

Gigabit Services Delivery

Comporium Brings High Tech Jobs to Rock Hill, South Carolina with Innovative Zipstream Service



About Comporium

Comporium, Inc., headquartered in Rock Hill, S.C., is a diversified, privately held communications company providing voice, video, data, wireless, security and advertising services. Comporium's ventures include companies providing fiber transport and business solutions, data storage and managed services, smart devices and connected home/car services, and digital signage. For more information, please visit www.comporium.com.

The Challenge

Government and private sector leaders in Rock Hill worked together to renovate the historic downtown area of the former textile town to bring jobs to the area. After extensive research, the team found that Gigabit service was essential to attract economic development to the region. Comporium was charged to provide Gigabit service for the businesses located in the new Knowledge Park development.

The Solution

Comporium deployed the ADTRAN Total Access 5004 designed to deliver higher rate premium services over fiber in Rock Hill. This high-performance Fiber-to-the-Premises (FTTP) solution allowed the provider to offer Zipstream service, which provides unprecedented speeds supporting the desired Gigabit service.

The Benefit

Zipstream availability should increase high-tech companies' interest in Knowledge Park and contribute to ongoing successful development. Several companies and educational institutions are currently located in the park with additional retail and hospitality businesses on the way. Most importantly, the Gigabit service should attract the sought-after jobs to the community and increase the quality-of-life for the residents of Rock Hill.

Downtown Rock Hill, South Carolina, had numerous vacant buildings since the once vibrant textile mill had closed down. Unemployment in the area was high and residents were struggling to find good paying jobs. Rock Hill is located near the North Carolina/South Carolina border and is considered part of the Charlotte, North Carolina, metropolitan area.

Leaders of the community decided to transition the historic textile town into a modern, high-tech center by creating Knowledge Park—a mixed-use, urban environment with historic buildings. Local government, education and business leaders came together to create the strategy and implement the change. The vision was for the innovative development to attract entrepreneurial activity and “knowledge economy” jobs; thus, creating a community of knowledge workers that live, work and play in historic Rock Hill.

Real People

Comporium, a technology and communications company based in Rock Hill, believed that by providing the latest broadband infrastructure and connectivity, it would attract high-tech companies to the area. The company began evaluating network solutions and sent an executive team to visit leaders in Kansas City and Chattanooga, which had embarked on similar projects. The Comporium executives confirmed that high-tech companies were attracted to both cities because of the availability of Gigabit Internet speeds.

“Once a few companies commit to an area, other similar companies follow, which creates opportunity for engineers and IT staff to change jobs. By attracting businesses first, other adjacent economic activity, such as restaurants and service industry will set up shop as there is already a customer base,” said Mike Deller, vice president of engineering and planning at Comporium, who was on the development team. “We realized that offering Gigabit Internet speeds in Knowledge Park would be an important factor in driving economic growth to Rock Hill.”

When looking to redesign the downtown network, Comporium knew that it needed a robust fiber solution that could support the fast Gigabit speeds needed to attract businesses to Knowledge



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Mike Deller, Vice President of Engineering and Planning, Comporium

Park today while also providing growth for the future. After extensive research and evaluating numerous products, Comporium decided the ADTRAN® Total Access® 5004 offered the performance and capability to not only support Gigabit services today, but to also provide the scalability needed for future bandwidth growth. Comporium's Engineering and Planning department was impressed with the flexibility the Total Access 5004 provided due to its various network uplink and middle mile topology options, as well as the integrated DWDM capability to scale services where the network is fiber constrained. The Total Access 5004 offers Fiber-to-the-Premises (FTTP) modules and dedicated Gigabit Ethernet modules, allowing Comporium to offer a wide range of services (best effort to dedicated) to meet the business demands.



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**Mike Deller, Vice President of
Engineering and Planning, Comporium**

Real Networks

A compact solution, the Total Access 5004 is designed to deliver higher rate premium services over fiber or existing infrastructure deep into the network. The portfolio leverages ADTRAN's Advanced Services Architecture to offer next-generation residential and business services onto a converged infrastructure. This enables unprecedented architecture scalability and the ability to provide operational cost savings with a single network, all services approach.

“ADTRAN is committed to working with the independent telephone companies and advancing their networks. They are very focused on delivering carrier-class products with carrier-grade reliability,” says Deller. “Their products are designed for the future, exceeding the needs of today.”

Comporium uses the Total Access 5004 to offer residents and businesses the innovative Zipstream product, which provides unprecedented speeds with Gigabit, giving businesses the bandwidth they need to successfully compete in today's global economy. Quickly following the lighting up of Rock Hill's downtown with Zipstream, Comporium then announced the expansion of Gigabit broadband connectivity to five area business parks and to 125 fiber neighborhoods, which are located throughout York and Lancaster counties in South Carolina.

“Although the community already had very robust broadband connectivity, Zipstream catapults Rock Hill far ahead of other communities looking to attract businesses and residents by providing market leading capability with affordably-priced Gigabit Internet service,” says Deller.

Bringing Jobs, Retail and Innovation to Rock Hill

Once the new FTTP infrastructure was installed, Zipstream service was offered to existing tenants of the downtown Rock Hill area. These include existing projects within Knowledge Park, which has attracted 570 knowledge economy jobs since its renovation in 2008. Planning is now underway for the renovation of the former Rock Hill Printing and Finishing Company, known locally as the Bleachery, a hub for a mixed-use community. It sits across the street from the building that will house the headquarters for the Family Trust Federal Credit Union and provide jobs for over 65 employees, including accounting, marketing and IT.

The Hive, a collaborative project by York Technical College, Winthrop University, Comporium, City of Rock Hill and Becca and Harry Dalton, contributes to Knowledge Park's mission of encouraging creativity and innovation. The workforce development/small business incubation program serves real clients in the Internet marketing, communications and technology industries to train the next generation of contributors for the new knowledge-based services economy. Zipstream has also allowed professors and students at Winthrop University, whose campus is located in Knowledge Park, to increase learning opportunities both in the classroom and in collaboration with businesses across the globe.

“Our goal is to see new retail shops and restaurants open in Knowledge Park as employers bring foot traffic to the area each day,” says Deller. “It is also our mission to provide the advanced telecommunications needs of existing and new businesses. Old Town Market is also a multi-purpose public space suitable for special events, farmers' markets, temporary retail and social interaction now developed in Knowledge Park. Future plans for Knowledge Park include 139 Main, which is a five-story luxury apartment building targeted towards young professionals and university faculty. Old Towne East is also planned with a hotel, mixed-use building and a performing arts center.”

Deller has been pleased with the responsiveness and knowledge of the ADTRAN support staff.

“Our technical requirements, and those of our customers, are rapidly changing and advancing. ADTRAN recognizes the on-going and rapid changes and is able to respond to our needs,” says Deller. “The rigorous training provided by ADTRAN to its support team is evident each time we work with ADTRAN. With the deployment of new technologies, we are able to get the support needed. And, the support of our traditional TDM equipment has not wavered.”

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