



Adaptful Tech Helps Velocity Fiber Solve Data Aggregation Challenge

Overview

Velocity Fiber is a forward-thinking service provider bringing carrier-grade lit and dark fiber wide area networks (WANs) to universities, K-12 school districts, municipalities, and anchor institutions across the country. Their robust networks are custom built and future-proof, providing customers in urban, suburban, and rural communities with virtually unlimited bandwidth, maximum flexibility, and superior performance. With almost 100 years of collective telecom experience, Velocity Fiber's team members were handpicked for their technical expertise as well as their ability to foster a culture of complete transparency and trust with their customers. Driven by a passion to deliver high performance fiber optic connectivity to communities that are underserved or overlooked by traditional phone companies, Velocity Fiber's carrier-neutral networks are modeled to attract multiple ISPs to a community, resulting in affordable and equitable broadband access to residents, businesses, and community anchors. Velocity Fiber is actively deploying their powerful aerial and underground fiber networks in new markets across the United States.

Challenge

It was critical that Velocity Fiber's team be able to quickly gather and analyze the most up-to-date information from a variety of online resources to help guide existing sales efforts as well as uncover new opportunities across the country. While there were a few software programs commercially available to them, they were very clunky to use, generally anachronistic, and expensive due to their niche nature.

Velocity Fiber wanted a clean, user-friendly interface that would aggregate large amounts of data from multiple sources using specific search parameters at the click of a mouse, generate up-to-the-minute results in a clear and organized way, and provide drill-down capability to gain insight into one or more data points.

Solution

Adaptful Tech knew a thorough discovery process was needed to create a tool that could quickly import and display large amounts of differing data points in a comprehensible way while still feeling easy and intuitive for the user to navigate. Sitting down with key employees at Velocity Fiber, Adaptful Tech engaged in a conversation to better understand Velocity's business model from a high level, asking relevant questions about how the data they acquired influenced the direction of their sales process at different stages. Armed with this information, they developed a detailed scope of work and reviewed it with the team at Velocity to ensure it met their objective. What followed was an iterative development process using multiple software tools to ultimately produce the data aggregation hub Velocity Fiber desired with a modern, user-friendly dashboard and the ability to drill-down from surface data into a rich network of correlative information. The new software platform they created, proprietary and owned by Velocity Fiber, greatly increased the efficiency of gathering data to filter existing and discover new sales opportunities, and it continues to save the company thousands of dollars annually in both software expenses and time spent obtaining and analyzing data.

Quote:

"Randy and Chris were both incredibly friendly and communicative from start to finish! They made our objectives feel very achievable and worked extra-creatively with us on challenges that threatened our list of 'must-have' features. They also made some great suggestions mid-development that really improved the final product. We still work with them to troubleshoot glitches and add new features, and they continue to be super-responsive and easy to work with. Great experience!" Emily Lomaka, COO