

# Delivering Business WiFi in Gig City®

## Highlights

- EPB Services 175,000 homes and businesses throughout the greater Chattanooga area. Each business or home that subscribes to EPB's communication services receives a fiber optic line with voice, video and data.
- In 2015, EPB became the first and only Internet Service Provider in the United States to provide up to 10 Gig Internet speed a standard offer for all residential and business customers.
- With 6,500+ business customers, EPB sought to create a packaged offering where they could fully manage and control the wireless network for customers who lacked the resources or time to handle WiFi set up and troubleshooting.
- EPB HostedWiFi has installed over 1200 Arista Access Points in local businesses over the last 18 months, and demand continues to grow.

## Benefits

- Partnering with Arista allowed EPB to create a simple, monetized offering for local business customers lacking the resources needed to oversee the wireless network.
- Created a major differentiator for EPB when compared to their large, national competitors through superior customer service and intuitive dashboard reporting.
- Increased ISP value and overall customer retention with Arista's user-friendly interface and custom branded Web Apps.

EPB is one of America's largest publicly owned electric power providers. Based in Chattanooga, Tennessee, the company provides not only electric power but also next-generation communications utilizing a community-wide fiber optic network. EPB has established itself as a communications leader by becoming the first and only Internet Service Provider (ISP) in the United States to deliver 10 Gig Internet speed as a standard to both its business and residential customers. EPB has transformed Chattanooga by providing Internet speed 50 times faster than homes in the rest of the country and has given Chattanooga the nickname Gig City.



“We’ve been extremely successful in our partnership with Arista Networks. Arista is a great complement to our ISP, providing us with the ability to package the best technology and wireless network solution for our business customers. In addition, Arista’s reporting and interface ensures EPB can continue to provide the exceptional customer service that we pride ourselves on.”

– Valerie Lucas, Product Development, EPB

“We’ve been very happy with Arista, and our customers are thrilled with the results they are seeing. Our HostedWiFi customers are receiving above and beyond what they were initially asking for.”

– Shane Wallin, Field Services Supervisor, EPB



### WiFi Solutions for MSPs

EPB’s residential connectivity offering, SmartNetwork, which provides WiFi network set up and support in an all-in-one solution, has proven to be very successful. ERP recognized that 80 percent of its business customers were small-to-medium sized and often lacked the resources and expertise to deploy and maintain a wireless network. Seeing an opportunity to offer managed services to business customers in addition to residential services, Valerie Lucas from the EPB Product Development team began a search for a robust, commercial grade wireless solution that could be packaged as an end-to-end service called HostedWiFi.

As a Managed Service Provider (MSP), EPB sought out a WiFi partner that could deliver secure, reliable WiFi that would allow the EPB team to centrally manage all HostedWiFi Access Points (APs) for their 6,500+ business customers. While evaluating WiFi solutions, EPB quickly determined that a cloud managed WiFi solution would be a necessity to keep hardware and support costs to a minimum to ensure the lowest possible cost to the business community.

