



Pineland Elevates the Subscriber Wi-Fi Experience and Gains Crucial Competitive Edge with Calix EDGE Systems

THE CHALLENGE

Founded in 1951, Pineland Telephone Cooperative serves approximately 12,000 subscribers across a 1,300 square mile area in southeast Georgia. Since completing construction on its fiber-to-the-home (FTTH) network in 2018, Pineland has been able to offer its subscribers the fastest speeds available anywhere, with its premium Internet package topping out at a blazing fast 1 Gbps.

To go up against the competition, however, Pineland recognized that speed was not enough; it would need to be combined with an unmatched Wi-Fi experience. Not only would this help the co-op create differentiation, it would also contribute to increased subscriber satisfaction and reduce churn. To achieve this goal, Pineland was looking for the latest cutting-edge Wi-Fi systems to deploy as part of its managed Wi-Fi offer.

THE SOLUTION

To build on its fast fiber network, Pineland selected the most recent addition to the Calix portfolio of Wi-Fi Certified 6™ EDGE Systems: the GigaSpire BLAST u6. With the BLAST u6, Pineland's subscribers get the most advanced Wi-Fi system available. This second-generation BLAST system provides the ultimate Wi-Fi 6 experience, delivering 35 percent improvements in speed and coverage over a Wi-Fi 5 gateway. Pineland is also taking advantage of the capabilities of the Calix Support Cloud to enhance the subscriber experience. Calix Support Cloud empowers Pineland's customer care team with real-time visibility into each subscriber's Wi-Fi environment, which enables them to proactively diagnose and correct issues before subscribers are even aware of them. When subscribers report issues with their Wi-Fi, Calix Support Cloud helps customer care resolve them quickly and reduce unnecessary truck rolls.

THE RESULTS

Since deploying the BLAST u6 systems, Pineland and its subscribers have realized several key benefits. For example, as part of its managed Wi-Fi service, Pineland is able to offer subscribers a richer at-home Wi-Fi experience with higher throughput, faster speeds, and greater coverage in the home than its competitors. This is especially important as remote working and learning among Pineland's subscriber base has become the norm.

In addition to dramatically improving the subscriber Wi-Fi experience, Pineland has realized significant operational benefits from its deployment of the BLAST u6. The unifying Calix EXOS® platform makes upgrading subscriber systems seamless, cutting 15 to 20 minutes from each installation, while enabling Pineland technicians to turn up more subscribers every day to meet rapidly growing demand.



COMPANY

Pineland Telephone Cooperative

COMPANY TYPE

Rural cooperative

WEBSITE

pineland.net

LOCATION

Metter, Georgia

SERVICES

High-speed Internet, voice and digital TV

SUBSCRIBERS

Nearly 12,000