

CASE STUDY

# Customer-First FTTH Provider Finds Perfect Match in Cologix Dallas Partnership

NOVOS FiBER's 'no hidden fees philosophy' meets Cologix's transparent, flexible infrastructure solution



NOVOS FiBER, a customer-first, fiber-to-the-home (FTTH) provider, needed cost-effective, reliable infrastructure and a partner who could match their need for speed and flexibility.

## Challenge

As a Dallas-based provider laser-focused on delivering services without hidden fees or surprise price hikes, NOVOS FiBER faced unique constraints requiring exceptional cost efficiency while competing against established telecommunications providers. The company prides itself on achieving the seemingly impossible "trifecta"—fast deployment, cost-effectiveness and high reliability—and expects the same from its supplier partners. Additionally, their technical requirements included redundant connectivity options, multiple provider access and scalable infrastructure to support their fiber-to-the-home network expansion across the Dallas-Fort Worth area.

## About NOVOS FiBER:

NOVOS FiBER is a customer-first, fiber-to-the-home (FTTH) provider delivering affordable, reliable, high-speed fiber internet to customers, especially to communities that have historically lacked access to quality connectivity. Founded in 2022 by Andrew Snead and Melker Sandberg, NOVOS FiBER is the residential brand of Flying Bull Internet and funded by InLight Capital, a Sugar Land-based private investment firm. [novosfiber.com](https://www.novosfiber.com)

## About Cologix

Cologix is reinventing the edge — supporting your digital infrastructure journey with robust interconnection at our digital edge and hyperscale edge data centers. Our dedicated, experienced local teams provide industry-leading service, supporting you through every aspect of your digital infrastructure journey. One connection to our ecosystem empowers your digital transformation, connecting you to the solutions and partners you need. [cologix.com](https://www.cologix.com)



“We strategically pick partners based on speed, cost and reliability simultaneously. Cologix delivers the trifecta that fires on all cylinders for our business.

– Rob Johnson, Chief Technical Officer, NOVOS FiBER

## Solution

Cologix Dallas was a natural fit for NOVOS FIBER. Located within the strategic Infomart facility, NOVOS FIBER gained direct access to dark fiber connectivity, a variety of transit provider options and redundant entrance facilities. The solution included 24/7 remote hands, flexible contract terms and excellent operational support. As a local Internet Service Provider (ISP), deploying at Cologix in the heart of the premier Dallas telecommunications hub was an ideal fit for NOVOS FIBER. With access to multiple backbone providers and connectivity options essential for a growing ISP, the partnership delivered seamless integration with existing infrastructure while maintaining cost efficiency critical for NOVOS FIBER's operations. Cologix's flexible, collaborative approach created the foundation for an excellent customer/supplier relationship.

## Benefits

The partnership with Cologix delivered on all three critical metrics: speed, cost-effectiveness and reliability. Deployment was completed in just one month – so fast that it far exceeded NOVOS FIBER's expectations. The frictionless experience with Cologix was far superior to that with other colocation providers: free from common delays, complex negotiations or rigid contract terms. Experienced on-site support, including responsive remote hands, continues to ensure operational transparency and minimal downtime. This foundation provides the stability and scalability needed for aggressive market expansion while maintaining the lean operational model essential for the dynamic needs of a rapidly scaling fiber network operator.

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## Results

**Ultra-fast deployment:** Infrastructure operational in just one month, exceeding expectations

**Seamless integration:** Alignment across existing infrastructure and business requirements

**Frictionless operations:** Responsive partnership with Cologix team with clear communications and fast turn-around on commercial terms

**Scalable foundation:** Infrastructure supports aggressive market expansion while ensuring uptime

**Cost-effective solution:** Maintained lean operational model with premium reliability

**Delivering Business Excellence:** Outperformed other colocation providers across all key customer priorities

## Solution Components

**Strategic Infomart facility location** providing direct access to Dallas premier telecommunications hub

**Dark fiber and transit connectivity options** with redundant entrance facilities and multiple providers

**24/7 remote hands support services** ensuring responsive maintenance and minimal operational downtime

**Flexible contract terms and access policies** supporting dynamic business needs and rapid scaling

**Collaborative approach** delivering transparent, no-surprise operational partnership

**Scalable cabinet infrastructure** accommodating growth from startup to enterprise-level operations