



# Ringgold Subscribers Enjoy the Ultimate Wi-Fi 6 Experience Thanks to the Calix Revenue EDGE

## THE CHALLENGE

Ringgold Telephone Company (RTC) provides high-speed Internet and landline voice services to more than 7,000 business and residential subscribers in northern Georgia and southern Tennessee. Thanks to RTC's expanding fiber optic network, these subscribers enjoy blazing-fast broadband services at speeds up to 1 Gbps. Looking to aggressively grow its subscriber base and create differentiation from the national service providers in the region, RTC is focusing its efforts on providing subscribers with the best possible Wi-Fi experience. The company began looking for an end-to-end customer experience solution that would complement its fast and expanding fiber network, help it deliver unmatched Wi-Fi speed and coverage to subscribers, and make it easy to roll out new value-added features and services.

## THE SOLUTION

To meet these requirements, RTC selected the Calix Revenue EDGE. The solution includes the Calix EDGE Systems, a portfolio of Wi-Fi Certified 6™ GigaSpire BLAST systems. These systems give RTC the flexibility to meet the unique needs of its subscribers, such as the size of their residence, the number of connected devices they own, and the types of applications they consume. Calix EDGE Insights, which include Calix Marketing Cloud and Calix Support Cloud, give RTC access to valuable network and subscriber insights that they can leverage to deliver the ultimate managed Wi-Fi experience. The solution also includes Calix EDGE Suites, including ProtectIQ™ and ExperienceIQ™, which enable RTC's subscribers to take advantage of industry-leading network security and family protection, all from the convenience of the CommandIQ™ app.

## THE RESULTS

Since deploying Calix Revenue EDGE, RTC has realized several key benefits. The Wi-Fi Certified 6 Calix EDGE Systems now form the foundation of the company's fully managed Wi-Fi service. Subscribers enjoy unmatched performance, coverage, and speed everywhere in their homes. They also benefit from unparalleled customer support, thanks to Calix Support Cloud, which has enabled RTC to address Wi-Fi problems proactively, before they impact subscribers. Revenue EDGE has also made it possible for RTC to put control in the hands of subscribers with the CommandIQ™ app. Along with providing a snapshot view of their entire home network, the app provides easy access to the advanced capabilities of Calix EDGE Suites. ProtectIQ™ provides industry-leading network security protections and ExperienceIQ™ gives subscribers access to ensure the online safety and security of family members with comprehensive parental controls. With Calix Revenue EDGE, RTC has everything it needs to continue raising the bar for subscribers—and positioning itself for success.



## COMPANY

Ringgold Telephone Company

## COMPANY TYPE

Regional Communications Service Provider

## WEBSITE

rtctel.com

## LOCATION

Ringgold, Georgia

## SERVICES

High-speed Internet, residential and business voice

## SUBSCRIBERS

7,000+