



CASE STUDY: Green Hectares

Company Profile

- Green Hectares is a non-profit organization based in Edmonton, Alberta.
- The organization serves over 500,000 people across rural Alberta, providing education, training and community-building workshops.
- www.greenhectaresonline.com

"We quickly realized the important role Rogers played with our unique programming. Rogers offered advice, training and support, and provided wireless services and tools to help us demonstrate how technology contributes to social, economic and cultural development in rural communities."

Wendy Schneider,
Executive Director,
Green Hectares



The Challenge

Green Hectares needed help getting connectivity into rural areas to deliver workshops to rural dwellers and demonstrate how technology can help expand their business. In rural communities, wireline internet connectivity is often non-existent or delivered via slow, unreliable dial up – hardly effective for running a technology-based workshop. In addition, with 40 to 50 consultants delivering workshops across Alberta, they needed flexible, inexpensive tools that could support the quick set up of mobile on-site workshops.

"We needed a partner to help provide access to these rural communities," says Wendy Schneider. "We also needed guidance on how to use technology to reach as many people as possible."

The Solution

Green Hectares turned to Rogers for support in expanding high speed internet services into rural Alberta. Rogers worked collaboratively with Green Hectares, providing advice, recommending solutions, and delivering tools and technology that helped them deliver mobile technology workshops all across rural Alberta.

The Green Hectares consultants now have Rocket™ mobile internet sticks to access the Rogers wireless network from their laptops' USB ports. They also use Rocket™ hubs to create virtual hotspots, allowing up to 15 computers or Wi-Fi devices to connect to the network.

"Rogers was supportive, adaptable and responsive; they helped us on every level," says Wendy. "They presented creative solutions and helped determine the best service and hardware, and showed us how to use them."

The Benefits

- **Agility:** Mobile broadband helps Green Hectares reach more people, despite geographical challenges, by bringing training, networking and educational programs right to their customers.
- **Ease of Deployment:** Rocket sticks are fast, secure, and easy to set up – simply plug the Rocket stick into a laptop, start the automatic installation and go. Rocket hubs are just as easy – all you need is an electrical outlet to power on the unit.
- **Cost Savings:** Dropping in temporary mobile broadband training locations eliminates the need for costly wireline installations and enables Green Hectares to reach more people for less.
- **Coverage:** Rocket sticks and Rocket hubs deliver fast, reliable web access anywhere on the Rogers wireless network, even in remote and rural areas.

For information about a Rogers solution for your organization, contact your Rogers account representative or visit rogers.com/business

