



# SVEConnect Transforms Rural Communities Through Fiber Broadband Network

**Next-Generation Gigabit Services**

At a Glance

**Company**  
Sequachee Valley Electric Cooperative

**Industry**  
Electric Utility

**Founded**  
1939

**Location**  
Tennessee

**Website**  
www.svalleyec.com



## About Sequachee Valley Electric Cooperative

Sequachee Valley Electric Cooperative (SVEC) is a consumer-owned electric utility incorporated in 1939. SVEC provides energy to more than 35,000 homes and businesses in parts of nine southeast Tennessee counties.

In 2018, SVEC announced the launch of a new subsidiary, SVEConnect, an Internet Service Provider (ISP) offering advanced communication solutions through triple-play services. These include up to 1 Giga-bit-per-second internet service, voice-over-IP telephone, and television programming through a broadband fiber network available to members in Marion County, excluding the Monteagle area.

### The Challenge

Recognizing a vital need among its members for fast, dependable and affordable internet that would support the community's growth and economic development, SVEC embarked on a determined path to deliver fiber broadband services through SVEConnect.

### The Solution

FiberRise provided a comprehensive implementation plan to support the vision of SVEConnect, ensuring reach and advanced service delivery. Using ADTRAN's Total Access 5000 Gigabit services architecture, SVEConnect established long-term, multi-gigabit fiber access that provides the reliability and flexibility demanded of a modern telecommunications network.

### The Benefit

SVEConnect's fiber broadband services will enable life-changing impacts for the community, driving economic growth in countless ways, such as attracting new businesses and people and improving educational opportunities.

### Connecting a Community

SVEC's delivery of electricity transformed lives in these communities decades ago. Today, the cooperative understands world-class broadband is equally transformative for rural areas. Gigabit service is allowing the community to participate in today's globally connected marketplace—bringing economic growth, access to better educational and healthcare resources and a host of other opportunities that can change lives for the better.

"This is a long-term project that will be an investment in our communities," says SVEC President and CEO Mike Partin. "As an electric cooperative, we have 80 years of experience delivering power to the rural communities that for-profit companies would not serve. Today, the vital service needed by our members is high-speed internet."

As with SVEC's delivery of reliable, affordable power to members, SVEConnect's broadband services will advance economic development for the community.

"We launched fiber broadband services as a means to improve the lives of those we serve," Partin says. "We're realizing everyday how life changing the impacts to our community will be in so many ways, since broadband is a proven economic driver that attracts and retains businesses and families, as well as improves educational opportunities."

### Partnership is Key

SVEC has been building a fiber network for several years as a "backbone" to connect the co-op's offices and substations. The network allows SVEC to incorporate smart-grid technology into its daily operations, improve integration of distributed energy resources, and lower power costs through interactive energy management programs—all of which make the delivery of electricity more efficient, affordable, and reliable.

*"We launched fiber broadband services as a means to improve the lives of those we serve."*

While this network will continue to be a vital part of the co-op's electric engineering and operational plans for the future, the fiber's ability to transport information is immense and has the additional capacity to carry much more data beyond the needs of SVEC's operations. As a result, SVEConnect is able to lease space on the fiber and offer broadband service to SVEC members. This model optimizes SVEC's investment in a fiber network and the existing infrastructure enables SVEConnect to bring broadband to previously unserved areas quickly and affordably.

Working in close partnership with SVEC, ADTRAN access solutions and FiberRise engineering services are enabling the delivery of SVEConnect's gigabit broadband to its member communities.



# ADTRAN & Sequachee Valley Electric Cooperative

“No one is in a better position to understand the importance of taking essential services to low density areas,” Partin says. “We’ve spent 80 years building our reputation as a trusted provider of safe, reliable, affordable electricity, and now we are working to extend that reputation of trust and quality service by providing affordable, dependable high-speed internet, telephone service and television programming. We expect our partners to have the same servant’s heart for our members as we do, and both FiberRise and ADTRAN are delivering that for us.”

## A Network Built to Last

ADTRAN is providing technology expertise for SVEConnect’s network, while FiberRise brings the oversight and design needed to develop and deploy its vision, ensuring reach and advanced service delivery to members throughout the serviceable areas. SVEConnect partnered with FiberRise to create a specialized fiber architecture for electric cooperatives that is faster and less expensive to deploy than traditional telephone or cable company designs and is superior in uptime and capacity.

Fiber is the best available technology for delivery of gigabit broadband services all the way to a home or business and by implementing this specialized utility fiber architecture, SVEConnect can streamline and simplify the operations of the system, resulting in rapid member and customer turn up without the delays associated

with traditional legacy networks. By using ADTRAN’s Total Access 5000 Gigabit services platform, SVEConnect is establishing a long-term, multi-gigabit fiber access solution built on an open, scalable architecture that will provide the reliability and flexibility demanded of a modern telecommunications network for years to come.

Today, SVEConnect can deliver internet speeds 100x faster than what the average home or business in the area could previously access. The fiber plant has a generational lifetime, and the fiber installed today will be able to handle the increased demand for higher bandwidth and advances in technology for years to come.

## The Only Gig in Town

SVEConnect is a pioneering case for a fiber broadband service provider, as they are “the only Gig in town!” Until 2017, Tennessee state law prohibited electric cooperatives from providing retail telecommunication services. With the passage of the Tennessee Broadband Accessibility Act, electric cooperatives in the state are now allowed to offer telecommunications services, provided that they are not competing with telephone cooperatives that are servicing an area. Under that stipulation, SVEConnect can offer services to nearly all its membership in Marion County and is leading the way in delivering dependable, high-quality gigabit broadband at a level on par with any major city in the country.

## About ADTRAN

ADTRAN has a unique understanding of the changing environment electric cooperatives face today. We believe amazing things happen when people connect, and as broadband continues to transform the way we all live, work and play, ADTRAN is working with rural operators around the country to deliver the connectivity their communities need to grow.

## About FiberRise

FiberRise, LLC enables electric utilities to implement and maintain fiber infrastructure with complete business visibility and simplicity in the delivery of broadband services. FiberRise serves electrical cooperatives and investor-owned utilities with the service and support needed to manage fiber projects from inception to operation. FiberRise focuses on quality of life by helping to make broadband affordable and accessible to all.



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