Gigabit Services Delivery

Jackson Energy Authority Enables Innovation with Network Upgrade to Deliver Gigabit Services

Jackson Energy Authority **One thing you can count on.**

About Jackson Energy Authority

Jackson Energy Authority (JEA) serves over 30,000 customers in Jackson, Tennessee. Founded to provide core utilities throughout the region, JEA expanded to offer broadband services and quickly deployed one of the nation's largest FTTH networks to support customer demand.

The Challenge

JEA's network gear was over a decade old and the team recognized the need to upgrade to support the faster speeds demanded from the growing community.

The Solution

JEA selected ADTRAN Gigabit Services Architecture as it allowed JEA to remain ahead of local broadband, cable and competitive providers and offer next-generation broadband to the community.

The Benefit

As a result, industries, including healthcare, education and consumer services, can ensure connectivity to the global world. Additionally, the community of Jackson can remain competitive in continuing to attract businesses to the area.

Based in Jackson, Tennessee, Jackson Energy Authority (JEA) serves over 30,000 business and residential customers with eight core offerings— electric, water, wastewater, natural gas, propane, cable, Internet and phone. In the early 2000s, JEA deployed an extensive fiber network that has helped bring economic growth to the area. Jackson is home to multiple colleges and universities, a diverse industrial base and West Tennessee Healthcare, listed by Modern Healthcare Magazine as one of the top 10 largest public, not-for-profit healthcare systems in the U.S. Wanting to continue stimulating opportunities for all its broadband customers, JEA looked to upgrade the existing infrastructure to provide access to faster and more reliable speeds along one of the nation's largest FTTH networks.

Evolving with Fiber

Although agriculture has been the economic foundation for Jackson residents for many years, the community was looking for ways to attract additional business and industry. With ample space for building, the Jackson area is ideal for large corporations looking for a peaceful way of life and a lower cost of living, while having access to the telecom infrastructure required for daily operations.

"A top priority for residents and businesses looking to move outside of large cities is Internet connectivity, both the speed and reliability," said Ben Lovins, senior vice president, telecom for Jackson Energy Authority.

With the influx of residents, enterprises and Small and Medium Businesses (SMBs), JEA recognized the need to take their existing technology to the next level and upgrade the infrastructure to support increased bandwidth demands.

Going to Gigabit and More

For a company always looking to stay ahead of competitors, upgrading the network to offer Gigabit services was a natural fit. According to Lovins, "the upgrade wasn't so much about ROI; rather that it's just something we need to do for our community. Upgrading the equipment will take JEA to the next-generation of connectivity and stay ahead of the curve on technology."

Though Gigabit service delivery was the main driver for the network upgrade, JEA also needed to extend the distance of their FTTH network and deploy solutions that could go outside buildings for easier service maintenance. Having already worked

> "A top priority for residents and businesses looking to move outside of large cities is Internet connectivity, both the speed and reliability."
>
> **Ben Lovins, Senior Vice President, Telecom Jackson Energy Authority**

with ADTRAN® on several projects the JEA team knew the telecommunications equipment provider was the top choice for the fiber network upgrade.

"Without a doubt, ADTRAN has the best tools in the toolkit for what we needed," said Lovins. "They are able to provide solutions specifically to address our needs, as well as have an excellent track record with a high level of tech support." Additionally, Lovins credits ADTRAN's strong R&D for helping them evolve, change and grow their offerings and get to next-generation services quicker.

By selecting ADTRAN Gigabit Services infrastructure, JEA is able to stay ahead of its broadband, cable and competitive providers, attract new and compete in a more global economy. More importantly, the upgrade will provide customers with Gigabit speeds that bandwidth-hungry applications and streaming video services are demanding today and in the future.

"Gigabit service is a natural extension of our network and will take our network and customers to new levels of connectivity and services," said Lovins.

ADTRAN®

Addressing Industry Needs

Already home to a national home décor company and a large number of SMBs, JEA expects the delivery of Gigabit services to further enhance the business opportunity and quality of life throughout Jackson. With an early focus on deploying Gigabit services to businesses, several large corporations, for-profit and non-profit groups have already announced projects that can begin thanks to faster and more reliable speeds.

A local knee surgeon is looking to Gigabit speeds for enhancing 3D printing for developing patient-specific knee replacements. The faster speeds will allow the doctor to connect and print the design much quicker and reduce the time for the actual surgical devices to be developed.

> "ADTRAN's Gigabit broadband portfolio provided us with the flexibility, scalability and performance we needed to deploy Gigabit services with ease and confidence, as a result, we're able to offer better speeds to our customers who need it."
>
> **Ben Lovins, Senior Vice President, Telecom**
> **Jackson Energy Authority**

Additionally, Jackson's secondary and post-secondary education institutions look forward to the increased broadband speeds to facilitate educational and even telemedicine applications.

Gigabit speeds will support the new entrepreneurial development center, the CO. The facility supports the creation and growth of businesses by providing the most advanced tools in a collaborative co-working environment.

Gigabit speeds from JEA's offerings will ensure user accessibility to training courses, mentoring programs, industry research and many public safety and utility functions as well.

Forward Thinking Future

"ADTRAN's Gigabit broadband portfolio provided us with the flexibility, scalability and performance we needed to deploy Gigabit services with ease and confidence," said Lovins. "As a result, we're able to offer better speeds to our customers who need it."

According to Lovins, customers are thinking about what they currently have and how JEA can take it to the next level. "Some didn't know they needed this type of speed. However, now that they're seeing other industries deploy it, it's only a short amount of time until they do it too."

"The possibilities are endless," stated Lovins, and JEA looks forward to seeing what new innovations come out of the Jackson community.