

# Azotel makes business SIMPLer for *Seaside High-Speed Internet* in rural Nova Scotia, Canada



*“The Seaside team has been impressed with Azotel’s commitment to customer service and the ability to create and implement truly scalable solutions. We finally have a back-end system that does exactly what we need it to. Thank you Azotel for understanding our business needs.”*

*David Horton, General Manager, Seaside High-Speed  
[www.seasidehighspeed.com](http://www.seasidehighspeed.com)*



## Overview:

Seaside High-Speed is a new internet service being offered to rural communities in Northern Nova Scotia, Canada. A partner in the province’s Broadband for Rural Nova Scotia initiative, Seaside is providing high-speed internet to the 38,000 residents of the counties of Antigonish, Cape Breton, Colchester, Cumberland, Guysborough, Inverness, Pictou, Richmond and Victoria.

Prior to the Broadband for Rural Nova Scotia initiative, broadband had been slow to penetrate these areas because the low population density and uneven terrain deterred established operators as they felt that it would be impossible to achieve a return on their investment.

## Challenges:

As they embarked on a project that was the first of its type in North America, Seaside faced a number of significant challenges:

- Firstly, Seaside required a management system that would be able to handle their rapid growth i.e. a solution that could manage 10,000 subscribers as well as it handles 500.
- Given the size of the area (27,000km<sup>2</sup>) and its uneven terrain, Seaside required a platform that could coordinate installations by over 20 installers divided across the multiple installation zones.
- The solution would need to maintain all customer information in one central location, and combine all this information in a clear and concise manner.
- In a large organization like Seaside, it’s critical that this information is available to all staff in real time. The solution needed to be easy to use for a company which had no previous experience in the supply of wireless broadband. Many new staff were recruited, so the system had to be intuitive so as to minimise the amount of training required.



## CLIENT PROFILE

Company  
Seaside High-Speed

Location  
Nova Scotia,  
Canada

End User  
Inhabitants of Nova  
Scotia

Challenge  
Provide 100% broadband  
coverage to inhabitants  
of Nova Scotia, while  
meeting aggressive  
government deadlines.

Product Deployed  
Azotel’s SIMPLer,  
fully integrated  
management  
platform.



# Azotel makes business SIMPLer

## Solution provided by Azotel SIMPLer:

Azotel's SIMPLer system was able to satisfy all of these requirements, as well as providing a whole host of additional functionality:

- The SIMPLer system is completely scalable and can handle any size of operator, from the very small to the very large, without any change in the quality of service.
- Rather than using many different systems for management functions like billing, bandwidth management and CRM, SIMPLer combines them all into a single platform. This avoids duplicate data entry and discrepancies caused by having data scattered across multiple systems.
- SIMPLer is able to coordinate multiple installations using its integration with Google Calendars. This allows installations and service calls to be scheduled for multiple installers using an intuitive, user-friendly interface.
- SIMPLer made running a WISP very easy for Seaside. It takes care of all the back office functionality, leaving Seaside staff with more time to develop their infrastructure and focus on marketing and business development, which are crucial in establishing a successful network.



## Results:

The continued growth in Seaside's network speaks for itself, and demonstrates the effectiveness of SIMPLer in assisting large-scale wireless roll-outs. To date, Seaside have signed up 7000 paying customers, deployed 1300 access points and covered an area of 27,000km<sup>2</sup> with wireless coverage (which equates to just under 50% of Nova Scotia). All this has occurred in just over three years.



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