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Viya Rebrands as One Communications, Promising Faster Service and Unified Regional Vision

The U.S. Virgin Islands telecom provider, now operating under ATN International, unveiled a new identity with upgraded networks, fiber infrastructure, and a renewed focus on customer experience across its Caribbean markets.

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One Communications unveiled its new brand direction during a special launch event held on Thursday.

Viya has officially rebranded as One Communications. Announced on Thursday, the transition aligns the territory's provider with a broader regional shift under the umbrella of ATN International (ATNI)—a publicly traded, NASDAQ-listed company that owns and operates

telecom networks throughout the Caribbean.

The rebrand introduces not only a new name but also a renewed focus on customer experience, high-speed connectivity, and streamlined services across the U.S. Virgin Islands, Guyana, Bermuda, Cayman Islands, and other regional markets served by the One Communications Group of Companies, according to the release.

“The name ‘One Communications’ embodies the essence of our transformation,” said Siobhan James-Alexander, CEO of One Communications USVI. “It’s about being One with our customers, One with our community here in the Virgin Islands, and number One in our mission to challenge the status quo and lead the telecom space across the region.”

The rebranding reflects the company’s efforts to create deeper community connections, simplify user experiences, and deliver faster, more reliable service. According to Damian Blackburn, President of the One Communications Group, “This rebrand is not just about improving services. It’s about embedding the customer at the heart of everything we do.”

In the U.S. Virgin Islands, customers are already benefiting from a newly launched state-of-the-art network system. The upgrade has resulted in faster internet speeds, better video streaming, and more stable online gaming for residents of St. Croix, St. Thomas, and St. John. The company said it has also made substantial improvements to its mobile and high-speed fiber infrastructure to ensure that the network is future-ready.

To bolster resilience, especially during power outages or emergencies, One Communications said it has reinforced its backup power systems and introduced multiple layers of redundancy, including additional undersea cables and wireless links.

The rebrand unifies all regional operations under one identity and is part of ATN International’s strategic transformation across its Caribbean portfolio. The One Communications group now serves over 180,000 residential and 350,000 mobile customers, supported by a 1,400-person team spread across its operating territories.

Despite the shift in branding, One Communications says it is committed to preserving the strong community relationships Viya established in the U.S. Virgin Islands. “Together, as One Communications, we are stronger,” said James-Alexander. “Our journey has prepared us for this moment. We are ready to embrace the future with purpose, passion, and the power of One.”

The One Communications Group is a fixed and mobile network operator utilizing fiber, fiber-deep HFC, and 5G/LTE technologies. The company positions itself as a “premium challenger” in the Caribbean telecom market, aiming to provide world-class service while empowering communities and bridging digital divides.