

## CASE STUDY

# Peoples Launches Innovative Outdoor Wi-Fi Solution With Immediate Success and Growing Demand



### COMPANY

Peoples Telephone Cooperative  
(Peoples)

### YEAR FOUNDED

1952

### COMPANY TYPE

Telephone Cooperative

### WEBSITE

[www.peoplescom.net](http://www.peoplescom.net)

### LOCATION

Quitman, Texas

### SERVICES

Internet, Voice, Security, Business

### SUBSCRIBERS

> 25,000

## THE CHALLENGE

**Peoples Telephone Cooperative (Peoples) needed an innovative solution to enable homes and businesses to take Wi-Fi outdoors, connecting places they couldn't before.**

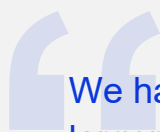
Peoples provides high-quality broadband internet to homes, businesses, commercial entities, and anchor institutions across Northeast Texas. Peoples' footprint comprises urban and rural subscribers, with a network spanning 3,500 fiber miles across 19 counties. This requires a mix of customer premises equipment (CPE) to suit different environments and targeted value-based offers to address different subscriber needs.

The [Calix Broadband Platform](#) is core to Peoples' ability to deliver exceptional subscriber experiences. They leverage the [GigaSpire Unlimited Subscriber](#) Wi-Fi systems portfolio to provide high-bandwidth residential internet services, and [SmartHome™](#) managed services. These solutions empower subscribers to enhance, operate, and secure their indoor/outdoor connected lifestyle.

Peoples identified a demand for outdoor Wi-Fi from rural subscribers, such as farms and lake properties, as an alternative to costly "bridging" point-to-point solutions. To serve new use cases, they looked to Calix for an outdoor Wi-Fi solution that was simple to install and turn up and delivered an unparalleled subscriber experience.

## THE SOLUTION

The solution featured Calix's innovative [GigaSpire u4hm](#), a dual-band Wi-Fi 6 mesh satellite system designed to extend the Wi-Fi experience beyond the home. Packaged into a weather-proofed form factor, the u4hm covers outdoor areas such as patios, pool areas, backyards, shops, and sheds.



"We have four rival providers in some of our larger subdivisions, so this offering helps us to differentiate. Our rivals don't have the breadth of devices that Calix offers us, and the u4hm is a testament to that. We're expecting a big take rate when we start fully marketing it. It's something our competitors simply can't do."

**Jason Slagle, Chief Business Development Officer, Peoples**

It also supports Power over Ethernet (PoE), allowing for placement in locations without local power supply.

In February 2024, Peoples began rolling out u4hm Wi-Fi systems to customer premises. One of the first major deployments was to provide event-wide Wi-Fi for a nationally televised fishing tournament that took place at Lake Fork within Peoples' footprint. This highly successful deployment, praised by event organizers, demonstrated the seamless Wi-Fi connectivity capabilities of the Calix u4hm systems and solidified the solution for Peoples.

As part of Peoples' SmartHome experience, subscribers can fully configure the u4hm's settings using a mobile app ([CommandIQ®](#)) and set screen time limits and content filtering via ([ExperiencelQ®](#)). In addition to outdoor Wi-Fi coverage, the u4hm supports many rural subscribers' use cases, including connecting security cameras and Wi-Fi calling in areas with weak cellular coverage.

## THE RESULT

In the first few weeks, Peoples deployed more than 40 u4hm units. Initial sales came solely from field technician recommendations and upselling efforts by customer service representatives, demonstrating the positive impact these teams have on the business. Peoples plans to implement a major marketing campaign promoting the u4hm and allow subscribers to add outdoor Wi-Fi service during the online sign-up process.

Peoples is offering the u4hm outdoor Wi-Fi service for \$9.99 per month. Installation technicians have provided positive feedback and praised the u4hm's ease of setup and flexible mounting options, making it equally suited for building or pole mounting. The simplicity of installation is such that they are considering self-installation via the CommandIQ app (like the rest of its indoor Calix systems), a move that would enhance user convenience and create cost-saving opportunities.

Peoples has seen demand for the u4hm from several demographics. Farm properties utilizing the u4hm have ranged from one to 10+ acres. The system has also proven popular with lakeside properties needing Wi-Fi service that extends coverage to dockside areas.

**Contact your Calix sales representative to learn more about the GigaSpire u4hm Wi-Fi solution.**

## RESULTS

# \$9.99

**In additional  
monthly recurring  
revenue per  
subscriber**



**Accelerated  
time-to-market and  
time-to-revenue**



**Ease of install,  
support for new  
use cases**