



Bringing fiber to hard-to-reach neighborhoods

- **Business needs** - A way to deliver high-speed internet service to consumers in underserved areas
- **Networking solution** - AT&T Switched Ethernet with Network on Demand connects JD Internet's wireless towers with the secure AT&T nationwide fiber network, enabling the service to reach people in difficult-to-reach neighborhoods.
- **Business value proposition** - Superior internet service for communities that previously had limited access
- **Industry focus** - Internet service provider
- **Size** - 2,500 customers

About JD Internet

JD Internet is a fiber-powered, high-speed internet service provider in Southern California. Unlike many other providers, JD Internet uses wireless towers that are fed by a proprietary, symmetrical high-capacity fiber network. The company's wireless point-to-point internet is fast, secure, and easier on the environment since it uses fewer cables.

The situation

JD Internet initially provided services for businesses, but demand for better home internet service—especially by the business owners' children—led owners to consider serving individual subscribers. The company needed a networking solution that would provide speedy, reliable internet service to communities in Southern California, some of which were difficult to reach.

Solution

JD Internet chose AT&T Switched Ethernet with Network on Demand to power the towers it built to deliver connectivity to previously unserved and underserved areas. AT&T Switched Ethernet with Network on Demand offers software-defined-networking with speeds from 2Mbps for smaller locations to 100Gbps for organizations with big data needs.

Internet as it should be

JD Internet is part of a family of high-speed internet companies. Owners Monique and Norman Jester have operated successful technology businesses from data centers to domain registries in Southern California for more than 20 years.

The Jesters are seasoned telecom professionals with industry experience that predates the internet. “From operating early BBS systems to deploying an international data network, we have evolved side-by-side and step-by-step with computer and network technology,” Norm Jester said.



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Norm Jester
co-owner, JD Internet

He is proud that JD Internet is a minority-owned business. “My wife is a Latina, and she and I each own half of the company.” While both eschew titles, Jester said Monique runs the company data centers and keeps the business organized. “It’s not in our corporate ethos to say, ‘I’m this and you’re that,’” he says. “We all wear many hats in the company.”

Another important team member is John LoCascio, the company’s Process Director partner. “He has been a part of our foundation since launching residential services,” Jester said. “Our company has streamlined operations and gained tremendous efficiency in operations and marketing due to his efforts.”

JD Internet’s mission is to provide Southern California residents with “internet as it should be,” without data caps or throttled speed. The company does not monitor customers’ browser history or let large corporations influence the way they experience surfing the web by playing favorites, Jester said. It owns and operates its own network, including the fiber and all data centers that control customers’ quality of service and internet speed.

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A need for better internet service

The Jesters started JD Internet to deliver better internet service to Southern California residents, including their own family. Their other internet companies at the time were focused on serving businesses. “For years, our kids called me ‘the king of the internet,’ but when their friends came over, they complained that couldn’t play video games or watch certain networks,” he said. The family’s home internet lacked the necessary bandwidth, and friends said their own home internet wasn’t any better than what the Jesters had.

The Jester children urged their parents to begin delivering home internet services. “I challenged them to prove to me that there was a market for it,” Jester said. The children, who were in high school and grade school at the time, conducted online surveys by using neighborhood community apps to find out if others in their community would be interested in finding a better internet provider.

“Like 94% of the people said their internet was horrible and they needed something better,” Jester said. The Jester children collected signatures from 7,500 people

who said they were interested in having a better internet service provider. “They asked the question, ‘Would you welcome a third competitor coming into the area to offer internet to your community?’ and 74% of the people responding said, ‘Please, please bring this service to our community. We really need it,’” Jester said. “I was shocked that they got such a positive reaction and we started looking at ways we could do this.”

Connecting locations with secure fiber

To deliver superior internet service to Southern California, JD Internet needed a reliable network services provider. Early attempts with other providers were less than successful. “There are other companies that have those types of products, but they’re limited in their capacity. There are not as many locations that are lit for it, and doing backhaul deals with them was really complicated,” Jester said.

One experience was especially problematic. “There was downtime, and it was not pretty,” he said. “Seven weeks of downtime on one circuit was enough for us to say, ‘No. We’re never doing this again.’”

