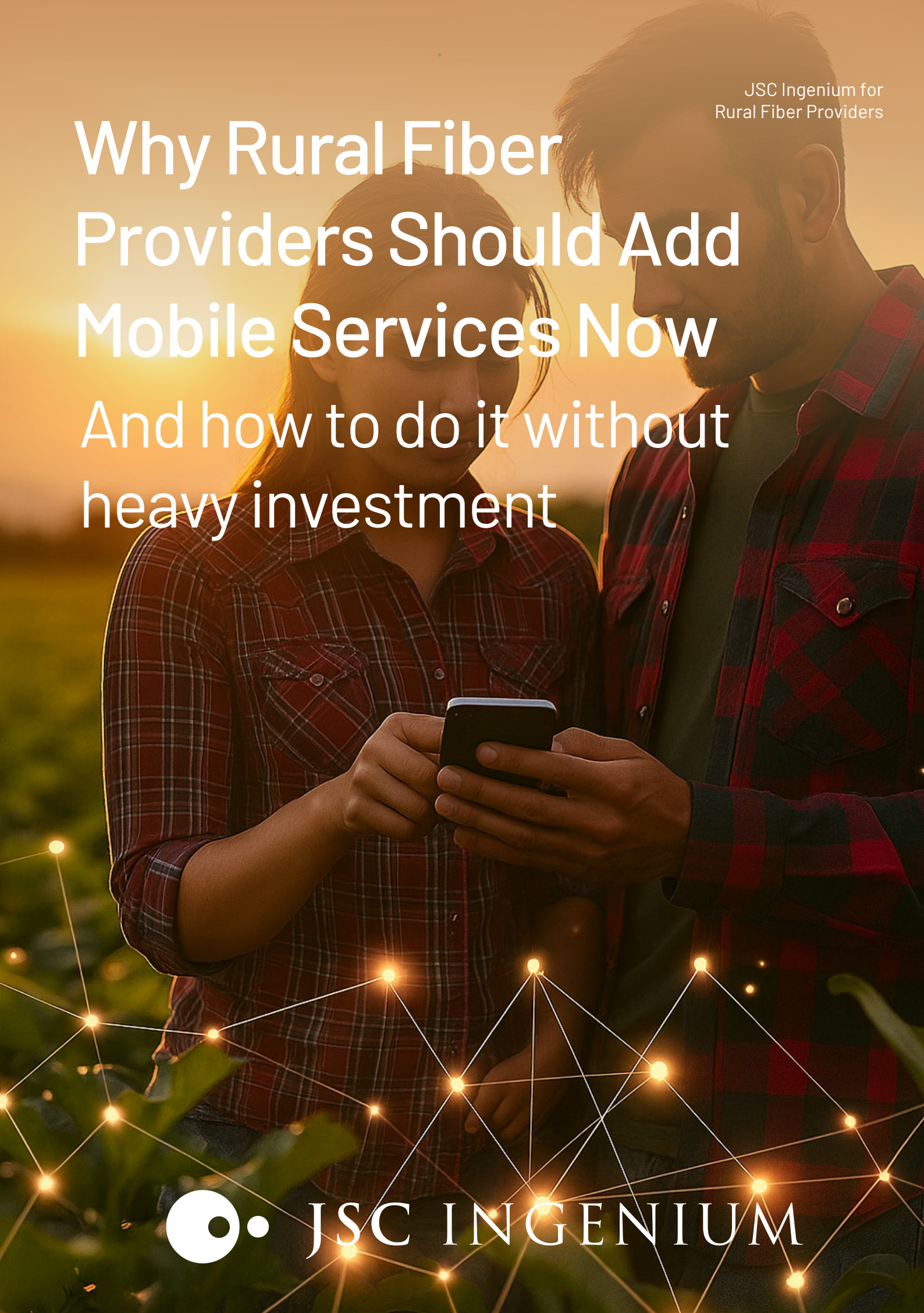
# Why Rural Fiber Providers Should Add Mobile Services Now

## And how to do it without heavy investment



JSC INGENIUM

A Strategic Guide for U.S. Rural Broadband Operators looking to Grow Revenue and Improve Retention

## 1. The Landscape - New Expectations of Rural Users

For years, rural broadband providers have been at the forefront of connecting underserved communi-ties with high-speed iber internet, making education, healthcare, and economic opportunities a reality.

However, today's rural subscribers want more than just home broadband.

They expect **seamless connectivity wherever they go**—at work, on the road, or even in the fields.

That's where mobile comes in.

This guide will explore how rural fiber operators can add mobile services to their offerings, gaining a strategic advantage to strengthen their businesses and deepen their impact in the community.

## 2. The Opportunity - Why Mobile Is Key to Your Future

- 91% of U.S. adults **own a smartphone** (Pew Research Center, 2024)
- Yet, more than 30% of rural areas **still lack reliable mobile coverage**. (FCC Broadband Data Collection Report, 2023)
- Customers are 2–3x less likely to **churn when they have bundled services.** (Parks Associates, 2023 & JSC Ingenium data)

Mobile is no longer a luxury — it's a necessity.
For rural iber providers, mobile is a powerful way to meet rising expectations without starting from scratch.



## 3. The Benefits - Revenue, Retention & Community Value

### 1. Increase Average Revenue Per User (ARPU)

Adding mobile to your fiber bundle could increase ARPU by $20–$40 per month, creating a new, predictable revenue stream.

### 2. Improve Customer Retention

Operators offering bundled services see customers stay with them up to 25% longer, which significantly improves Customer Lifetime Value (CLV).

