

Solving the MDU Rewiring Roadblock: Red Bolt Delivers Fiber Performance Over Existing Coax

CaseStudy

AT A GLANCE

For Red Bolt Broadband, G.hn technology provided a fast, cost-effective way to extend fiber service into a building where new wiring wasn't an option

INTRODUCTION

Red Bolt Broadband is a service of Continental Divide, an energy and telecommunications cooperative based in Grants, New Mexico. Red Bolt has been operating since 2017 and provides fiber to the home internet and digital phone service telecommunications to residents and businesses throughout several counties in rural New Mexico.

Red Bolt considers themselves more than just another provider. They love engaging and supporting community projects, programs, and events. Red Bolt strives to make their subscribers a part of the Red Bolt family and to support the community by delivering the modern services their subscribers expect.

THE CHALLENGE

To serve all their area's subscribers with faster internet speeds, Red Bolt has been working toward full fiber coverage across their electric service area. However, their Multiple Dwelling Unit (MDU) deployments were slowing their progress. In their previous MDU deployments new service required running new Ethernet drops to each individual unit, such as each apartment, office or hotel room. This required landlord or owner approval and, in some cases, significant in-building work.

When they approached one apartment complex in their area, the property owner would not approve new wiring. The building already had existing coax wiring that had been previously installed by a cable operator. That original cable operator only offered a 3 Mbps service to the residents. The service was free for the residents, but the performance and speed were far below modern subscriber expectations. To establish service at the complex, Red Bolt needed a way to deliver high speed service over the cable wiring already in the building, without any construction or disruption.

Red Bolt Broadband, a division of Continental Divide Electric Cooperative, has been steadily expanding fiber service across its rural electric footprint. When they faced an MDU opportunity where new wiring wasn't allowed, they needed a solution to deliver high speed broadband without invasive construction. By deploying G.hn, Red Bolt delivered gigabit service to residents who had previously been limited to a 3 Mbps cable connection. Six months later, subscriber satisfaction is strong, and the property manager is actively recommending the service to others in the building.

THE SOLUTION

Red Bolt contacted ZCorum for help with a solution and was introduced to the G.hn technology that offered the perfect alternative for this deployment. The G.hn technology allowed Red Bolt to leverage the building's existing coax infrastructure and deliver fiber-backed gigabit service to every unit without running any new wiring.

Since Red Bolt was using their standard Calix fiber equipment, a Calix-compatible SFP can plug directly into the G.hn Access Multiplexer (GAM). This lets the GAM function as a multi-port ONT inside Red Bolt's Calix management environment. This integration lets their team monitor, manage, and support each subscriber connection as part of their normal workflow.

Inside the apartment units, Red Bolt deploys the Calix GigaSpire router to deliver strong WiFi coverage and managed in-home performance.

"Our service has been deployed for six months and the building manager is very happy with Red Bolt's high speeds. She is even recommending the service to others in the building."

Troy McDowell,

THE RESULTS

Since turning up service at the apartment complex, Red Bolt has delivered a dramatic improvement in the subscribers' experience. Residents who previously received only 3 Mbps now have access to gigabit class broadband, an immediate and noticeable upgrade.

Six months into the deployment the property manager is extremely pleased with the performance. After comparing the old, original 3Mbps service to Red Bolt's gigabit service, she actively recommends Red Bolt to all the residents. The MDU gained a modern, fiber backed broadband offering without any construction or disruption and all subscribers have been happy with the new speeds and service.

THE BOTTOM LINE

For Red Bolt Broadband, G.hn technology provided a fast, cost-effective way to extend fiber service into a building where new wiring wasn't an option, helping them accelerate their mission of bringing high speed broadband to every corner of their electric service area.

ZCorum is the leading provider of innovative diagnostics and managed broadband solutions to telecommunications companies, helping them reduce costs, increase operational efficiency and improve the subscriber experience. For more information on ZCorum's G.hn technology, please visit us at zcorum.com/solutions/ghn.



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