



Success Story

Zyxel Managed Wi-Fi Gateways Deliver Performance and Reliability, Boosting Carrier Profitability



INDUSTRY
Telecom Service Provider



CUSTOMER
Griswold Communications



REGION
United States



SOLUTIONS
Managed Wi-Fi Solution

Overview

Challenges

- Triple Play services require high bandwidth and performance
- Existing wireless gateway solutions were unreliable
- Fiber-to-the-Home project mandated Gigabit speeds
- UPnP support required for connected home applications
- Trouble calls negatively impact customer satisfaction and profitability

Benefits

- TR69 and SNMP capabilities
- Fast, simple deployment
- Reliability contributes to profitability of the company
- First-rate sales and US-based technical support
- Elimination of customer complaints regarding performance issues

Solutions

- **EMG2926** - 802.11ac Dual-Band Wireless Gigabit Ethernet Gateway
- **EMG3425** - AC2200, High-Power, Managed Wi-Fi Ethernet Gateway for Gigabit Homes

"The devices perform with minimum intervention from our side reducing our support costs, while simultaneously increasing ROI and customer satisfaction."

Karl Lantz
Central Office Equipment Supervisor at Griswold Communications

ZYXEL

Background

Established in 1946, Griswold Communications provides telecommunication services to more than 1,600 households in the cities and surrounding areas of Griswold, Elliott, Lewis, Lyman, and Grant, Iowa. The company offers its customers a full suite of services including broadband Internet, cable television, and landline telephone.

Challenges

The bandwidth and performance demands required to support the Triple Play Services, and the pending move to fiber-to-the-home mandated a change to Griswold's CPE. "We needed a high-performance, reliable Wi-Fi gateway to offer our Triple Play Services," explained Karl Lantz, Central Office Equipment Supervisor at Griswold. "As we started moving forward with our fiber to the home project, we started looking for broadband routers that would move us away from the built-in modem and wireless-G model to Gigabit routers with wireless-N."

Lantz explained that it was not just an increase in performance that drove Griswold to begin looking for a new wireless router vendor. "We had a lot of reliability issues with the equipment from our previous vendor," he said. According to Lantz, one of the main issues with the previous routers was that unreliable UPnP issues were creating a lot of trouble calls.

Solutions and Benefits

Griswold uses Zyxel gateways for its fiber broadband customers. Over the past four years, Griswold has transitioned and upgraded to three different Zyxel gateways and is getting ready to deploy the fourth - Zyxel's next-gen, AC2200 Managed Ethernet gateway (EMG3425).

"One of the reasons we selected Zyxel was because of the TR69 and SNMP capabilities," Lantz explained. Though we weren't using either at the time, we wanted to have them available in case we needed to implement them in the future."

Lantz stated that deployment of the Zyxel gateways is fast and simple, requiring them to simply load a base configuration onto the new units and set up the SSID prior to deployment. While Griswold currently handles their own gateway configurations, Zyxel does provide support for building and configuring custom configurations.

According to Lantz, the price points and reliability of the Zyxel products contribute greatly to the profitability of the company. "We lease the gateways to our subscribers so the return-on-investment is determined by initial cost and how long they actually work in the field trouble-free," he explained.



Lantz began the search to find a new vendor and a new CPE solution. "A functioning UPnP implementation was our biggest concern. We were remotely administering the routers through HTTPS and basically needed something that would function reliably." Lantz learned about Zyxel when the brand was recommended to him by a neighboring company at a regional round table.



"Deploying the Zyxel products has virtually eliminated customer complaints on performance issues." He noted that the vast majority of the initial Zyxel routers that the company deployed four years ago are still in service.

"Zyxel's sales and technical support is first rate," said Lantz. "Initially, there were some issues with the way the firewall rules worked and so their engineers quickly came out with a new firmware version to correct it. They have always been responsive and easy to work with."

Zyxel has been the Wi-Fi Gateway vendor of choice for Griswold Communications for four years. "Zyxel has been a valuable technology partner for Griswold," said Lantz. "They have a responsible, responsive product roadmap and they offer no-risk, no-cost evaluation samples so we can field test the devices before we decide to deploy them."

Products Used

EMG2926 • 802.11ac Dual-Band Wireless Gigabit Ethernet Gateway



- AC1750 dual-band 802.11ac with 5GHz 3x3 and 2.4GHz 3x3 antenna arrays
- Gigabit Ethernet WAN and 4-port LAN maximizes performance and stability
- Remote provisioning and management through TR-069
- Advanced routing with IPv6, Firewall, and DHCP options
- Superior QoS and traffic management for IPTV
- Customer ease-of-use features include Wi-Fi On/Off and WPS buttons

EMG3425 • AC2200, High-Power, Managed Wi-Fi Ethernet Gateway for Gigabit Home



- FTTH capable with Gigabit Ethernet WAN port
- AC2200, dual-band 802.11ac Wi-Fi with 5GHz, 4x4 and 2.4GHz, 3x3 antenna
- 802.11ac Wave 2 Wi-Fi technology delivering performance boosting features that include Multi-User MIMO (MU-MIMO) and Beamforming
- High powered Wi-Fi on both the 5GHz and 2.4GHz bands for extended coverage and performance
- 802.1q, port-based VLAN and DHCP support for triple-play services
- TR-69 support for remote device provisioning and management
- 5 Gigabit Ethernet ports and two USB port

About ZyXel Communications

Focused on innovation and customer-centricity, ZyXel Communications has been connecting people to the Internet for nearly 30 years. Our ability to adapt and innovate with networking technology places us at the forefront of creating connectivity for telcos and service providers, business and home users. ZyXel is building the networks of tomorrow, unlocking potential, and meeting the needs of the modern workplace — powering people at work, life, and play. ZyXel, Your Networking Ally.