



GIGABIT SERVICES DELIVERY

CANBY TELCOM DEPLOYS FIRST GIGABIT COMMUNITY IN PACIFIC NORTHWEST

The Challenge

Canby Telcom provides information, communication and entertainment services to more than 7,000 customers in the northern Willamette Valley of Oregon. Serving the local community for more than 100 years, Canby Telcom has long remained ahead of the innovation curve by being the first to bring advanced technologies to the cities and towns it serves. An early adopter of Fiber-to-the-Home (FTTH) infrastructure, Canby Telcom has spearheaded multiple cutting-edge technology projects—including developing an over-the-top (OTT) video streaming service—to better assist the growing needs of residents and business owners. However, located just 20 miles south of Portland, the city of Canby faced stiff competition for attracting new businesses and enhancing the local economy. Canby Telcom looked to address this problem and stimulate growth by offering something Portland had yet to—Gigabit broadband.

The Solution - Total Access 5000

Canby Telecom selected the ADTRAN® Total Access® 5000 to deliver a highly scalable FTTH platform allowing for the rapid turn up of new differentiated Gigabit broadband services to the Canby community.

Benefits

- Listed as top 10 town to live in for Gigabit broadband service
- City is attracting high-tech business and employment opportunities
- Schools can support technologically advanced curriculum
- Residents are proud to live in one of the first Gigabit communities in the Pacific Northwest

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Portland, Oregon: A Battleground over Gigabit Internet

The city of Portland has been a hotbed of Gigabit broadband service activity. Announcements heralding the arrival of Gigabit Internet from high-profile operators like Google Fiber and CenturyLink have made headlines across the city, state and nation. In June 2014, the Portland City Council approved a potential Google Fiber rollout in select Portland neighborhoods, and in August, CenturyLink announced plans for deploying fiber-optic service in the area over the upcoming year. However, months after deployment plans were publicized, none of these services had actually been turned up for subscribers.

The community of Canby, however, is experiencing something their friends and neighbors in the big city are not—Gigabit broadband service available in their community today. “We didn’t have to wait for Google; Gigabit Internet service is here, now, in the small rural city of Canby, Oregon,” stated City of Canby Mayor Brian Hodson.

Living up to its reputation as a forward-thinking service provider, Canby Telcom deployed a symmetrical Gigabit Internet service to the area, providing residents and local businesses with a competitive advantage over the nearby, bigger cities. Available through Canby Telcom’s Fiber Optic Zone (FOz) service, the service provider is ensuring that its subscribers have the speed and capacity to not only manage the growing bandwidth demands for consumers today, but to also help stimulate local business and economic development.

Decision to go Gigabit

The city of Canby has historically been an agricultural-based economy. Canby Telcom has a long term commitment to provide advanced broadband services to better the community and service its customers with the latest technology. The company knew that if the town was going to thrive in the 21st century, it needed Gigabit broadband to help their community grow and attract tech businesses and jobs. The greater Portland area is home to many big name corporations—including Nike and Intel—which provide some pretty stiff competition for Canby when it comes to attracting employment opportunities to the area.

According to Renate Mengelberg, economic development director with the City of Canby, the availability of Gigabit broadband is “an exciting development for the city and will set the community apart by making Canby a more attractive, future-proof location for manufacturers and businesses today. Faster Internet supersedes proximity and, in many cases, allows education and business to be conducted from any location—and Canby can now be that location.”

Specifically targeting software development companies and other high-tech industry segments, Canby Telcom is confident that they are delivering the right infrastructure that will meet the needs for their community. “By being one of the first Gigabit communities in the Pacific Northwest, we’re accomplishing our goals of not only bettering the lives of our residents, but setting the foundation for future technology innovation within our community,” said Paul Hauer, president of Canby Telcom.

Turning to ADTRAN for Gigabit Services Delivery

When making the decision to go Gigabit, Canby Telcom knew it needed the right partner to deliver a Gigabit service architecture that would provide unprecedented flexibility, scalability and performance for this ground-breaking service. Having deployed other FTTH vendors in the past, it was clear that in order to make Canby Telcom's Gigabit broadband service a reality for their subscribers, another vendor would need to be chosen. ADTRAN was that choice.

"ADTRAN is enabling us to deliver the Gigabit broadband services we need by uniquely providing the capacity and speed that bandwidth-hungry devices and streaming video services are demanding today, as well as scalability for the gadgets and services yet to come," said Hauer.

ADTRAN delivers a comprehensive portfolio of FTTH solutions and packet optical technologies that make Gigabit services available for nearly any type of deployment in any size market. ADTRAN's Gigabit Services Architecture enables Canby Telcom to support rapid, cost-effective fiber access deployments. This same architecture uniquely supports the requisite capacity and scalability needed to support business service level agreements while simultaneously expanding a Gigabit Broadband footprint. As a result, Canby Telcom is able to deliver a growing mix of residential and enterprise services over a common, next-generation network.

Enabling Communities to Thrive

Named by PC Magazine as one of the top 10 towns to live in for Gigabit broadband service, the city of Canby has experienced an immediate positive economic impact. With ultra-fast broadband speeds, both existing businesses and those looking to relocate to Canby can now easily connect to the global economy, creating more jobs and supporting long-term growth for the area. "It's now easier than ever for high-tech businesses or global corporations to come to Canby and enjoy the benefits of small town America while having all the advantages of a big city," said Hauer.

Real estate agents have also seen a marked increase in home buyers selecting Canby properties due to fiber access. Local agents report that 90 percent of the time their clients are choosing homes in Canby over other towns because of the access to Gigabit Internet services.

Local schools have received national recognition for the technology initiatives that have been made possible by the new services. Schools are now able to incorporate Bring Your Own Device (BYOD) programs into the education curriculum knowing they have the infrastructure in place to support such high-bandwidth activities in the classroom.

"I am extremely proud to be able to say that Canby is a Gigabit community. The future of education, economic development and the advancement of our community, state and country require a strong broadband presence. Thanks to Canby Telcom, our city is positioned to be the cornerstone for ultra-fast connections to the Internet which will encourage new business opportunities and innovation," stated Hodson.



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