![Calix logo] ![glds logo]

MidSouth Fiber Implements Breakthrough Outage Notification System via Calix Cloud Integration with GLDS

The Challenge

MidSouth Fiber Internet aims to drive economic growth across the six Texas counties served by its parent company, MidSouth Electric Cooperative, by providing high-speed fiber to underserved communities.

As part of an 85-year-old electric cooperative, MidSouth has a longstanding reputation for looking after its member-owners—particularly in outage situations. The company uses state-of-the-art technology to proactively notify electric customers of service interruptions and maintain communication throughout the resolution process. The challenge was to replicate this at their fiber subsidiary.

MidSouth needed an automated outage notification system to help reduce the number of calls to customer support and provide a more proactive, data-driven approach to managing service disruptions. However, building this new system required integrating their broadband network management and existing OSS/BSS systems and developing new ways to automate subscriber communications.

The Solution

MidSouth built their fiber network on the Calix Broadband Platform, including Calix Cloud® to gain instant insights and visibility into everything happening across their systems, services, and subscribers. They use the GLDS BroadHub solution to manage OSS/BSS functions, such as billing and subscriber management. Utilizing webhooks in Calix Cloud, MidSouth quickly and easily integrated Calix Operations Cloud into their OSS/BSS environment. This seamless integration was made possible by the power of the platform and Calix's partner ecosystem that includes a strong partnership with GLDS— allowing MidSouth to overcome resource limitations and streamline operations.

![MidSouth Fiber Internet logo]

COMPANY
MidSouth Fiber Internet

FOUNDED
2020

BUSINESS TYPE
Parent Company—
Electric Cooperative

WEBSITE
www.midsouthfiber.com

LOCATION
Navasota, Texas

SERVICES
Residential/Business Internet
and VoIP

SUBSCRIBERS
17,000

Through the integration, MidSouth created an automated SMS-based solution to keep subscribers updated with personalized text messages during outage situations:

- An alert that a problem was detected, and MidSouth is aware of it
- An update on dispatched field technicians and their arrival time
- A progress report on the likely time until service restoration
- A confirmation when the problem has been resolved

This collaboration between GLDS and Calix has transformed MidSouth's repair operations. By integrating proactive outage management into GLDS' BroadHub system, MidSouth can detect network disruptions the moment they occur using machine-to-machine communication via webhooks. This provides immediate insights into service disruptions and notifies internal teams and affected customers instantly.

The Results

The outage notification system is one of the first of its kind in North America and has played a key role in elevating MidSouth's brand. It has delivered demonstrable improvements in communications between internal teams and subscribers, shortened outage response times, and reduced trouble tickets.

In an early test of the system, 99 subscribers were impacted by a network outage. Of those impacted, 53 had opted into SMS notifications and were proactively contacted. Only 4 percent of the SMS-enabled subscribers called in to report the outage, compared to 33 percent of those who hadn't received the text message. This resulted in an 88 percent reduction in call volume—a statistic that has remained broadly consistent during subsequent incidents.

MidSouth estimates that these automation technologies saved more than $200,000 in operating expenses (OPEX) over the year. These efficiencies were driven by an estimated 8,500 hours of labor saved due to switching from manual processes and workflows. The system also detects issues before they impact subscribers—acting as a network health "early warning system" by monitoring a range of performance indicators, such as optical light levels and bit errors.

> "We now get real-time updates on service disruptions and impacted subscribers the moment they happen, allowing our internal teams to take swift action to resolve the problem. This has dramatically reduced the volume of inbound calls to our service centers. It's another example of how we continue to add value for our co-op members and deliver for our communities."

Luke Hofferber,
Technical Project Coordinator

Watch our webinar to learn more about
MidSouth's outage notification system.
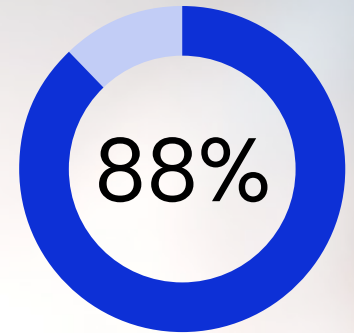
88%
Reduction in
Installation Time

$200k
Annual OPEX Savings

8,500
Manual Labor
Hours Saved