



# Growing WISP Softcom Scales with netElastic Virtual BNG

Softcom is a wireless internet service provider (WISP) based in Galt, California. Softcom is dedicated to providing fast, reliable, and affordable internet access to everyone who needs it – no matter where they live.

Before netElastic, Softcom’s prior vendor’s fixed-capacity routers were negatively affecting Softcom’s growing base of 4,000 subscribers. Frustrated by the lack of scalability and stability of this product, they were looking for a more robust and scalable solution. Softcom chose netElastic Virtual BNG. Since adoption, Softcom has increased their network scalability and the customer experience has improved.

## LOOKING FOR A MORE SCALABLE, DEPENDABLE BNG SOLUTION

Early in 2020, the team at Softcom was experiencing a 30% increase in bandwidth usage (due to the pandemic) and was frustrated by the lack of scalability provided by their current routers.

"Our equipment wasn't scaling very well and we were experiencing traffic drops, which was negatively impacting our customer experience," said Brian Meredith, Softcom’s Chief Technology Officer (CTO).

In establishing the criteria for choosing a new solution, Brian said, "We needed something a lot more robust and carrier-grade that could scale well with additional customers and bandwidth, in order to provide quality service to our end-users. We needed a solution that would check all those boxes without costing an arm and a leg."

Before choosing netElastic, Softcom looked at a few other vendors. "We were looking at the obvious players in the market, Cisco and Juniper, hardware-based solutions that got pretty expensive when you added in licensing costs. While they're good solutions, it's really hard to justify in a business like ours where we don't have an unlimited budget. We have to find something that's cost-effective, but works really well," explained Brian.



Founded in 1992, Softcom is laser-focused on providing customers fast internet connections, exceptional customer service, and simple, affordable pricing.

netElastic vBNG checked all the boxes and didn't cost an arm and a leg. "The vBNG software is compelling and very robust, and the team at netElastic was great to work with and very responsive, which gave us confidence to move forward with the solution," Brian continued. "And the all-in costs from hardware and software were very reasonable."

## IMPROVING NETWORK SCALABILITY AND THE CUSTOMER EXPERIENCE

netElastic vBNG separates the software from dedicated hardware, enabling WISPs to quickly turn up additional network capacity without having to manually upgrade existing routers, or purchase new routers due to capacity constraints.

vBNG has enabled Softcom to provide customers with more stable bandwidth and more of the committed bandwidth they've purchased. "It seems to be scaling very well and we're just barely scratching the surface of the solution we've put together," Brian added. "vBNG is a very powerful piece of software that has more configuration options than anything I've seen in recent memory."

Having a stable solution with no outages or drops in traffic has also enabled Softcom to spend less time working on technical issues and more time making the customer experience better. The benefits of vBNG "have trickled down to most aspects of our business that are customer facing, since we don't have to deal with customer issues that use to pop up with our previous vendor. We're keeping our customers happy and making sure they get the best service they can."

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– Brian Meredith, Softcom

## BUILDING FOR THE FUTURE

Softcom and netElastic both share a commitment to customer success. Brian said "I have direct conversations with netElastic's CEO and Principal Solutions Architect – they're very responsive and really invested in making sure the vBNG solution works for us."

"The netElastic vBNG we bought is going to scale for a very long time and it's going to be a very good partnership as we continue to work with netElastic. Our experience has been overwhelmingly positive."

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