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TDS Telecom Partners with Bandwidth to Expand Reach Nationwide

New Markets Equal Major Growth for Local Exchange Carrier



TDS Telecom is the seventh largest local exchange telephone company in the U.S, providing 1.1 million connections to high-speed Internet, phone, and TV entertainment services to customers in more than a hundred rural, suburban, and metropolitan communities. It also offers businesses the latest communications solutions including: VoIP phone service, dedicated high-speed Internet and hosted-managed services.

In recent years, TDS Telecom has seen a growing demand for voice services outside of its traditional coverage area. Bandwidth answered the call.

SITUATION: NEW GROWTH OPPORTUNITIES OUTSIDE COVERAGE AREA

When TDS Telecom began working with Bandwidth, the company already had a large and diverse base of business and consumer customers. With a strategy to grow its addressable market through acquisition (primarily of cable companies), TDS needed to identify synergies that would help it save costs after the acquisitions and best serve its growing list of customers.

In order for TDS to extend its bundled consumer services—and business offering—beyond its existing local exchange carrier (CLEC) footprint, it required a network partner with nationwide horsepower. That partner would not only need to provide network availability, but also 911 service and automation tools that would make the expansion process seamless.

ACTION: PARTNER WITH BANDWIDTH TO EXPAND THE NETWORK—AND MORE

TDS Telecom chose to work with Bandwidth to expand its network offering. TDS knew it needed a partner that could provide one-stop access for all of its growing voice requirements—DIDs, 911 and a self-service portal for on-demand provisioning.

Bandwidth, a nationwide, all-IP CLEC network provider, was able to automate the entire number-selection, -provisioning and -management process. A self-service portal plus flexible APIs are enabling TDS to fully integrate the number management process into its existing service infrastructure. Bandwidth's ability to bundle 911 services into the mix was a big win as well—allowing TDS to pull everything it needed right off the shelf and begin expanding service into its new markets.

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> **Jim Butman**
> **Group President of Marketing, Sales and Customer Operations**
> **TDS Telecom**

"We knew we had to either secure the numbers ourselves or partner with someone who could provide them outside of our coverage areas—and 911 service had to be part of the equation," said Jim Butman, group president of Marketing, Sales and Customer Operations at TDS Telecom. "What we like about Bandwidth is that it brings both services to us. This partnership was an easy choice for us to make."



RESULTS: NATIONWIDE REACH—DELIVERED

Through its partnership with Bandwidth, TDS Telecom is now able to integrate acquired cable companies into its portfolio much more efficiently, providing ubiquitous voice offerings to its customers while enjoying massive savings to its bottom line. Likewise, TDS serves its business customer base in the same expanded manner, offering them the ability to grow their geographic presence anytime with remote offices, teleworkers and more—always fully backed with the voice and 911 services they require.

"Working with Bandwidth means we can now operate through one unified voice network. Our highly scalable TDS voice softswitch infrastructure integrated with Bandwidth's national CLEC allows the collapse of multiple voice infrastructures into one nationwide solution," said Butman.

"In addition, we're now able to offer voice and 911 services to all of our customers nationwide. That alone has enabled a massive addressable market expansion for TDS Telecom."

ABOUT BANDWIDTH

Bandwidth's network powers voice, 9-1-1 and SMS services for many of the country's largest, most recognizable brands such as Google, Skype and Ring Central. Bandwidth customers can choose between three distinct platforms to access the company's network and services, depending on the degree of telecom infrastructure a customer wants to outsource versus handle in-house. Regardless of the platform used, Bandwidth's tools provide ready access to a nationwide network, so customers can search for and provision thousands of numbers in seconds.