

Adams Fiber Expands Reliable Wi-Fi Coverage Outdoors with the GigaSpire u4hm



The Challenge

Adams Fiber (Adams) required a better and more cost-effective outdoor Wi-Fi solution to respond to the growing subscriber demand.

Adams, a subsidiary of Adams Telephone Co-Operative, was awarded a \$4.9 million grant in 2020 to deploy fiber to underserved local communities. This helped finance a \$10 million buildout project that covered more than a thousand households, businesses, farms, and institutions across rural areas.

Adams experienced high demand for outdoor Wi-Fi across its rural footprint, particularly in farming communities. Its existing point-to-point solution required a truck roll and anywhere from one to three hours to install, limiting the number of revenue-generating installations per day. The system also costs subscribers a high upfront fee and provides no recurring revenue. Adams needed a more cost-effective solution for outdoor Wi-Fi use cases.

The Solution

Adams has used Calix [Unlimited Subscriber GigaSpire](#) systems in subscribers' homes for years. These systems provide powerful, managed Wi-Fi using the latest Wi-Fi 6 technology to deliver next-generation bandwidth and area coverage performance.

Because of this, it was easy for Adams to add the new [GigaSpire u4hm](#) to its existing systems portfolio. The u4hm is a dual-band Wi-Fi 6 mesh satellite system designed to extend the Wi-Fi experience beyond the home. Packaged into a weather-proofed form factor, the u4hm provides extended coverage to outdoor areas such as patios, pool areas, backyards, and farm buildings. It also supports Power over Ethernet (PoE), allowing for placement in locations without local power supply. The u4hm, along with all Calix Wi-Fi systems, leverage customer support insights and tools within [Calix Cloud](#) to ensure seamless management of [Smarthome](#) managed services while delivering an unparalleled subscriber experience.



COMPANY

Adams Fiber

FOUNDED

1952

BUSINESS TYPE

Telephone Cooperative

WEBSITE

followthefiber.net

LOCATION

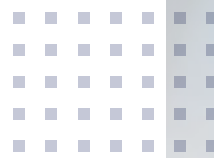
Quincy, Illinois

SERVICES

Residential, Business

SUBSCRIBERS

20,000



Case Study

Like all [GigaSpire systems](#) in the Adams portfolio, the u4hm can be deployed in minutes and reduces operating expenses thanks to the rapid integration of new capabilities, automation, and new technologies via the [Calix Broadband Platform](#). It also supports an array of [Calix SmartLife™](#) managed services, such as [Arlo Secure](#) connected cameras that Adams is currently deploying. The u4hm is also compatible with Adams' branded version of the [CommandIQ®](#) app, allowing subscribers to view and self-manage the system.

The Results

Adams gained a single vendor solution for indoor and outdoor Wi-Fi, simplifying operations, administration, and maintenance. This enables common service delivery, configuration, and troubleshooting—ultimately improving the subscriber experience. The previous outdoor solution required a hefty up-front fee. Comparatively, Adams offers the u4hm with an installation fee 1/10 the cost of the last solution while adding \$10 of monthly recurring revenue.

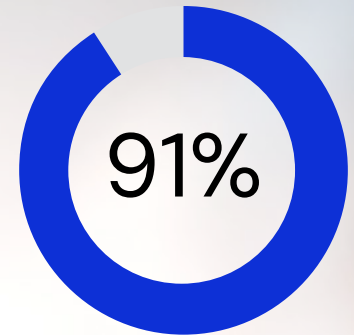
Technicians highlight the ease of installation and troubleshooting. It's a simple plug-and-play using [Calix Service Cloud](#) and significantly reduces installation time. Some installations are even eliminated using point-to-point bridges to reach outbuildings. This helped Adams reduce operating expenses and significantly increase the number of revenue-generating subscribers its technicians can bring online daily.

Adams initially deployed the u4hm on a case-by-case basis but now sees high demand from farming homesteads and large rural properties with outdoor buildings, such as pool houses. By extending Wi-Fi outdoors, the u4hm enables Wi-Fi voice calling in areas with poor cell coverage, streaming video to TVs in outdoor locations, and managing/powering outdoor security cameras. Following the successful early deployments of the u4hm, Adams plans to increase marketing and promote the outdoor Wi-Fi offering in anticipation of growing demand.

"If our subscribers can't walk into their backyard and get four bars on their device, they consider themselves not to have good internet. So, the u4hm allows us to do two things at once: provide our customers with a solution to poor outdoor Wi-Fi, while also increasing our monthly recurring revenue."

Jess Van Beck,
Field Services Manager,
Adams Fiber

Schedule a consult today to learn more about the [Calix Outdoor Wi-Fi solution](#).



Reduction in
Installation Time



\$10 New Monthly Recurring
Revenue Per Subscriber



New Use Cases
Including Pools, Barns,
Sheds and Workshops