

Partnering gets it done:

Working together with Cable Izabal to expand their coverage and reach

One of Guatemala's leading internet and digital television providers, Cable Izabal, found the solution it needed to grow their subscriber base and continue meeting the needs of more than 50,000 homes.

Challenge

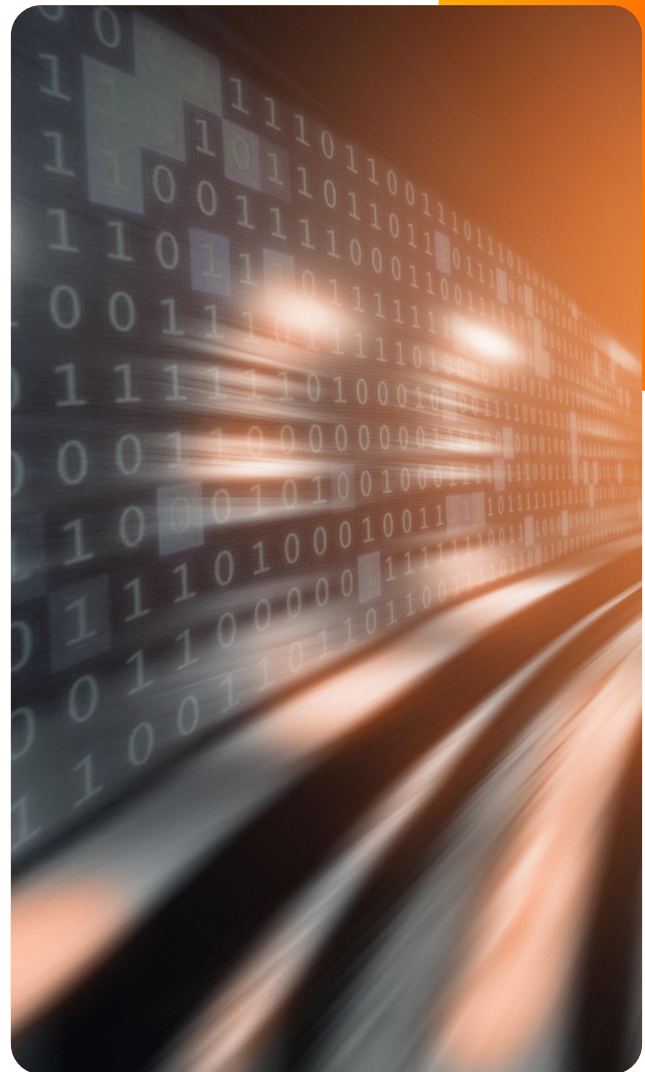
Cable Izabal had been experiencing issues with their previous wholesale connectivity provider. Subpar connectivity and inconsistent service support were reoccurring issues. They were also competing with one another in certain geographies. The company needed to explore other options and by the time they reached out to us, they only had 30 days before the next contract cycle. It was essential that the contract signup and implementation be carried out quickly.

However, it was evident that this was not the only issue.
– It was found that were 350 kilometers apart.

Solution

After quick consideration, Cable Izabal chose Liberty Networks. They would use their own resources to cover the distance, 350 km and connect to our cable station in Guatemala City. Constant communication and seamless collaboration between our two teams, working full time and at full speed, helped us achieve the goal: providing quality connectivity, with 10 GB service, before their contract was officially due.

After only a few month, the Cable Izabal team was already experiencing the difference. Not only were we able to provide better service, we were also building a meaningful strategic partner. As they looked to expand to other cities, our team was there to provide expert guidance and support.



The first such city was Ciudad Morales, some 75 kilometers away. In order to make this new fiber rollout viable, we both agreed to pitch in. Cable Izabal would lay the primary cable route and Liberty Networks would implement a secondary route; thus ensuring reliable connectivity for this new market.

The joint investment guaranteed the project success, gave Cable Izabal SA a new competitive advantage in the market, and marked the beginning of a fruitful partnership that allowed them to grow their footprint. We are now talking about new plans to expand further into other geographies with better quality services.