

# Mosaic targets new customers by extending super-fast broadband to US rural homes

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Rural service provider Mosaic Telecom keeps pushing the boundaries and is now aiming to bring super-fast broadband to the homes of the remotest rural customers by deploying LTE on its existing spectrum.

A long-established regional communications service provider (CSP), Mosaic Telecom is driven by a desire to bring the latest services to its customers in Cameron, Wisconsin, USA. As a fixed, mobile, broadband and cable TV provider, Mosaic has been a front runner in delivering quad-play services to rural populations in the North America

Mosaic is well connected within its local community and has a significant role to play in the area's development. By providing innovative communications services and supporting local communities, Mosaic has built a strong brand as a cutting-edge provider that supports regional growth.

In its latest high-technology deployment, Mosaic is bringing super-fast broadband to its remotest customers by deploying Nokia

Siemens Networks Long Term Evolution (LTE) on its existing 700 MHz and 1700/2100 MHz bands. The project will enable Mosaic to offer wireless broadband to rural customers who are not currently well served by DSL or cable networks. Mosaic hopes to capture additional customers over a wider geographical area and offer new services at highly competitive rates.

## End-to-end LTE

Under the scope of the deal, Nokia Siemens Networks will supply its Evolved Packed Core solution comprising Flexi NS (Network Server), Flexi NG (Network Gateway) along with its LTE radio network based on the Flexi Multiradio Base Station using the latest Remote Radio Head (RRH)



“Along with improving the 3G experience for our customers, we will start offering complementary LTE data services, thus strengthening our competitive position. Nokia Siemens Networks and Pario Solutions provide all the expert support we need to make 4G a reality for our customers.”

*Rick Vergin*  
Chief Executive Officer of Mosaic Telecom

systems. Nokia Siemens Networks will also provide its NetAct™ network management system to monitor, manage and optimize the Mosaic network.

“Our aim is to make the best use of our spectrum to improve broadband data services at the edges of our existing mobile broadband coverage area,” explains Rick Vergin, Chief Executive Officer of Mosaic Telecom. “The fact that we can reuse existing spectrum

assets for the LTE implementation is a huge advantage. Since LTE is a technology adopted worldwide for many paired and unpaired frequency bands, it will also make our service adoption cost effective, convenient and efficient for us.”

The new LTE network and infrastructure is being rolled out by the Nokia Siemens Networks value-added reseller Pario Solutions and deployment began in the first quarter of

2011. The project builds on Mosaic's existing end-to-end 3G network that was implemented in 2008 by Nokia Siemens Networks and Pario.

“Nokia Siemens Networks and Pario have worked together well in partnership with us to make this roll out a success. Deployment is going according to plan and the team has quickly and efficiently overcome the usual hiccups that any project experiences,” says Vergin.

#### **Challenges:**

- Mosaic needed to extend its broadband coverage to win new customers beyond its existing 3G network
- Many rural customers are hard to reach cost-effectively using FTTx and DSL technologies
- To grow data revenues Mosaic needs to deliver super-fast mobile broadband throughout its local community

#### **Solution:**

- Nokia Siemens Networks packet core and LTE access network
- Implementation of solution by Value Added Reseller Pario Solutions
- NetAct network management system

#### **Benefits:**

- LTE deployed on existing spectrum achieves highly cost-effective mobile broadband rollout
- Deploying globally-supported LTE enables cost-effective, rapid deployment
- Enables Mosaic to target new customers beyond its 3G network
- Wide availability of super-fast broadband will help to drive up data revenue
- Full, expert support from existing vendors helps ensure smooth project deployment