

Mulberry Telephone Company Case Study

Introduction

BEC Technologies develops and markets integrated broadband networking equipment that enables independent telephone companies and internet service providers to deliver the next generation of broadband services. BEC's success is built on the development of strong relationships with high growth integrated internet access markets. One customer that is responding to strong vertical growth with the BEC ADSL modem product line is Mulberry Telephone Company. Mulberry Telephone Company is a privately owned and operated telephone cooperative based out of Mulberry Indiana. Mulberry Telephone is part of the Indiana Video Network, which is comprised of eight members committed to bringing quality phone, internet and most recently IPTV services to its customer base. We spoke to Greg Maish, a technician at Mulberry about the boost in performance and the increase in quality service they have received as a result of their switch to BEC's modems.

Boost in Performance

Mulberry has grown exponentially since their inception back in 1901 as they currently serve their loyal and growing customer base from their single exchange offering internet service, including DSL. Last year, Mulberry Telephone began offering its customers IPTV service as well.

Back in 2005, Mulberry Telephone Company was concerned with the performance of their existing modems. The existing modems were susceptible to lightning strikes. Around that time, Mulberry Telephone was introduced to BEC through a lead member of their coop IVN group who was currently deploying BEC modems for their DSL internet services. Subsequently, Mulberry Telephone began ordering the BEC model 7402TM. When introduced into the system, the BEC modems not only outlasted the previous modem through lightning exposure, but as an added bonus, they benefited from increased bandwidth and range over their entire service



area. Said Maish, "Once the BEC modems went in, they were rock solid."

During this time, Mulberry Telephone also made a change in their DSLAM network and transitioned to a CALIX system. Being certified by CALIX, the BEC 7402TM seemed to work effortlessly. "The consistency of the BEC modem teamed with the CALIX DSLAM network has been one of rock solid performance" said Maish. "We could not ask for anything more." Maish equated the boost in performance to the interoperability of the Calix DSLAM and BEC modem through advanced CPE and COE technology.

Most recently Mulberry Telephone has been utilizing the BEC 7402HC for their IPTV customers. The 7402HC provides HPNA over Co-Ax in addition to the 4 port routing of the 7402TM. It allows transmission of TV and Data over the existing Co-Ax in a home or building "We have seen steady growth in the IPTV marketing," said Maish. "The solid performance of the BEC modem has been icing on the cake for us." Maish indicated they are very pleased with the performance of the 7402HC for their IPTV services and have seen very positive. Maish noted an increase of approximately 15%



Mulberry Telephone Company Business Office

download speeds since the inception of the BEC modems. This also translates to additional IPTV offerings as well. Mulberry will continue to deploy the BEC 7402HC as they continue to add IPTV customers to their growing network.

Increase in Quality Service

Last year Mulberry experienced a technical issue related to compatibility of the entire system with their Indiana Video Network head end. Mulberry Telephone contacted BEC and BEC personally made the trip out to Indiana to assist in the effort. "BEC saw the opportunity to make a lasting relationship and took the initiative to handle the situation from their end. They provided an updated custom firmware change." said Maish. "Every time we have a technical issue, the entire staff at BEC has corrected the problem promptly and professionally.

To this day, Mulberry has fielded more than 1000 BEC modems and continues to deploy units at constant growing rate. Meanwhile, going back to the subject of technical performance, Greg did mention one more final point related to the BEC modems. "They just work."



Mulberry Technician performing work during a service call.