### 3. Deliver More Than Connectivity

Mobile services help bridge critical gaps in:

- Telehealth access
- Remote learning
- Emergency communication
- Work-from-anywhere flexibility

And you don't need to build towers or invest millions to make it happen!

## 4. The Models – How to Make It Happen

You can offer mobile services using one of three flexible MVNO (Mobile Virtual Network Operator) models:

| | Model | Control level | Investment | Time to launch (avg.) |
|---|---|---|---|---|
| Full MVNO | Own core network components | High | High | 6-9 months |
| Light MVNO | Manage customer ervice and billing systems | Medium | Medium | 3- 6 months |
| Reseller MVNO | Focuses on marketing and sales | Low | Low | 1-3 months |

With the right partner, like JSC Ingenium, you can launch mobile services quickly and cost-effectively — using proven Core Network and Business Support Systems (BSS), all backed by nearly three decades of global telecom experience and deployments worldwide.

## 5. The partner – JSC Ingenium

### Why JSC Ingenium Stands Out?

#### A Trusted Alternative for Rip and Replace Needs

As rural providers look to replace outdated or high-risk network components, JSC Ingenium offers a secure, interoperable solution that works seamlessly with modern architectures — no disruptive overhauls required.

#### Global Expertise with Local Impact, Tailored for Rural Operators

With nearly 30 years of experience, deployments across 20+ countries, and support for over 150 telecom operators worldwide, and 700+ brands we bring deep technical knowledge and support to help rural providers grow sustainably.

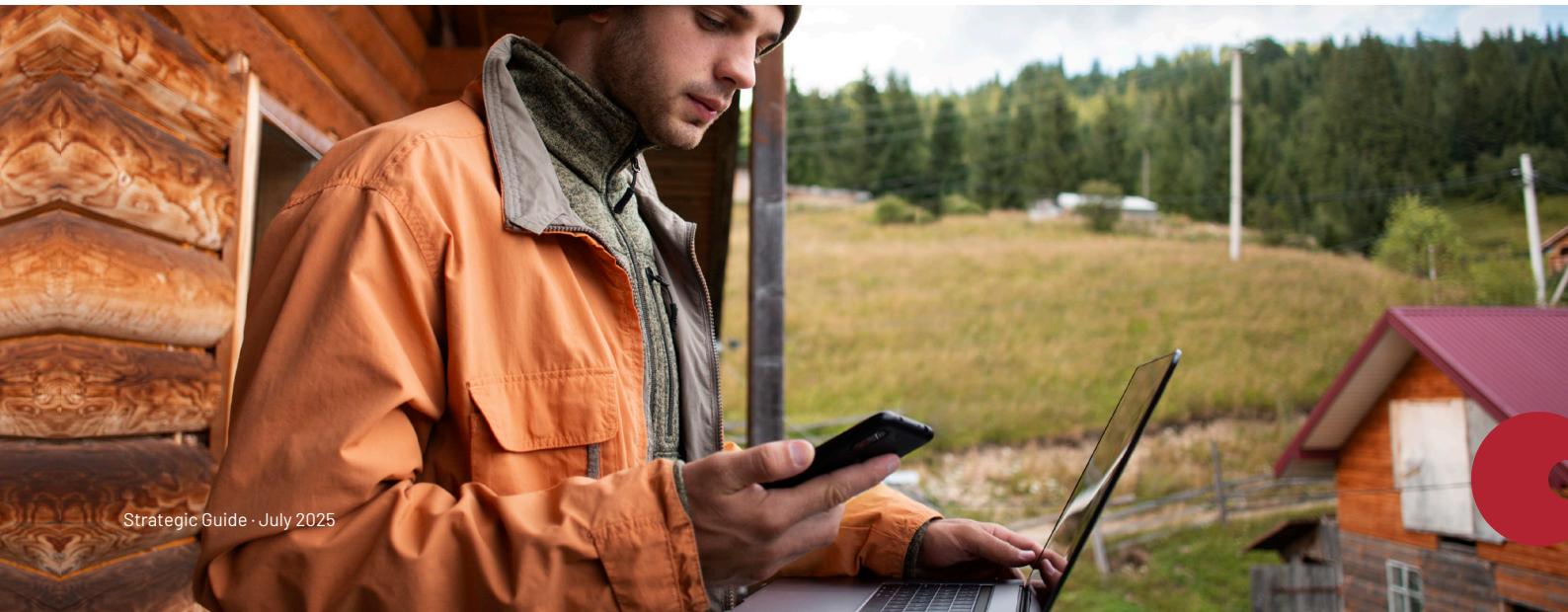
## 6. The Play - Your Success Story Starts Here

Picture this: a rural cooperative already serving 10,000 broadband customers decides to take the next step — adding mobile services using a Light MVNO model.

Year 1 Results:

- Gains 1,500 new mobile lines.
- Sees an 18% increase in revenue from existing customers.
- Reduces churn by more than 20% among bundled users.
- Improves NPS score thanks to seamless service integration and trusted local support.

These results aren't science fiction — they're achievable. With the right strategy and technology partner, your organization can deliver more value to your members, grow sustainably, and strengthen your role in the community.



## Ready to take the next step?

**Watch our NTCA webinar** recording tailored for U.S. rural fiber providers interested in in expanding and enhancing their mobile service offerings.

### You'll learn:

- The best MVNO models for rural operators.
- How to improve retention and grow ARPU.
- How JSC Ingenium enables fast, low-cost mobile launches.
- Real-world strategies for success, drawn from our global telco experience.

### You will:

- Explore MVNO options tailored to your needs.
- Learn from rural providers already succeeding with mobile.
- Prepare your organization for the future of connectivity.
- Take the first step to become your community's most valuable partner.

**Schedule a meeting with us**

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