

Farmers Mutual Case Study



CAMBIUM NETWORKS VOIP QUALITY BRINGS ADDITIONAL REVENUE TO A SERVICE PROVIDER AND IMPROVES VOICE QUALITY FOR CUSTOMERS

“I was impressed by the ease of installation and the level of performance of the integrated PMP 450 and C3VoIP system,” said Jody Fossberg, General Manager, Farmers Mutual Telephone Company. “We immediately started producing revenue and offered reliable voice communication to our existing and new customers.”

Situation

FRUITLAND, IDAHO IS A TYPICAL RURAL COMMUNITY OF OVER 4,500 RESIDENTS

located near the Oregon border in Southwest Idaho. The town is surrounded by some of the finest orchards in the valley and is known for its rich agriculture. Fruitland is committed to a proactive community that focuses on achieving unity, maintaining quality of life and progressive move forward using wireless broadband.

The previous communication network was using the 3.65 GHz WiMAX frequency that was not operating reliably. The residents of these counties needed reliable broadband in their homes. The long distances between houses and access points, typical for a rural environment, as well as near-line of site (NLOS) territories with trees created challenges in picking the right equipment.

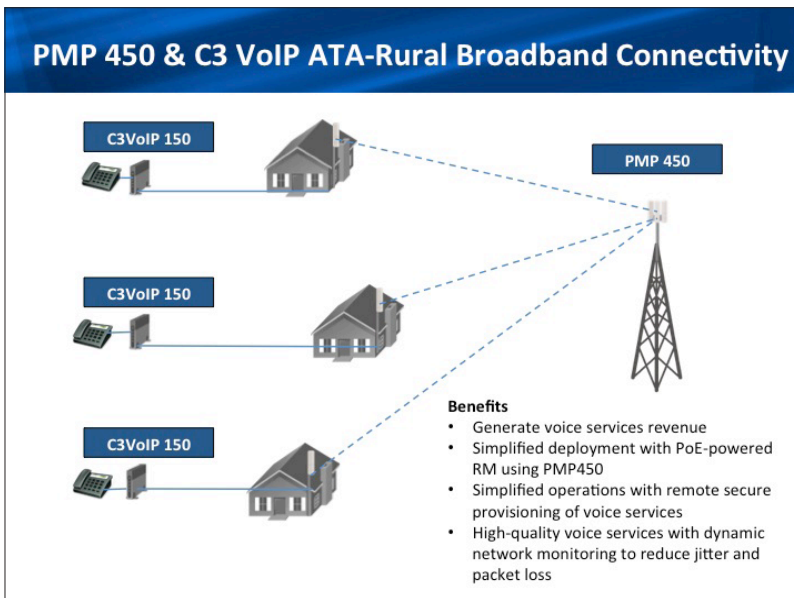
Solution

FARMERS MUTUAL TELEPHONE COMPANY chose the PMP450 integrated with the C3VoIP-150 platform to offer a reliable voice service packaged together with data offerings. The combined solution successfully resolved the following challenges:

- Offer a reliable VoIP solution to customers in one package
- Operate in difficult near-line of site (nLOS) environments at long distances
- Use unlicensed 2.4 GHz frequency band
- Flexibility to open up wider channels to achieve higher bandwidth

The new system was very efficient and easy to deploy. As an added bonus, the platform offers the ability to easily expand as the community grows.

The city of Fruitland and nearby provinces received “metropolitan” quality voice coverage in a typical rural community. The system configuration and installation went flawlessly.



The new platform brought the following benefits:

- An extra revenue stream for Farmers Mutual by adding ATA C3VoIP to customers
- Substantial cost savings compared to copper or fiber service providers
- Ease of system use, installation and configuration for service providers
- Toll quality phone calls for customers

There are expansion plans include offering a VoIP package to new customers in the area and expanding rapidly in the coming years via consequent phases.

PROFILE - FARMERS MUTUAL

Customer Base

- 100% Residential

Service Mix

- 100% Internet Services and VoIP

Important Features:

- QoS support prioritizes voice traffic
- Low latency assures voice quality and clarity
- Burst bucket enhances on-line streaming for Netflix and Hulu platforms
- C3 VoIP powered SM offers minimal configuration for users