



Jade Communications Transforms the Subscriber Experience and Speeds Time to Market with Calix Revenue EDGE

THE CHALLENGE

Founded in 1990, Jade Communications provides home phone, cable TV, and high-speed Internet services to nearly 3,000 subscribers in nearly 30 communities across Southern Colorado. With demand for more bandwidth growing among its subscriber base, Jade has been transitioning from its wireless Internet service provider (WISP) model to a new gigabit fiber optic network. Recognizing that speed alone was not enough to meet its aggressive growth plans and create differentiation, the company was looking for an end-to-end customer experience solution that would complement its fiber network, provide unrivaled Wi-Fi performance and coverage for its subscribers, and enable it to get new services to market quickly.

THE SOLUTION

To meet these requirements, Jade selected the Calix Revenue EDGE. The solution includes Calix EDGE Systems, a portfolio of Wi-Fi Certified 6™ GigaSpire BLAST systems, which give Jade the flexibility to meet their subscribers' unique needs, such as the size of their residence, the number of connected devices they own, and the types of applications they consume. BLAST Systems are powered by EXOS™, an intelligent operating system, which reduces testing and integration time and speeds time to market for new services and applications. Calix EDGE Insights, which include Calix Marketing Cloud and Calix Support Cloud, give Jade access to valuable network and subscriber insights that they can leverage to deliver the ultimate managed Wi-Fi experience. Rounding out the solution are EDGE Suites, which enable subscribers to tailor their own user experience using the CommandIQ app.

THE RESULTS

Jade has realized significant benefits by selecting the Calix Revenue EDGE solution. Deploying the GigaSpire BLAST u6 ensures subscribers have Wi-Fi 6 connectivity with unmatched speed and coverage to meet their current and future bandwidth demands. With the CommandIQ app, and the ProtectIQ advanced security service, Jade subscribers are in full command of their own Wi-Fi experience, able to protect themselves and family members from various cyber-security threats. The EXOS platform has also enabled Jade to perform system upgrades seamlessly, with no service disruption to subscribers. What's more, the Revenue EDGE has enabled the rural CSP to reduce its average new gateway integration time from four weeks to just one day, accelerating time to market for its gigabit broadband services. The result is a comprehensive subscriber-facing solution that not only cements Jade's technology leadership in the market, but also positions it to clearly differentiate itself from the competition—not based on speed alone, but on the quality of the subscriber Wi-Fi experience.

COMPANY

Jade Communications

SERVICES

High-speed Internet, residential and business voice, cable TV

COMPANY TYPE

Rural Communications Service Provider

SUBSCRIBERS

Approximately 3,000

LOCATION

Alamosa, Colorado

WEBSITE

gojade.org