



Smithville Drives Subscriber Satisfaction with Outdoor Wi-Fi on the Calix Broadband Platform



The Challenge

Smithville needed an outdoor Wi-Fi solution that complemented their managed Wi-Fi offering, addressed business demand, and was deployable on their existing platform.

Smithville has partnered with Calix for nearly 20 years, leveraging the end-to-end [Calix Broadband Platform](#) to manage their broadband business. Smithville is always exploring services that unlock new revenue streams—including a managed Wi-Fi offering, launched in 2023, called Wi-Fi+.

With the platform foundation, Smithville's Wi-Fi+ offering uses the [Unlimited Subscriber GigaSpire family](#) of Wi-Fi 6 systems and Calix apps, including [ExperienceIQ®](#) that enables subscribers to set parental controls and time limits, and [ProtectIQ®](#) that provides protection from malicious websites, viruses, and intrusions. Smithville also offers a managed security camera solution using Calix's partner, [Arlo Secure](#), to provide surveillance and protection from physical threats.

To enhance Arlo Secure, add Wi-Fi+ offerings, and respond to subscriber demand for better outdoor coverage, Smithville needed an outdoor Wi-Fi solution that could be deployed and managed on the platform.

The Solution

Smithville introduced an outdoor Wi-Fi option using the GigaSpire u4hm, a hardened IP-55-rated outdoor system, to extend the network to their immediate surroundings. The service is offered as an add-on to Wi-Fi+ and costs \$14.99 per month for an initial 12-month contract with no installation fee or upfront costs.

This dual-band Wi-Fi mesh satellite system is designed to extend the Wi-Fi experience to areas such as pools, backyards, and workshops. Outdoor coverage was also identified as a value-add service for their business customers.



COMPANY
Smithville

FOUNDED
1922

BUSINESS TYPE
Telecommunications

WEBSITE
smithville.com

LOCATION
Ellettsville, Indiana

SERVICES
Residential, Business





Case Study

Like all GigaSpire systems in Smithville's portfolio, the u4hm is fully integrated into Calix Cloud. This enables easy installation, activation, and complete operational oversight providing subscribers the same level of support they experience indoors.

The u4hm mesh solution automatically extends the Wi-Fi coverage and all network attributes when connected to any GigaSpire residential gateway system—delivering a truly unparalleled end-to-end whole-home subscriber experience. This outdoor Wi-Fi solution works seamlessly with all managed services within the Calix SmartLife™ portfolio. Smithville also added the u4hm to their small business offering via SmartBiz™, which shares the same platform and systems as the residential offering.

The Results

Smithville launched a marketing campaign promoting “Take Your Connection Outside” ahead of the summer season. Smithville leveraged [Calix Engagement Cloud](#) (part of the Calix Broadband Platform) to differentiate between existing and prospective customers, and those in urban and rural locations and deliver value-based targeted messages. This campaign was highly effective, resulting in hundreds of leads—and led to 20 u4hm system installations in the first few weeks. This promising early uptake reinforces Smithville's strategy of focusing on subscriber experiences and service differentiation in marketing messaging, rather than just speed or price (Smithville offers a symmetrical one Gigabit service in their standard offering).

The introduction of the u4hm also enabled Smithville to strengthen the value proposition of their managed Wi-Fi offering. It supports Arlo Secure by enabling connectivity for security cameras installed outdoors, such as on garages, sheds, or workshops. On the business side, the u4hm is being used to explore new use cases for small businesses such as hotels, which require connectivity to outdoor areas such as parking lots and leisure areas.

Finally, the addition of outdoor Wi-Fi helps Smithville enhance their reputation as a [FTTH Top 100](#) national broadband service provider, as ranked by Broadband Communities Magazine.

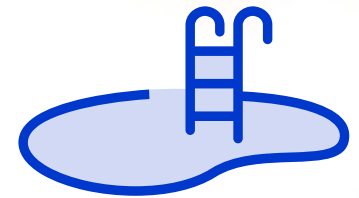
Schedule a consult today to learn more about the [Calix Outdoor Wi-Fi solution](#).

“We measure success by our ability to deliver additional value to the subscriber. The u4hm allows us to drive value-added benefits for our managed Wi-Fi service. We’ve moved from just providing an internet connection to providing our subscribers with managed Wi-Fi and Arlo Security—now outdoor mesh Wi-Fi. Every time, we provide the subscriber with additional value that differentiates us in the marketplace.”

Chris Dobson,
Product Manager, Smithville

\$15

New monthly recurring revenue per subscriber



Meeting New Demands
Generated hundreds of leads in the first few weeks



Increased Satisfaction
Uplift in subscriber satisfaction scores