

JSX soars to new heights with dedicated internet

- **Business needs** – Fast, reliable internet service
- **Networking solution** – AT&T Dedicated Internet offers reliable connectivity for air carrier crew and customers.
- **Business value** – Operational support aids continued growth.
- **Industry focus** – Hop-on jet air carrier
- **Size** – 25 stations and growing

About JSX

JSX exists to make flying simple, fast, and enjoyable. Its convenient flights save passengers up to two hours by helping them avoid crowded airport terminals and long lines. JSX operates from private terminals, with a fleet of 30-seat jets that offer business-class amenities to all passengers.

The situation

As part of its efforts to redesign customers' flying experience, JSX needed a reliable, robust, dedicated internet service.

Solution

AT&T Dedicated Internet delivers highly secure connectivity to support vital air carrier operations and accommodate customers' connectivity needs. The service is backed up with AT&T wireless connectivity and proactively monitored and supported 24/7 by an expert AT&T Business team.



A no-hassle flying experience

JSX is a hop-on jet service that aims to be faster on the ground and more comfortable in the air. The unique public charter operator offers the perks of private air travel booked by-the-seat. It was founded as JetSuiteX in April 2016 in response to declining short-haul traffic and the rise in fares on U.S. short-haul flights.

Amir Bahadoran, JSX Senior Director, Information Technology, said JSX refers to itself as an air carrier to highlight the difference between it and traditional airlines. “We are a blend between a private jet and a commercial airline. At its core, we’re trying to save time for customers on short-haul flights by taking the hassle out of the airport experience,” he said. “We give customers time back by removing friction in as many places along the journey as we can—the check-in, boarding, baggage, security, and inflight experience.”

The air carrier offers comfortable flights with free drinks, snacks, and Wi-Fi, along with two free checked bags. Flying JSX allows passengers to travel in style between private terminals on roomy jets. Planeside baggage retrieval gets passengers out and on their way just minutes after touchdown.

Family-friendly travel

While business travelers make up much of the JSX market, Bahadoran said the air carrier is also popular with families. “A majority of our customers are business travelers who do a same-day round trip, but we also see a ton of families,” he said. It’s easier to travel with children when families don’t have to arrive two hours before departure.

Evan Jost, JSX Information Technology Manager, said adding flights to Orlando was an immediate hit. “The very first flight from Dallas to Orlando was sold out, and the majority of the people were under the age of 10, stepping off the plane wearing their Harry Potter robes and Mickey Mouse ears,” he said. “It was incredibly exciting to see just how quickly it caught on because we don’t advertise these flights six months in advance. We’re relatively short notice.”

“We can’t take a flight delay because of an IT issue, and having a reliable vendor like AT&T supports that.”

Amir Bahadoran
Senior Director, Information Technology, JSX

Another popular perk is the air carrier's pet policy. JSX permits cats and small dogs to be transported by customers in the cabin rather than in the luggage hold. There is a nominal fee for the service if the pet is in an approved carrier that can be stowed beneath the seat in front of the owner. Bahadoran noted that every JSX station has good quality food for pets and a place for them to relieve themselves. "It's a really positive experience for people who have pets and bring them along."

ISP headaches

JSX has distinguished itself with attention to detail in its 25 stations and onboard its planes, but ensuring these high standards is not always a simple matter. The growing air carrier sometimes found it difficult to provision its stations with the robust connectivity that customers and the JSX crew required.

"When I came on board five years ago, Amir was pulling his hair out dealing with ISPs because we had a myriad of different providers at our locations," Jost said. "Every single one of them was its own independent type of migraine. My goal was to make Amir's life a little bit easier."

Jost contacted all the top providers to find one that could deliver the needed connectivity. The provider also needed to demonstrate a commitment to customer care.

First-class business internet

AT&T Business responded quickly to Jost, connecting him with a dedicated account manager. Jost was skeptical because of disappointing experiences from other vendors who focused on selling rather than taking care of their customers. "I've got all these other account managers from different service providers calling to say, 'Hey, how can I get more money out of you?'" he said.

He was pleasantly surprised to hear from an AT&T Business account manager, who reached out to see how he could help. "I appreciated that initiative," he said. "And then the first time I called him, he actually answered the phone, which was groundbreaking. I'd never had an account manager take my call right off. From there he just stayed in great touch."



