

A New Chapter for a 100-Year-Old Telco: Cirrinity's Success with Calix and GigTel



The Challenge

For over a century, Wittenberg Telephone connected rural Wisconsin communities with essential communication services, earning a reputation for reliability and local commitment. Recognizing the need to evolve in a rapidly advancing telecommunications landscape, the company rebranded its broadband offerings as Cirrinity, transitioning from a traditional telephone service to a modern broadband service provider (BSP).

Transitioning to a BSP posed significant challenges. Cirrinity had outdated infrastructure and legacy voice equipment that fell short of meeting subscribers' basic broadband needs—particularly the demand for modern gigabit symmetric service. Additionally, in rural Wisconsin, where poor cellular coverage means residents and businesses still depend heavily on landlines, the aging copper network's reliability issues tested customer loyalty. Frequent truck rolls contributed to rising operational costs, strained resources, and highlighted the need for more efficient operations. In addition, like many BSPs, Cirrinity faced mounting competition from larger providers offering aggressive pricing, which added pressure to modernize and differentiate.

To navigate these challenges, Cirrinity recognized the importance of scalable solutions that would help them modernize their infrastructure and meet subscribers' demands for reliable services. Importantly, these solutions would also enable Cirrinity to deliver differentiated offerings that enhance the subscriber experience, while setting them apart in increasingly competitive markets. With a strong commitment to the community, Cirrinity aimed to become more than just a BSP—positioning themselves as a broadband experience provider delivering far more than connectivity to rural Wisconsin.



COMPANY

Cirrinity

COMPANY TYPE

Communications provider

WEBSITE

cirrinity.net

LOCATION

Wittenberg, WI

SERVICES

Residential services:

high-speed internet, phone, streaming TV

Business services:

internet, managed IT, cybersecurity, and phone

SUBSCRIBERS

5,000

The Solution

Cirrinity addressed these challenges by partnering with Calix and GigTel, leveraging their expertise to transition from a legacy telephone company to a modern broadband experience provider.

Cirrinity made a transformative shift by adopting the Calix Broadband Platform, allowing them to build a scalable, software-driven network ready for future growth. This new infrastructure enabled them to expand into underserved areas, introduce new services, and add value to their subscribers.

Cirrinity integrated Calix SmartHome™ managed services to enhance the subscriber experience. Residential subscribers now have more than a broadband connection to their home. Cirrinity is adding value through managed Wi-Fi, home network security, advanced parental controls, and an easy-to-use mobile app for self-service.

Cirrinity also focused on reducing mean time to repair with Calix Cloud. They now have real-time insights and visibility across systems, services, and subscribers. This intelligence enables proactive issue resolution, thereby lowering operational expenses such as helping to reduce unnecessary truck rolls and boosting customer satisfaction.

GigTel complemented these advancements by upgrading Cirrinity's outdated phone services into a cloud-hosted VoIP platform, providing high-quality, feature-rich communications solutions that reduced costs and eliminated long distance charges for subscribers. This was especially important in rural areas where dependable landline services remained essential due to lack of other communications options. By seamlessly integrating these advanced solutions, Cirrinity was able to deploy new services swiftly, delivering outstanding experiences that set them apart in a competitive market, as reflected by their impressive 4.5-star Google rating.

"Our partnership with Calix and GigTel has revolutionized how we deliver communication services to our community. By incorporating their solutions, we've been able to modernize our network, expand our reach, and provide seamless, high-quality experiences for our subscribers. From enabling tribal connectivity to helping rural families stay connected, the impact is profound. These partnerships ensure that we remain a trusted provider and continue delivering "WOW" experiences for generations to come."

Scott Nyman,
CEO and General
Manager, Cirrinity





Case Study

The Results

The partnership between Cirrinity, Calix and GigTel has had a profound impact, transforming Cirrinity's ability to grow, modernize, and better serve their community. Through their renewed focus on expansion, Cirrinity successfully doubled their broadband subscriber base. By leveraging 13 Wisconsin Broadband Expansion Grants, they extended services to previously underserved areas, including tribal communities. This growth also solidified their position as a leading provider in competitive local exchange carrier (CLEC) markets, significantly contributing to bridging the digital divide in rural Wisconsin. Cirrinity's dedication to connecting and uplifting their community demonstrates their commitment to creating a better future for everyone they serve.

The operational advancements at Cirrinity were nothing short of extraordinary. Leveraging the robustness of the Calix and GigTel platforms, combined with the insightful capabilities of Calix Cloud, Cirrinity successfully minimized the need for unnecessary truck rolls. This not only slashed maintenance costs but also freed resources to drive ongoing innovation. The cost savings were reinvested into expanding the network and enhancing customer service. This strategic reinvestment ensured that subscribers experienced near-zero disruptions and enjoyed consistently dependable service, fostering a deep trust and satisfaction with Cirrinity.

Cirrinity's expanded product offerings led to a 50 percent increase in average revenue per user (ARPU). The complementary Calix and GigTel platforms allow Cirrinity to provide subscribers with a safer, more enjoyable connected home experience, helping retain long-time subscribers and attract new ones. A significant example of the transformative power of Cirrinity's services is a family who, after experiencing the benefits of the fiber rollout, rescinded their decision to sell their cherished lakefront property, as they were now able to work remotely.

With a century-long heritage, Cirrinity has established itself as more than a communications provider but as a forward-looking broadband experience provider. Through its partnerships with Calix and GigTel, Cirrinity continues to offer safe, secure, and dependable broadband services that add value and meet the needs of its subscribers. The company remains steadfast in its commitment to community service and upholding its core values.

Learn how Calix can help you simplify operations, increase customer satisfaction, and reduce costs.

Learn how GigTel can help you simplify operations, increase customer satisfaction, and reduce costs.

Increased
ARPU by



**Virtually
eliminated
unnecessary
truck rolls**



**4.5-star
Google rating**

