



NITCO
Connected. Always.

Gigabit Services Delivery

Northwest Indiana Telephone Company Delivers Greener Broadband Pastures to Rural Communities with ADTRAN



About Northwest Indiana Telephone Company

NITCO serves residential and business customers in rural communities throughout northwestern Indiana.

The Challenge

While much of the service provider's region is rural, the communities rely heavily on advanced broadband and connectivity to support technology initiatives at work and home.

The Solution

ADTRAN's advanced FTTH portfolio empowers NITCO to deliver ultra-fast broadband via GPON and Gigabit service to businesses with active Ethernet.

The Benefit

NITCO customers are now able to enjoy enhanced bandwidth, allowing them to expand business opportunities and ensure economic growth.

For more than 75 years Northwest Indiana Telephone Company (NITCO) has been meeting and exceeding customer expectations across rural communities in northwestern Indiana. An integral part of the communities it supports, NITCO is committed to embracing the latest technologies and service innovations to give residential and business customers a clear, sharp, competitive edge in today's data-driven economy.

Milking Gigabit for New Opportunities

One of the more interesting customers taking advantage of NITCO's commitment to next-generation technologies is a dairy farm. Fair Oaks Farm describes itself as an escape to the country where visitors can explore family farms and reconnect with nature, animals and the environment. The farm conglomerate hosts "The Dairy Adventure" and "The Pig Adventure" learning centers that provide a behind-the-scenes look at farm operations and how milk goes from grass to glass. There are also interactive activities that get visitors involved on-site as well.

"People can learn how milk is produced, how butter and cheese are made and the cycle of how grain is grown, harvested and fed to the cattle—from the field to the table," said Gary Gray, central office supervisor for NITCO.

More than just a fun day out for the family, Fair Oaks Farms takes business seriously and has incorporated a strong technology foundation to help them do so. NITCO has provided Fiber-to-the-Premises (FTTP) with multiple 1 Gigabit connections coming onto the property. Fair Oaks Farms uses the connectivity to do remote processing and monitor milk production equipment. They are milking 24x7 and need to keep tabs on all machinery, amount of milk pulled, temperature, quality, etc. If they have an issue, they need to know immediately in order to prevent any slowdown in production. Each of the learning centers also require ultra-fast, high speed broadband connectivity in order to support video streaming and conferencing capabilities, as well as online learning to share knowledge and expertise with other farms and educate school children.



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Gary Gray, Central Office Supervisor, NITCO

"It's really important for them to have the bandwidth to film everything they have going on. Everything is based on learning and farming, so it is essential that visitors, students and other farms can log on to watch videos and see what's happening at the farm," said Gray.

Spreading the Broadband Seed

Providing Gigabit connectivity to Fair Oaks Farms is just one part of NITCO's strategy for delivering high-speed connectivity to its customer base. NITCO is deploying ADTRAN's advanced Fiber-to-the-Home (FTTH) portfolio to deliver ultra-fast broadband to residential customers via GPON and Gigabit service to businesses with active Ethernet. "Active Ethernet enables an easier upgrade path for us as more business customers over time move to increasingly higher data rates," said Gray.

While NITCO is delivering Gigabit service to businesses, the company is taking a more pragmatic approach to rolling out faster FTTH





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service to its residential customers. Already delivering 25 MB—the new FCC definition of broadband—to more than 70% of its residential subscribers, NITCO is evaluating which communities have the greatest need for fiber and is beginning rollouts there. Starting with an initial rollout of 150 homes, NITCO plans to extend the FTTH network to 200 to 300 homes per year, quickening the pace as more fiber is deployed and demand ramps up.

“ADTRAN’s flexible and scalable FTTH platform is providing a strong foundation for the best-in-class services that we deliver to our customers. We are providing them with not only the best technology available, but greater economic opportunities from the rural communities they love so much.”

Gary Gray, Central Office Supervisor, NITCO

“Meeting our commitments to our customers is very important to us—it’s one of the core values the company is built on,” said Gray. “It’s critical that we listen carefully and follow through on what we promise to our customers.”

The strategy is paying off as NITCO saw broadband traffic more than double in 2014. This includes both an increase in subscribers and more use of the network as customers have discovered new ways to stay in touch and stay connected. The company expects to see three times more bandwidth traffic growth in the next 12 months as well.

Sowing New Economic Opportunities with Advanced Fiber

With help from ADTRAN®, NITCO is confident it has the right platform to see that growth materialize. “ADTRAN enables us to meet the needs of all of our customers—from our most rural residents to businesses that are looking for new ways to grow—with the most advanced fiber platform available,” said Tom Long, chief operations officer, NITCO.

ADTRAN offers a full portfolio of FTTH solutions purpose built for Gigabit broadband. These solutions provide ultra-high service density and deployment flexibility that allows NITCO to more easily deploy services in new communities. NITCO is also able to lower customer service take rate thresholds for premium services in underserved or other hard to reach areas.

“ADTRAN’s flexible and scalable FTTH platform is providing a strong foundation for the best-in-class services that we deliver to our customers. We are providing them with not only the best technology available, but greater economic opportunities from the rural communities they love so much,” concludes Gray.

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