

How Zentro Built an MDU Growth Engine by Transforming Operational Efficiency With SmartMDU



The Challenge

Zentro is the largest independent multifamily-focused internet service provider delivering high-speed internet and managed Wi-Fi to more than 120,000 subscribers across 1,500+ buildings in major U.S. metropolitan areas. From the start, the company has built its business by pushing connectivity forward—continually seeking out the most advanced, flexible, and cost-efficient technologies to help property owners differentiate their communities and deliver exceptional resident experiences.

As multifamily operators elevate connectivity into a defining, revenue-driving amenity, Zentro recognized an opportunity to take its MDU portfolio to the next level. The company set out to expand its solutions with next-generation network architectures designed for maximum speed, operational efficiency, and long-term scalability—giving owners and operators tailored options that align with their unique property needs while remaining future-ready as demand continues to accelerate.

At communities like The Peachtree Residences in Atlanta, this vision translated into supporting the next wave of digital living—from remote work and streaming to IoT and smart-building applications—while also enabling greater transparency and control for property teams. To bring this vision to life, Zentro’s technical and customer experience leaders partnered closely with Calix to optimize, deploy, and operationalize advanced capabilities that could be delivered consistently across diverse multifamily environments.

By investing in cutting-edge technology and deep collaboration, Zentro expanded its solutions portfolio and reinforced its position as a growth partner for MDU owners—helping them unlock stronger resident experiences, smarter operations, and a network foundation built for what’s next.



COMPANY

Zentro

COMPANY TYPE

Independent multifamily-focused internet service provider

LOCATION

Chicago, Milwaukee, Atlanta, Miami, Dallas, Denver, Los Angeles, and other major metropolitan areas

SERVICES

High-speed internet for multi-dwelling units (MDUs), residential, commercial, and event venues, including managed Wi-Fi

SUBSCRIBERS

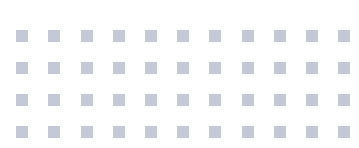
1,500+ communities and 120,000+ subscribers

YEAR FOUNDED

2009

WEBSITE

zentrointernet.com





The Solution

To expand its MDU solutions portfolio and bring next-generation connectivity to market, Zentro partnered with Calix to deploy SmartMDU™, branded as Zentro Bliss, across its multifamily footprint. The end-to-end managed Wi-Fi framework enabled Zentro to deliver property-wide connectivity in a more standardized, repeatable way—while giving property owners flexible options tailored to their specific needs.

Through centralized cloud management, automated workflows, and high-performance in-unit and common-area systems, Zentro established a scalable operating model designed for speed, consistency, and long-term efficiency. This approach allowed Zentro to accelerate deployments, simplify operations, and confidently support expansion across diverse MDU environments—all while maintaining a premium experience for residents and property teams.

A key accelerator of this expansion was Zentro's close collaboration with the Calix Success organization. Working as an extension of the Zentro team, Calix Success supported launch planning, optimization, and enablement to ensure teams were fully prepared from day one. This hands-on partnership helped Zentro move quickly, bring new capabilities to market with confidence, and establish a strong foundation for sustained growth.

At the core of the solution is the Calix Broadband Platform, including Calix Service Cloud, which provides real-time visibility into network performance across entire properties. This insight enables proactive management, remote troubleshooting, and more efficient day-to-day operations—allowing Zentro to scale without adding operational friction.

With Zentro Bliss, Zentro further differentiated its offering through intuitive tools for residents and property teams alike. At communities such as The Peachtree Residences, the solution modernized connectivity across the property, eliminated coverage gaps, and gave property managers simple ways to onboard residents, manage devices, and support smart-building use cases—delivering a future-ready experience from day one.

Growth-driving components of the SmartMDU model include:

- **ZentrolQ mobile app**, offering private and guest SSIDs, **ProtectIQ®** security, and **ExperiencelQ®** content/application prioritization for residents.
- **PropertyWorx portal**, enabling property-side staff to handle onboarding, device management, and network changes without escalating to Zentro support.
- **Calix Service Cloud** for centralized monitoring, analytics, and proactive issue resolution across all properties.
- **Five isolated networks** (resident, staff/management, IoT, security, and guest), ensuring performance, security, and operational clarity.
- **Wi-Fi 7 systems** (such as the **GigaSpire® 7u10txg**) and **XGS-PON in-building architectures**, enabling rapid, high-performance deployments, even in older high-rise environments.

“Excellence in multifamily connectivity is our core focus. SmartMDU on the Calix Broadband Platform lets us tailor solutions for every partner property while delivering exceptional resident experiences at scale—more efficiently, more consistently, and with stronger returns.”

Greg Guerra,
Chief Commercial
Officer at Zentro



The Results

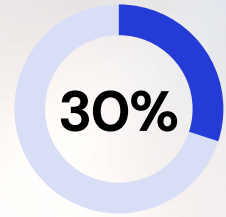
By deploying SmartMDU (Zentro Bliss), Zentro elevated its operating model and delivered consistently high performance across its MDU properties. Centralized monitoring, automated workflows, and high-performance in-unit systems enabled a more streamlined, scalable approach to delivering premium connectivity in dense residential environments. At The Peachtree Residences, Zentro modernized the network with a property-wide Wi-Fi experience supported by real-time visibility and proactive troubleshooting—improving reliability and outcomes for both residents and property managers.

Across broader deployments, including a rapid rollout in a Chicago high-rise using Wi-Fi 7 and XGS-PON, Zentro demonstrated a repeatable framework that allowed its team to scale across more buildings without adding proportional operational overhead. With automation handling routine tasks and property teams equipped with intuitive self-service tools, Zentro delivered a consistently premium experience—creating a strong foundation for profitable MDU expansion.

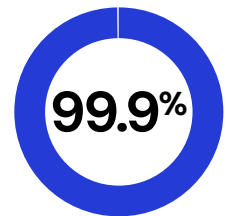
Operational wins that power Zentro’s expansive MDU portfolio:

- **30% reduction in time spent resolving Wi-Fi service-related issues**, driven by remote visibility and PropertyWorx-enabled automation.
- **99.9% uptime**, eliminating dead zones and strengthening trust with property owners and managers.
- **95% resident satisfaction**, exceptional for the complex MDU segment.
- **Accelerated deployments** using Wi-Fi 7 and XGS-PON architectures, enabling consistent performance even in high-rise buildings.
- **Reduced daily operational friction** for property teams through automated workflows and self-service controls.

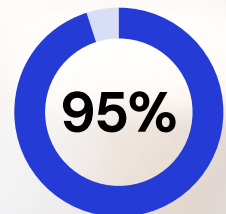
Learn more about Zentro and their success with [Calix SmartMDU](#) by watching their [Product Innovation](#) presentation from [ConneXions 2025](#).



Reduction in time spent resolving Wi-Fi service-related issues



Uptime



Resident satisfaction