### Why EPB Selected Arista

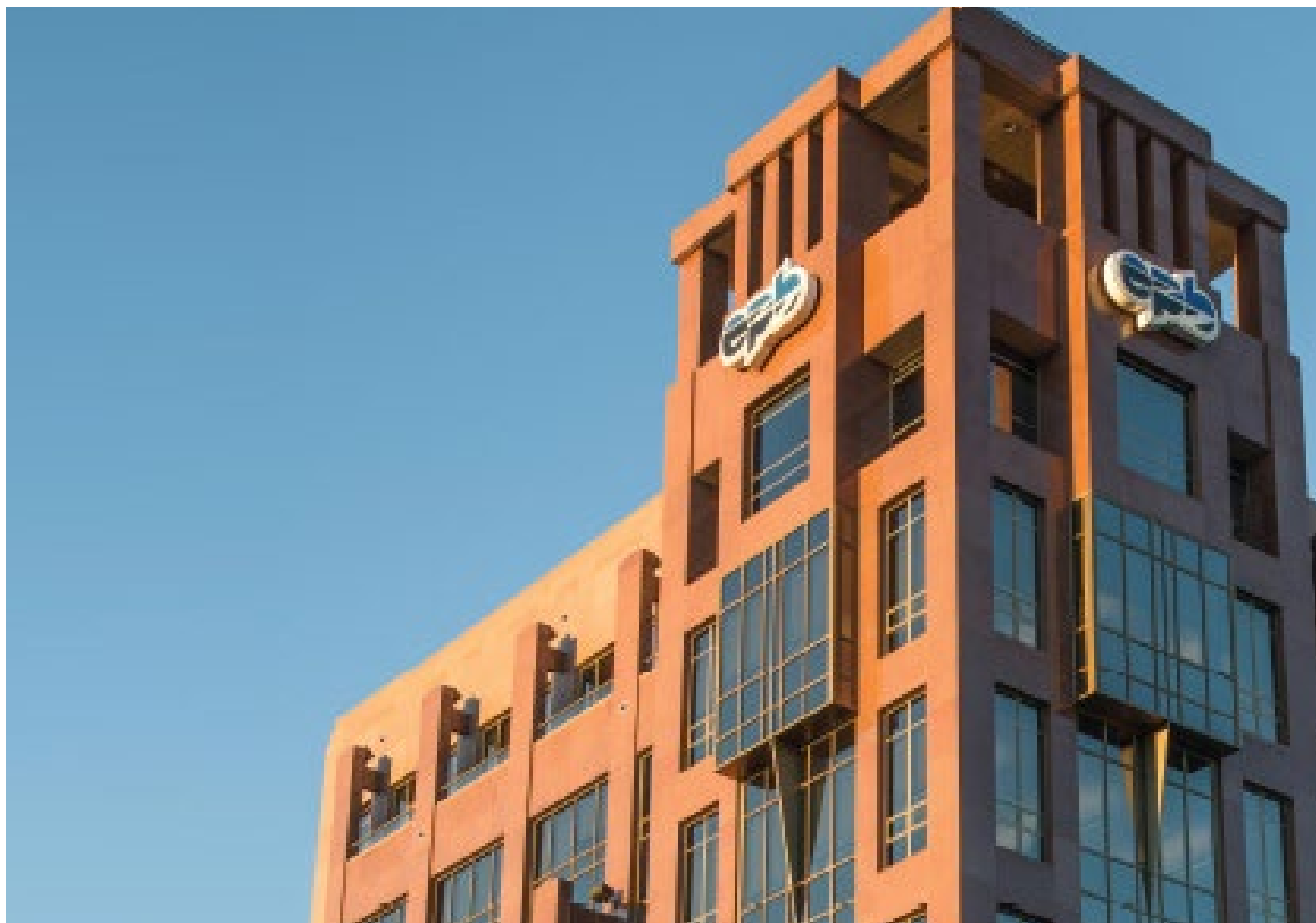
After a thorough solutions review and testing period, EPB selected Arista Networks for its intuitive UI, best-in-class security, exceptional network performance and simplified reporting and analytics for customers. Additionally, Arista’s intuitive user interface allows the business end user to quickly and easily access key reports such as foot traffic and social engagement. These analytics allowed businesses to monetize the information furthering the value of HostedWiFi.

### Growing in Gig City

EPB’s HostedWiFi service now serves nearly 200 commercial customers with over 1,000 APs in operation providing indoor and outdoor WiFi to Chattanooga businesses. HostedWiFi is in high demand and receives over twenty site survey requests per month. With project scope, the EPB HostedWiFi team has been deploying access points for 2-3 new business customers each week.

### Customer Service - A Commitment to Excellence

EPB holds their customer service and support to a gold standard, having been consecutively recognized by JD Power as one of the top-ranked utility companies in America in customer service, reliability and service quality. With Arista Networks, EPB can maintain their commitment to excellence with top-performing access points and advanced Cognitive WiFi™ technology; their SLAs and time spent troubleshooting are drastically reduced. With Arista’s intuitive dashboards and custom alerts, EPB can take a proactive approach to troubleshooting and management of a customer’s network, allowing them to stay ahead of any critical issues.

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