



The Smarter Way:

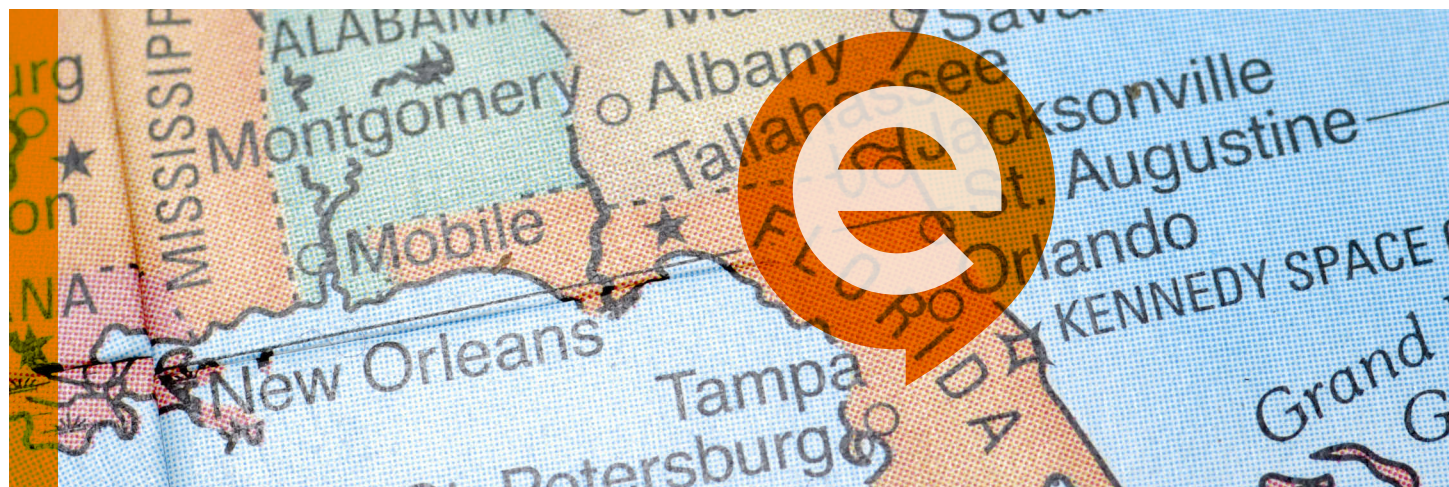
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# Case Study: Northeast Florida Fiber Project



ESSENTIA CUTS CARRIER TIMEFRAME IN HALF CASE STUDY: SEPTEMBER 2020

# Essentia Cuts Carrier Timeframe in Half, Achieves Record-Breaking Customer Satisfaction



## THE PROBLEM:

A major Carrier was falling dramatically behind schedule on a time-sensitive Fiber project in the Northeast Florida area. After a year of struggling with the complexities of the municipality, the original vendor was unable to obtain approval to begin the engineering phase of the project. The Carrier moved on, bringing in Essentia.

## THE SOLUTION:

Essentia first turned to its Project Playbooks, which are comprehensive game plans geared to leverage the team's political relationships and overcome obstacles in specific jurisdictions. After gaining approval to begin field engineering on the Northeast Florida Fiber Project, Essentia then opened its high-tech tool box, deploying drones to perform the initial field work. These drones quickly and thoroughly canvassed the site while capturing 1,000 photos per mile traveled.

## THE RESULTS:

Called in on a Tuesday morning, Essentia completed the field data collection on Wednesday — about a one-day turnaround. Plus, it was done with zero travel costs and minimal opportunity for human error. This initial win, which cut field engineering by 90% and CAD time in half, laid the groundwork for completing the first 10,000-ft.-phase of the project in about 60 days, well within the 90-day schedule.

This industry-leading pace is made possible by Essentia's eSpeed Technology platform, a set of different technologies — hardware, software, and tools — wrapped around efficient processes through proprietary programming and workflows. By harnessing eSpeed, Essentia can accelerate data collection, management, and analysis to efficiently produce client deliverables. For example, while the Northeast Florida Fiber Project was budgeted for 12 months and would take most vendors 18 months to complete, Essentia turned it around in just 6 months.

Speed is only half the story here; the accuracy of the project execution was also noteworthy. Going into the project, the Essentia team was not initially made aware of the stringent quality audits that their work would undergo. But it didn't matter because Essentia performed as it always does: project managing the entirety of the work along the way to meet their own rigorous standards.

After the project's first audit, the Carrier informed Essentia that they had earned their highest quality score ever. In the time that passed before the second audit, however, another vendor nosed out this score. But when it came time for Essentia's final quality audit, Essentia reestablished the mark — raising its pass rate by 7% while improving the quality score by more than double. This latest achievement meant that Essentia had outperformed hundreds of vendors in thousands of audits working in America's 60 largest cities. Not only was it the source of great pride for the company, but it meant that the Carrier could look forward to the long-term benefits of maintaining a network built to their uncompromising standards, and not investing heavily to troubleshoot errors at every turn.

## Demonstrating Added 'Value'

The Northeast Florida Fiber Project does more than demonstrate how Essentia approaches and executes on customer engagements. It also shows a direct correlation between the company's award-winning workplace culture — in this case, its Core Values, and customer results.

### Core Values in Action:

- **Judgement:** Doing what's right even when no one is looking. This relates to the high standards placed on project execution whether or not it's known if an audit will occur.
- **Innovation:** Challenging the status quo by devising a smarter, faster, more accurate way of approaching Fiber projects with drones and eSpeed.
- **Impact:** Believing the extra mile is the first step — and being able to step in for Carriers and overdeliver when the need is most critical.
- **Collaboration:** Seeking first to understand, which underscores the importance of building key relationships before building a network. This was evident in Essentia's collaboration with the municipality, with the customer, and internally in order to achieve the record-setting results.

### Quoteworthy:

“Not only did we demonstrate that, through the use of drones and eSpeed, we could dramatically decrease the turnaround time for an important turnkey fiber project. We also proved that our forward-thinking approach to Fiber deployments didn't just meet standards of the traditional, manual approach — it far surpassed these standards, setting the record for the Carrier's highest quality audit scores.”

— Lindon Hayes, Essentia CEO

“Harnessing eSpeed, Essentia is the only company that can accurately perform fiber field engineering remotely.”

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# Ready to Take the Next Step?

Essentia has been evolving the traditional approach to Fiber projects for two decades — incorporating drones, leveraging relationships, and integrating automation to drive speed, accuracy, and Carriers' bottom line.

We welcome the opportunity to be your go-to partner for Fiber and Small Cell. Please contact Essentia CEO Lindon Hayes today to discuss how we can help deliver game-changing results.

## Lindon Hayes



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