

Appalachian Wireless Selects Sitetracker to Accelerate Rural 5G Deployment

June 4, 2024



Appalachian Wireless, a rural wireless operator headquartered in Kentucky, has chosen Sitetracker to expedite the rollout of 5G services across communities in Kentucky and Virginia.

Appalachian Wireless, the 14th-largest mobile broadband provider in the US and an East Kentucky Network (EKN) member, recently announced a multi-year project with Ericsson to modernize its Radio Access Network (RAN). This partnership aims to expand 5G access to underserved communities in the region.

Following recommendations from industry partners who utilize Sitetracker for project management, Appalachian Wireless opted for the cloud-based platform to replace outdated spreadsheets and databases. This upgrade streamlines their business operations by providing a centralized, company-wide solution.

“Our primary commitment is ensuring 5G connectivity for the communities we serve, and with Sitetracker, we are poised to extend the reach of wireless service to more individuals across Appalachia,” said Michael Huffman, Chief Operations Officer, Appalachian Wireless. “This is a business transformation that was incredibly necessary for our company. We are not merely updating our tools; we’re fundamentally transforming our operations with efficiencies and refined workflows that will pave the way to more collaboration and success.”

Sitracker equips Appalachian Wireless with standardized processes through pre-configured solutions and mobile applications. These tools minimize redundancy, expedite workflows, and shorten project timelines while mitigating errors. Additionally, the centralized platform offers real-time tracking and comprehensive reporting for effective project and site management.

“Appalachian Wireless is working to overcome the digital divide in rural areas of America, and with our solutions, we help them achieve a faster time to market in these communities,” said Giuseppe Incitti, CEO, Sitetracker. “5G connectivity helps spur economic development, expands access to educational opportunities, and enables innovation, so we are thrilled Appalachian Wireless is investing in this essential technology.”

A March 2024 report by the CTIA and Competitive Carriers Association (CCA) highlights the crucial role regional wireless providers play in bolstering local economies and narrowing the digital divide, particularly in rural areas. Initiatives like the 5G Fund and Rip-and-Replace program hold significant potential for deploying 5G infrastructure in these underserved regions. By enhancing connectivity and access to essential services, wireless carriers can promote equitable development and bridge the gap between urban and rural communities.