

Case Study

1623 Farnam & Arvig

Regional Telecommunications Carrier Expands Reach and Interconnection Capabilities for its Customers



Overview

Internet bandwidth and connectivity requirements for most carriers is on the rise as our 2020 global workforce has moved to working from home. People are also using the internet even more than usual for streaming movies and TV shows, connecting with friends and family and online gaming. As a natural, centralized hub for customers within the city and across surrounding states, 1623 Farnam offers a robust ecosystem for carriers and service providers to increase internet capacity, tap into new fiber routes, peer with other ISPs, and benefit from low latency connectivity. Serving as a meeting point for local, regional and global telecommunications companies, 1623 Farnam is strategically located in the Central United States, in Omaha, Nebraska and is also a short hop away from one of the world's largest cloud providers. It is also host to the most geographically-centered Internet Exchange in the U.S., the **Omaha Internet Exchange (IX)**.

Arvig provides service in more than half the counties in Minnesota, with its own fiber network that spans more than 10,000 route miles. With roots dating back to 1950, Arvig began as a small phone company in Otter Tail County, Minnesota, and has since become one of the largest independent service providers in the nation. Arvig provides business and residential solutions for internet, television, phone, security, Hosted PBX, wholesale and fiber transport. Serving more than 20,000 businesses, Arvig's large customer base includes approximately 700 medical facilities, 350 plus schools and libraries and more than 47,000 internet customers. The growing Arvig-owned network reaches rural counties throughout Minnesota, as well as having fiber density in major metro hubs in Minneapolis-St. Paul, St. Cloud and Rochester. With speeds of up to 100Gb, the Arvig network serves homes, businesses, telecommunications companies and wireless carriers.

Challenge

Arvig was looking to expand their network reach into additional markets for internet and carrier Ethernet services. With a presence largely exclusive to Minnesota, carrier access was limited. Arvig was in the process of expanding their fiber network to reach more businesses and interconnect with more carriers to increase value for their customer base.

The company has seen an uptick in growth in wireless backhaul, education, healthcare and wholesale/transport markets. Their team is also seeing an increase in demand from hyperscalers as wholesale sale efforts have expanded. The goal is to give their customers more opportunity to expand and access these markets in other regions, therefore increasing their network reach. Arvig is unique in that they provide a "soup to nuts" experience for their customers, which has resulted in excellent overall customer satisfaction. By partnering with data centers in other regions, Arvig can expand this experience by offering widespread connectivity across the country.

Solution

Partnering with 1623 Farnam has opened the door to a more extensive network reach for Arvig to better serve its large customer base. Access to the Omaha IX has proven to be a true value-add for Arvig customers. In addition, Arvig can extend its reach further to connect their customers to more diverse geographies and provide long haul transport between Omaha and Minnesota, as well as multiple points in between the two hubs. Interconnection with multiple carriers requesting last-mile circuits in Minnesota has also provided a more cost-effective way to interconnect.

Growth is top of mind for Arvig currently, and 1623 Farnam is the first stop on a long list of expansions its team aims to achieve in the near future. Network reach is a critically important benefit for the company, and 1623 Farnam's advantageous location at the nexus of the fiber routes from North to South and East to West in the U.S. provides connections to Omaha and beyond. Since partnering with 1623 Farnam, Arvig has sold multiple 10Gig and 100Gig link circuits from MN and SD to Omaha.



"1623 Farnam has become Nebraska's most connected building and houses many carriers that Arvig has an interest to interconnect, both from a 'buy' and 'sell' perspective. The team has been incredible. Todd and his staff have made introductions for/to Arvig, oftentimes decreasing the time it takes to connect with other carrier's buyers and sellers."

David Schornack,

Director of Business Development and Sales at Arvig