



# Gigabit Services Delivery

## Sycamore Telephone Company Expands Customer Market with ADTRAN FTTH



### About STC

STC is a locally owned and operated service provider, based in Sycamore, Ohio, and provides Internet, television and phone services to both residential and business customers.

### The Challenge

STC looked to grow its addressable broadband market in an effort to enhance the lives of communities it served. To do so, it required an FTTH solution that would enable rapid service turn-up and scale to support Gigabit broadband.

### The Solution

The ADTRAN® Total Access® 5004 solution is a low-profile, high-density Multi-Service Access Platform (MSAP) that extends STC's ability to deploy a mix of innovative residential and business broadband services further into customers' premises, making it easier to deploy services in new markets.

### The Benefit

STC has the necessary broadband infrastructure to build and grow its customer base, providing the vital connectivity local communities need to compete and thrive in a global marketplace.

Located in Sycamore, Ohio, Sycamore Telephone Company (STC) has served the community for over 100 years. Locally owned and operated, STC offers television, Internet and phone services to both residential and business customers. In 2013, STC leveraged the American Recovery and Stimulus Act to perform a significant Fiber-to-the-Home (FTTH) broadband upgrade.

### Expanding the Customer Base

After success with their initial FTTH deployment for residents and businesses located in Sycamore, STC started to see the crucial role that high-speed broadband service could play in the overall economic growth of rural communities. With this insight, STC began looking for additional ways to expand its offerings and enhance the lives of the customers and towns it served.

The local county economic development office had recently published a survey, in which business owners were asked about their needs and requirements to successfully grow their businesses. According to the survey, the business owners continued to lack high-speed Internet and viewed the service as a vital component in their ability to stay competitive in a global marketplace. "To be honest, when we saw the results of the survey, we had a smile on our face. Not because the owners were complaining and suffering, but because high-speed Internet is exactly what we provide our customers," explained Rick Ekleberry, broadband operations manager at Sycamore Telephone Company. "We already knew certain markets adjacent to our service area were underserved and companies needed assistance, but it was reassuring to our business operations that Internet and cloud connectivity was in high demand."

With this in mind, STC looked at expanding broadband service to additional nearby communities, particularly to those that already had the fiber infrastructure but lacked the high-speed services that STC is able to offer. "The expansion was a natural progression of sorts," said Ekleberry. "We had been able to successfully deploy FTTH services to the immediate communities we support and knew this move represented a great opportunity



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Sycamore Telephone Company

for us as a business." In particular, STC set their sights on communities that were home to hospitals, schools and Small and Medium-sized Businesses (SMBs).

When evaluating new cities, STC didn't have to go far. Just 12 miles down the road lies Upper Sandusky, a growing city rich in history. Located on the upper reaches of the Sandusky River, the city is home to more than 40 industrial firms, including various automotive, engineering and construction companies. With fiber already laid in much of the area, STC saw the perfect opportunity to deliver the services Upper Sandusky would need to provide the foundation for long-term economic development.





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## **Turning to a Trusted Vendor**

Familiar with ADTRAN from previous deployments, STC knew where to turn. “We first deployed the ADTRAN FTTH portfolio, including the Total Access 5000, as part of a large broadband update 18 months ago. Having worked with them before, we knew the engineers and saw first-hand how dedicated and knowledgeable they are,” said Ekleberry. “There was no hesitation in going to ADTRAN again. In fact, it was the smartest decision as the ADTRAN Total Access 5004 Crossover Enclosure had everything we were looking for and more.”

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**Rick Ekleberry, Broadband Operations Manager  
Sycamore Telephone Company**

The ADTRAN Total Access 5004 solution is a low-profile, high-density MSAP that extends STC’s ability to deploy a mix of innovative residential and business broadband services further into customers’ premises. With the solution, STC is more easily able to deploy services in new markets and improve its business case by lowering the customer service take rate threshold for delivering premium services in underserved or other hard to reach areas. This made the solution the ideal choice as the move into Upper Sandusky was going to be a 5x expansion of STC’s addressable service market.

The Total Access 5004 Crossover Enclosure, in particular, has an ultra-compact size that allows for more “pedestal-like” mounting techniques and drastically reduces the costs and time required for FTTH installations. This was a critical factor as STC was looking for a rapid service turn up in Upper Sandusky.

## **Community Benefits with Fiber**

With the successful earlier deployment of FTTH and the new expansion to Upper Sandusky as validation, STC can continue to strengthen the communities through its FTTH offerings. According to Ekleberry, “STC has seen first-hand the benefits that our FTTH service has brought to the community, and know it’s a critical requirement for the economic development of the area.”

For example, a formerly-abandoned plastics factory is one location in particular that as benefitted from the FTTH upgrade. Once the place of employment for hundreds of workers in the local community, the factory eventually shut down and was left empty. With the availability of ultra-fast broadband service to the property, the abandoned facility has since been purchased by new owners and re-opened as another manufacturing warehouse. The revitalization of the facility has provided a boost to both employment and the local economy.

“If it weren’t for STC deploying fiber in the community, there’s a chance the property would still be vacant. With the re-opening of the factory, the community is able to add jobs and improve their economy,” said Ekleberry.

With that in mind, Ekleberry stated that STC is looking forward to its continued partnership with ADTRAN as they look to deploy advanced technologies, including Gigabit services, and increasing the number of industries served. “ADTRAN is enabling us to future-proof our network investment as we look to scale our services now and into the future.”