

# 7 Questions about the Cambium Community



Cambium Networks' dedication to connection transcends connectivity. The Cambium Community offers customers and partners their most valuable tool – relationships. Matt Mangriotis, Director of Product Management and PMP portfolio head, fosters connection with members worldwide as an active contributor to the Community. Matt explains how this resource helps our products evolve and empowers members to optimize their businesses, transformed our products, connects professionals around the world, and helps members optimize their businesses.

## WHAT IS THE CAMBIUM COMMUNITY?

The Cambium Community is an online forum where members from around the world log on and share ideas and experiences, ask questions, and interact with other Cambium Networks users. In operation for almost 3 years, it's viewed and monitored by nearly every Cambium Networks employee, and has become an invaluable resource with over 80,000 posts by more than 23,000 members, and over 4 million-page views.

Customers in all verticals frequently ask questions and share insights, and employees use it to post useful information in the "Knowledge Base" section. Once posts are made, the information becomes searchable so visitors can easily find it as needed. Whether the customer is looking for an answer to a specific question or simply following a topic they've subscribed to, there's plenty of traffic.

## WHO ARE THE "SUPER USERS"?

These folks are not Cambium Networks employees, but experienced and knowledgeable users of our equipment, whose near-constant participation and willingness to share offers an invaluable benefit to the entire Community. Currently, there are a few on each product line – but we hope to grow this list as additional experts visit and share more frequently.

## WHAT TOPICS ARE DISCUSSED BY THE COMMUNITY?

The majority of threads focus on products, most of which have a dedicated forum with multiple sub-categories. However, there are also places to discuss user-centric subjects such as deployment, tips and tricks, and troubleshooting.

Cambium staff also pose questions that explore user experiences of products. For example, Andy – an engineer on the cnMedusa™ product – posted a challenge to customers to find the highest performing 450m sector. This generated an enthusiastic discussion of over 80 replies that highlighted useful aspects of the product and helped users understand how to further optimize and increase performance.

## **WHAT ARE SOME TOOLS THAT THE COMMUNITY OFFERS?**

There are several features of the Community that make it easy and useful to stay current on particular topics, enable easy transfer of information directly, or just share viewpoints with other users.

The primary reason folks come to the Community is to get product information or solve a problem they are having. The search tool is easy and comprehensive. The “Knowledge Base” gets new additions all the time, making it a great supplement to the product User Guides, and we have migrated our old bulletin board system and its contents, preserving even older (but no less important) tidbits of information.

Posts from members in the “Your Stories” section highlight customers’ real-world experiences with Cambium Networks solutions, sometimes pointing out unique applications or methods that could help others capitalize further on the use of Cambium equipment.

Also, anyone can subscribe to a particular thread or forum category to receive notifications when new content is posted.

## **DOES THE COMMUNITY IMPACT CAMBIUM NETWORKS SOLUTIONS?**

Absolutely, yes. Looking at a snapshot of the Ideas forum today – the area for ideas, requests, and suggestions not dedicated to a specific product or line – we have more than 500 total suggestions, with more than 50 user-generated ideas already implemented, with the remainder either under consideration or development. We love to review these ideas, because they represent the authentic voice of the customer, which often becomes part of the product roadmap.



Matt Mangriotis

## **WHAT MAKES THE CAMBIUM NETWORKS COMMUNITY SO SPECIAL?**

The Community is not just another static bulletin board forum. We’re here to engage, discuss, provide support (whether technical or experiential), and receive feedback (good or bad). It’s here for customers, partners, and employees to interact, capture and share information. Internally, we encourage every employee to participate, from customer support to production managers. Also, though the majority of content is posted and discussed in English, Cambium Networks honors our global presence with multiple foreign language forums, each with an expert assigned as moderator, and these areas continue to grow and expand our inclusivity.

Cambium Networks is passionate about our relationship with our customers, and the Community is a great resource for efficient, professional interaction both publicly and privately (via email or private messaging). As a Product Manager, I am very active on the Community (my username is CambiumMatt). Because it’s a resource I’m so excited about, I end each of my public webinars with a mention of the Community – it’s always great to actually meet customers that I have been trading posts with online (maybe for years) when I’m on the road or in the field for trade shows and events.