

Extending the Network to Reach New Markets



“We saw the opportunity to expand outside our traditional footprint. We wanted to optimize performance and reliability by using the licensed spectrum. What we achieved is astounding. It is good business for us and our wireless customers are excited to see the change that broadband brings.”

MATT IHLAND - DIRECTOR OF OPERATIONS, RED RIVER COMMUNICATIONS

Overview

Farmers in North Dakota need connectivity to run their business. Red River Communications is expanding their coverage area and offering high-speed connectivity by deploying reliable wireless connectivity in the licensed spectrum.

Challenge

A decade ago, a grain company that saw the need to connect farmers built a network that provided 3 Mbps speed operating in the 900 MHz unlicensed spectrum. As demand for broadband grew to outstrip the network capacity, Red River stepped in. Deeply experienced in Fiber to the Home (FTTH) networks serving thousands of customers over a wide area, Red River saw the opportunity to extend their network to a new area and provide high-speed connectivity.

For Red River, this would:

- Expand the service area to new locations
- Develop a new revenue stream
- Leverage their expertise as a service provider

The opportunity would have to be a viable business. The investment strategy would require upgrading the existing tower locations to provide increased capacity, reliable service with increased speeds, and deliver a 5 year payback on their investment in the business and infrastructure improvements.



RED RIVER COMMUNICATIONS

Connecting 4,000 customers over a 3,000 square mile (8,000 square km) area, Red River provides broadband connectivity to farmers in North Dakota.

Challenge

Increase the throughput of a legacy wireless broadband network, and establish a sustainable business in a new territory.

Solution

- Licensed Microwave backhaul to bring high capacity to the area.
- Licensed fixed wireless broadband access networks to distribute high speed connectivity.

