

VETRO FiberMap®

Case Study

Telecom, Tech Style

Pioneering broadband operator Visionary Broadband innovates deployment to Wyoming, Colorado, and surrounding areas with meticulous planning, creativity, and the right fiber management software.

Visionary Broadband takes a progressive approach to broadband as both a traditional service provider and as Mammoth Networks, a wholesale aggregator of connectivity services across a range of industries.

Headquartered in Gillette, Wyoming, Visionary was established in 1994 with the goal of extending their quality broadband offerings to communities in rural Wyoming. Visionary offers a hybrid fiber and fixed wireless product line that is a perfect match for residents, businesses, wholesale customers, and enterprise businesses looking to expand beyond their current geographical scope or drive greater cost efficiencies into their current network architecture.

The core of Visionary's competitive advantage is their "see a need, fill a need" approach that offers organizations the opportunity to scale seamlessly without taking on the capital expense of building new infrastructure. They simplify their clients' networks and reduce their operating costs by combining owned and leased fiber and fixed wireless assets to deliver solutions packaged in a single interface for an easy-to-manage product.



Challenge:

Visionary's solutions-first, method-agnostic approach is innovative in the telecom industry, which isn't known for disruption like other high-tech industries. They were experiencing limitations to the analytics, mapping, and engineering functions available in the in-house solution they were using.

Visionary's VP of Fiber Andrew Eubank and his team quickly realized that to make their ambitious hybrid strategy work, they needed a platform that offered planning and mapping tools to visualize their fiber coverage alongside their fixed wireless, layered with leased assets and the challenging geography of the coverage area. They needed a platform that could also transform all of this into actionable, data-driven insights. In short, they needed a solution as innovative and flexible as their own team.

Our engineers think about data 90% of the time.”
-Andrew Eubank

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www.vetrofibermap.com | sales@vetrofibermap.com | 215 Commercial St., 5th Floor, Portland, Maine 04101

Approach:

Andrew Eubank jokes, “Telecom is a small world.” He continues, “Our growth is likely as unique as our network. In many ways, it is a combination of excellent planning and ‘see a need, fill a need.’” Additionally, he says, “We’re blessed to have intelligent folks who can identify and use assets outside of our own company properly, but it means we have to be very thoughtful about how we integrate them into our platforms and account for traffic that flows across them.”

Visionary approached VETRO in 2018 and discovered the company to be a good fit for their ever-shifting needs. Using the platform’s options for high level design, geospatial analysis, and deep data layers, the Visionary engineering team was able to model fixed wireless and fiber on one map, folding in the relationship between leased and owned assets to get a true picture of their network. Visionary identified VETRO’s ability to offer design, connectivity and OTDR features across these assets as crucial to their chosen fiber management platform.

**“A network is only as good as what you know about it, which is only amplified even more when it is complex.”
-Andrew Eubank**

VETRO’s cloud-native platform was also a plus for the Visionary team as they evaluated their fiber management options. With team members in multiple cities, working collaboratively via VETRO’s browser-based interface translates to crucial data distributed across the entire organization in real time. Since 2018, members of Visionary’s engineering and leadership teams have requested functionality enhancements that VETRO’s agile development team have responded to as both a customer service as well as practical guidance to VETRO’s product roadmap. “VETRO’s support team understood that simplicity, scalability, and responsiveness were key to our needs,” said Eubank. “Very few companies have shown such a commitment to making their product work to solve operational issues for their users in such a forward-thinking way.”

Results:

The VETRO platform delivers the data management schema, geospatial visualization environment, and cloud-native access that Visionary needed to keep their engineering and deployment teams fundamentally connected to their network map. Their sales and customer service teams use VETRO’s polygonal-based features to help define where they can sell, making a much easier transition from design to sales and vice versa.



Visionary is also able to generate and deploy designs at a much quicker pace, while strategically forecasting the impact a project might have on their larger overall network. As they grow, they rely more heavily on VETRO as an operational asset for network mapping, planning, asset inventory, design, deployment and ongoing operations.

“VETRO is a key ingredient to keeping up with our growth and network management.” -Andrew Eubank

“We’re being asked to look at a lot more of the reporting facets of growing a fiber network and company,” said Eubank “and VETRO is always willing to step up the plate and direct us to the solution, or work on creating it for us if it does not yet exist.”

Future:

Today, Visionary continues to build more fiber by rolling out XGS or 10G PON services within some of their marketplaces, which will make them one of the fastest providers available nationwide. It’s a big investment that they believe is future-proofing their communities, and VETRO is there to help facilitate and support their continued innovation.

About VETRO: VETRO is a network asset management company delivering unparalleled internet infrastructure intelligence through a unique mapping platform. We deliver the world’s best map-based SaaS platform to plan, design, build and operate the internet infrastructure that enables a connected and sustainable world. VETRO FiberMap is built for ISPs and others who own or manage fiber networks and need a fiber specific asset management platform. At VETRO, we are passionate about enabling better connectivity for all, and delivering disruptive digital transformation for all Communications Service Providers. Learn more at VETROFibermap.com.