The account manager suggested AT&T Dedicated Internet service, a first-class business internet service with the fastest speeds from 500Mbps to 1Tbps, nationwide availability, and Service Level Agreements for a guaranteed 100% uptime performance objective. “For every single address I gave him, he came up with an option. He got circuits installed and activated in a very short time,” Jost said.

Building a relationship

The air carrier’s positive experience with AT&T Business was magnified because it began during the COVID pandemic. “That made work a lot more difficult,” Jost said. As the outbreak waned, he finally met his account manager in person. “We really hit it off, and he’s been the only ISP account manager I’ve ever had that’s always been there. He’s not just managing the account—he’s building a relationship. As a customer that means a lot to me.”

AT&T Dedicated Internet service works well for JSX. “The dedicated internet service and the relationship have been fantastic. That completely bought our undying loyalty,” Jost said. “Now I don’t even look at any other ISPs. We’ve gotten rid of all the other ISPs at every single location; if we have a circuit, it’s an AT&T fiber circuit.”

Bahadoran likes that his account rep isn’t always selling. “He’s very careful about keeping us informed of what’s out there, without being annoying,” he said. “We feel like we have somebody who understands and wants to lead us to the new things that are out there, but who’s also sensitive to our current fires.”

He remembers encountering some difficulty while provisioning a firewall at the new JSX Dallas headquarters. “I sent an email and within a short time had five or six people on the AT&T team working on it, escalating it to an engineer who knew exactly what we needed,” he said. “I think it was done in two days. I haven’t experienced that anywhere else.”

Resiliency and security

Bahadoran says connectivity is vital to JSX. “It’s as important today as electricity or running water, and we use the internet for everything. And AT&T is especially relevant to us at our headquarters and at our airports. We need it for our own use and for customers, so it has to work all the time,” he said.

The size of his tech staff is another reason Bahadoran depends on AT&T Business. “We’re a relatively lean IT department, so we don’t have the resources to have an IT person at every station,” he said. “So, with our networks, as much as possible, we need to set it and forget it. It just has to work. And we’ve found that with AT&T we haven’t seen our networks fail over to our backup cellular connections in quite some time. We need that for our customers. It’s just a given.”



“We have AT&T and the full power of the AT&T team behind us securing our connection.”

Evan Jost
Senior Director, Information Technology, JSX

For that reason, AT&T Business backs up its Dedicated Internet service with cellular connectivity at all JSX stations to ensure network resiliency. If a power outage or thunderstorm knocks out the service, AT&T SIM cards ensure that customers and crew are still able to connect via the AT&T wireless network. “We can’t take a flight delay because of an IT issue, and having a reliable vendor like AT&T supports that,” Bahadoran said.

Jost cited the air carrier’s positive experience when JSX introduced its Nashville operations. “AT&T has one of the largest infrastructures, and they’re more reliable. The Nashville route was announced six weeks before launch, so it was one of our most rushed openings ever,” he said. Construction was in the earliest stages when he arrived in Nashville to begin setting up the IT infrastructure. “When I got there, they didn’t even have a floor in the building. There were no toilets, and yet thanks to AT&T I had connectivity,” he said.

JSX also relies on AT&T Business for network security. “We have AT&T and the full power of the AT&T team behind us securing our connection,” Jost said. Bahadoran concurred, adding, “We’re leaning heavily on AT&T to understand the threats and offer solutions.”

Finding new ways to innovate

AT&T Business delivers connectivity to the tablet computers that the JSX flight crews use for boarding. The air carrier hopes to increase the use of tablets to further streamline check-in with Bluetooth® low energy wireless networks that use access points to automatically recognize passengers.



“We’re leaning heavily on AT&T to understand the threats and offer solutions.”

Amir Bahadoran

Senior Director, Information Technology, JSX

“We’re moving into a more mobile environment. Ideally, one day we won’t have to have any lines. Customers will just arrive and sit down and we’ll know they’re there and can go check them in with our tablets,” Bahadoran said. “That’s our long-term plan. We want to make customers feel heard and ultimately serviced better. We have so many things on our radar, and mobility is a big opportunity for us to continue improving.”

Bahadoran credits JSX CEO Alexander Wilcox with setting the bar high as the air carrier works to serve customers well. “He is a big customer advocate and for better or worse loves to find gaps and inform us, sometimes at two in the morning,” he said with a laugh. “But it’s all from a place of wanting to improve the customer experience. At JSX, we love finding ways to innovate.”