JD Internet discovered that AT&T Switched Ethernet with Network on Demand was the right service to power its new business. The self-service, on demand, intelligent networking solution connects JD Internet locations using the secure AT&T nationwide fiber network.

“We started setting up internet using AT&T Switched Internet with Network on Demand products to power the towers that we were building,” Jester said. In addition to providing fast and reliable service, AT&T enabled JD Internet to deliver connectivity in places like the Jesters’ own neighborhood that had experienced problems getting robust internet service.

Speed and agility

Jester said AT&T Business is a good fit for JD Internet’s technology, which is built for homes that have multiple family members and friends all on the internet at the same time. It’s also designed to be deployed in places where connectivity was not easily available, such as mobile home parks, Native American reservations, and other places that typically can have aging infrastructure.



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“AT&T has connectivity almost everywhere. And what was important to me was the speed and agility at which we could deploy,” he said. “We can feel comfortable putting towers in most locations, knowing that we can order AT&T services there and tie it to our other towers. So that’s something that nobody has been able to offer us.”

Ordering the service is a simple matter, he added. “From the time it takes me to place a Network on Demand order to the time it gets completed, everything is so smooth and so easy.”

LoCascio integrated the company’s back end so that JD Internet can use AT&T Business options to solve new tower deployment challenges, Jester said. “These are all automations in engineering that he has done to simplify the sales to engineering data flow within our single pane of glass environment.”

The ability to grow

AT&T Switched Ethernet with Network on Demand has been a boon for JD Internet. “It has actually given us the ability to grow,” he said. “If we weren’t able to

get the AT&T Switched Ethernet with Network on Demand circuits, I would be looking at probably doing my own fiber construction, which is something that is not for the faint of heart. That's a big undertaking."

"AT&T has offered us the ability to act as if we have our own huge fiber network and manipulate it in ways that benefit us as a company so that we can grow and grow rapidly," he said.

While some other providers offer similar connectivity services, none can match the speed and agility of AT&T, Jester said. Some companies can take months or years to supply the necessary infrastructure, but AT&T Business has delivered services to JD Internet within weeks. "AT&T has obviously put a ton of effort into building out its AT&T Switched Ethernet with Network on Demand service to the point where almost every building I go to has it now, and it makes everything so much easier."

Simple and straightforward

Jester appreciates the simplicity of AT&T Switched Ethernet with Network on Demand. "I have some employees who are not as experienced, and they have commented that they find using the AT&T stuff a lot easier and more straightforward than the other stuff that we have used," he said. "There's not a lot of complication involved."

JD Internet also uses AT&T Business Fiber to connect some of its international business customers. "We have fiber that crosses the U.S.-Mexico border where we connect enterprise customers," he said. "We use AT&T 10 gig point-to-point products to connect those customers back to our data center in San Diego."



Jester said AT&T Business has positioned his companies for continuing growth. "There's a company that has its own AT&T Switched Ethernet with Network on Demand products that wants us to take them over. And it will enable us to literally link our AT&T Switched Ethernet with Network on Demand service to theirs and establish a virtual connection," he said.

"So, if we do take over that company, we'll be able to just take on all of its bandwidth and customers in one virtual interconnect. It almost makes it like drag and drop. It creates this network of networks that's almost like we have another internet running below the internet, like a private network. It's really amazing."

New ways to do business

Jester likes the fact that AT&T Business enables JD Internet to do business in new ways. "I think it's opened our creativity. Stuff that we used to think of as hard to do would be put on the back burner," he said. "We don't have to do that anymore because AT&T makes it so much easier."

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He also remarked on the expertise of his AT&T Business account rep and other AT&T Business personnel, and the fact that they are invested in helping him make the most of his AT&T services. “A lot of times when you talk to somebody in sales, they don’t know anything about the technology end of it. But what’s been cool about dealing with AT&T is that I don’t need to go into a ton of detail with them. When I need something, they just get it, and they make it happen.”

“AT&T either hires seasoned professionals or gives them very good training because they know the answers and I don’t have to explain tons of stuff to them. We just kind of move together in the direction to the solution,” Jester said.

He says he does not hesitate to recommend AT&T Business to other organizations. “I give AT&T a five-star Yelp review with positive vibes,” he said.