



# Gigabit Services Delivery



## Pelican Bay Deploys Innovative Business Model to Ensure High-reliability and High-performance Residential Broadband

### About Pelican Bay

Pelican Bay is a 45-acre, private community of 6,500 residents, located north of Naples, Florida. The community is home to single family residences, condominium complexes, shopping centers and a variety of fitness and outdoor activities.

### The Challenge

Residents were unsatisfied with their existing service provider in terms of connectivity speeds and customer service. The community, once realizing their contract was set to expire, looked towards additional options that would help provide better reliability and faster broadband services.

### The Solution

The Pelican Bay infrastructure committee selected Summit Broadband for an advanced FTTH network deployment. Using the ADTRAN® Total Access® 5000 FTTH portfolio within the network, Pelican Bay residents are able to achieve ultra-broadband speeds from a highly robust service.

### The Benefit

ADTRAN's Total Access 5000 portfolio enables Pelican Bay residents to achieve Gigabit services whether delivered to suburban homes or high-rise condominiums. Residents can enjoy seamless connectivity without facing the issues of the past. Regardless of amount of time spent on the property, residents can rest easy knowing any problems that may arise will be quickly handled and they will have access to the latest technology.

Pelican Bay is a private community located north of Naples, Florida. With nearly 6,500 residents, the community consists of 950 single family homes and a mixture of low-, medium- and high-rise condominium complexes. Throughout the 43-acre community lie three hotels, including the Inn at Pelican Bay, Ritz Carlton and Waldorf Astoria properties, restaurants, shopping centers and outdoor activities.

### A Need for Reliable Speed

Residents of Pelican Bay were looking for significant improvements to customer service, reliability and price for their existing telecommunications services. Ultimately, they desired a new ultra-fast broadband solution for their vibrant and growing mixed-use community. Quality of service from their existing incumbent provider had declined with no apparent resolution in sight. To make things worse, as the quality declined, the price increases of services continued to outpace actual costs. With thirty percent of Pelican Bay residents living on the property year-round, the community not only needed a reliable solution for those residents, but also one that could scale to support the population peaks throughout the year.

During the summer of 2011 a group of residents, including several retired corporate executives, formed a Media Infrastructure Committee under the auspices of the master homeowners association—The Pelican Bay Foundation. With the current telecommunications contract set to expire in early 2015, the committee began exploring options for deploying fiber throughout the community. Demand for affordable and reliable telecom services was high as Pelican Bay residents were looking at both premium broadband service and a means to future-proof communications in their homes to ensure strong resale value of their properties.

### Addressing Past Problems

The committee turned to Spectrum Engineering to develop a strategic plan that not only met their current broadband needs, but also to create a sustainable, long-term holistic solution for the community's telecom service requirements. Through an extensive process, Spectrum Engineering and



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Scott Bowles, President, Spectrum Engineering

the committee analyzed two options: one in which Pelican Bay would build their own fiber infrastructure and hire a provider to manage services, and the other to have a third party build out the infrastructure and manage the services. While the infrastructure solution was a high priority in the project, the committee also knew residents were looking for a “white glove” level of service and that superior customer service expectations were high.

This out-of-the-box thinking from the committee drove Spectrum Engineering to create a plan that would meet the service demands from residents. The strategy outlined key elements Pelican Bay would require to be addressed by the service provider, including how information would be provided to residents, how communication issues would be addressed, how the overall rollout would take place and how to craft a Service Level Agreement (SLA) that had a similar look and feel to the overall business plan. On-going, regular discussions between Pelican Bay and the service provider would also be critical. Service metrics and credit policies were defined and a transparency clause was developed to encourage sustained excellence in customer service.



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According to Spectrum Engineering President, Scott Bowles, the committee took a high interest in analyzing the two options to ensure they received the services they wanted. "Working with several of the nation's former top level executives has been a great blessing. Their knowledge of finance and rigorous review process led to an excellent outcome," said Bowles. It wasn't just the committee's attention to detail that impressed Bowles. He stated, "It was refreshing to work with people who have so many years of experience in various businesses and are extremely passionate and knowledgeable about what they're involved in."

In the end, the Pelican Bay Media Infrastructure Committee chose to hire a service provider to both deploy the fiber infrastructure as well as manage the on-going broadband services.

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Spectrum Engineering**

## Putting the Pieces Together

With the decision made, the committee worked diligently to find a service provider that would meet their demands. Beating out several other big name providers, Summit Broadband was selected to begin building a Fiber-to-the-Home (FTTH) network and provide world-class broadband service to the community. Summit Broadband's proposal received high marks for their commitment to installing Fiber to the Home, willingness to meet all of Pelican Bay's demanding criteria, and superior responsiveness.

To help with the build out, Summit selected the ADTRAN® Total Access® 5000 FTTH platform, including the ADTRAN's Advanced Operational Environment (AOE). According to Bowles, ADTRAN's equipment "took what could have been a difficult network and made it one that offers a great deal of reliability and flexibility for the Pelican Bay residents."

The ADTRAN Total Access 5000 broadband portfolio enabled Summit to deploy a high-capacity fiber access network that can easily scale to handle bandwidth-intensive services at ultra-broadband speeds. Pelican Bay residents now receive Internet speeds at 100, 200 or 500 Mbps, as well as Gigabit capabilities for a minimal incremental cost. The advanced FTTH network enables Pelican Bay residents to have reliable connectivity, regardless of length of time visiting the community. In addition, residents are also easily able to connect with family members via video chat, attend telepresence board meetings and complete long-distance educational opportunities.

## Unique Business Model

Pelican Bay's innovative business model ensures that customer service and connectivity remain a top priority. The bulk agreements implemented with Summit Broadband provide a strong foundation for accountability, in which both parties are held responsible for providing the necessary education and communication to ensure the best user experience possible. With this in place, the teams work hard to instruct residents to bring forth any issues that may arise as quickly as possible. By communicating any problems quickly, Summit is able to resolve issues without compromising service. Both parties are committed to the success of this arrangement, so much so that the infrastructure committee and Summit meet on a weekly basis to discuss the service and how it's meeting the needs of the community.

The innovative and unique business model deployed by Pelican Bay can be a fit for any community that places a high emphasis on quality of service for their residents. "The business model Pelican Bay is adopting is relatively easy for other communities to follow. All it truly takes is a group of dedicated residents who are ready to work hard for what they want and a group of technology providers who are willing to work closely to achieve the resident's demands," said Bowles.

For communities looking to better their FTTH network and services, Bowles believes that residents must not be afraid to go after what they want, but should be understanding in terms of being accountable for communicating new services and technology to residents as a way to assist service providers. "The unique and successful model from Pelican Bay can serve as an example for other communities looking to deploy FTTH and Gigabit services in a cost efficient and effective way," said Bowles.

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