/Enterprise (50+ employees)

* **High Performance:** SkyFibre Business 300/400 (R5,999-R7,999)
* **Fibre:** BizFibreConnect Ultra (R4,373)
* **Best Effort 5G:** MTN 5G Enterprise (R949)
* **SD-WAN Solution:** SD-WAN Lite Enterprise (R5,999)

#### Community/Township

* **Underserved Areas:** SkyFibre Township (R5/day, R30/week, R199/month)

## Product Comparison Matrix

### Technology Comparison

| Feature | SkyFibre (Tarana) | HomeFibre (FTTH) | BizFibre (FTTB) | MTN 5G/LTE | SD-WAN Lite |
| --- | --- | --- | --- | --- | --- |
| **Infrastructure** | Fixed Wireless | Fibre to Home | Fibre to Business | Mobile Network | Dual-SIM LTE |
| **Deployment Time** | 24-48 hours | 5-10 days | 5-10 days | Same day | 48 hours |
| **Installation Cost** | R900-R2,500 | R2,500 | R2,500 | R0 | R1,500-R2,500 |
| **Weather Dependent** | No | No | No | No | No |
| **Coverage** | Where Tarana available | Where MTN FTTH | Where DFA FTTB | 5G/LTE coverage | LTE coverage |
| **Symmetrical Speeds** | ✅ Yes | ✅ Yes | ✅ Yes | ❌ No | ❌ No |
| **Redundancy** | ❌ Single path | ❌ Single path | ❌ Single path | ❌ Single network | ✅ Dual-carrier |
| **SLA** | 98.5%-99.9% | 99.5%-99.9% | 99.5% | 99.5% | 99%-99.95% |

### Price Comparison (100 Mbps equivalent)

| Product | Monthly Price | Setup | Contract | Target Market |
| --- | --- | --- | --- | --- |
| **SkyFibre Home Plus** | R899 (promo) | R900 | 12/24 months | Residential |
| **SkyFibre SME Professional** | R1,499 | R999 | 12/24 months | Small business |
| **SkyFibre Business 100** | R2,999 | R2,500 | 24 months | Enterprise |
| **HomeFibreConnect Max** | R649 (revised) | R2,500 | 24 months | Residential |
| **BizFibreConnect Pro** | R2,999 | R2,500 (FREE promo) | 12/24 months | Business |
| **SD-WAN Lite Business** | R2,999 | R2,500 | 24 months | No fibre areas |

## Additional Resources

### Per-Site Financial & Technical Analysis

* [SkyFibre Infrastructure Analysis](SkyFibre/per-site-financial-technical.md)

### Contact Information

* **Sales:** sales@circletel.co.za
* **Support:** support@circletel.co.za | 0860 CIRCLE
* **Technical:** noc@circletel.co.za
* **Products:** products@circletel.co.za

**Document Control** - **Version:** 1.0 - **Last Updated:** October 2025 - **Review Cycle:** Quarterly - **Next Review:** January 2026 - **Classification:** Internal Use

*© 2025 CircleTel (Pty) Ltd. All Rights Reserved.*