

BUSINESS TRANSFORMATION SERVICES



What's Not Covered

- Fiber has a higher bandwidth than copper per strand of cable
- Fiber is a dielectric
 - Doesn't carry electrical current like copper
 - If worn, copper could cause a fire
- Eavesdropping (network security)
 - Copper – sensitive antenna
 - Fiber – doesn't radiate energy
- Fiber optics carry digital information (what's on your laptop)
- Electrical “crosstalk” in copper – no light “crosstalk” in fiber
 - Clearer voice conversations
 - Better data transmissions

What's Not Covered

- Federal directive for digitized medical records
- National five-year plan for broadband usage to all educational facilities
 - ConnectED
- \$120M for public safety
 - FirstNet
- Stimulus plan allocated \$8B to broadband-based projects
 - “Catch-up” to the rest of the world
 - Economies that drive economic development

Building the Foundation



- First transcontinental railway connection
 - May 10, 1869, at Promontory, Utah
- Mississippi Valley and the Pacific Coast
- Prior to this event, stage coach and wagons were the predominant method of transporting goods and services (economic development)

Building the Foundation

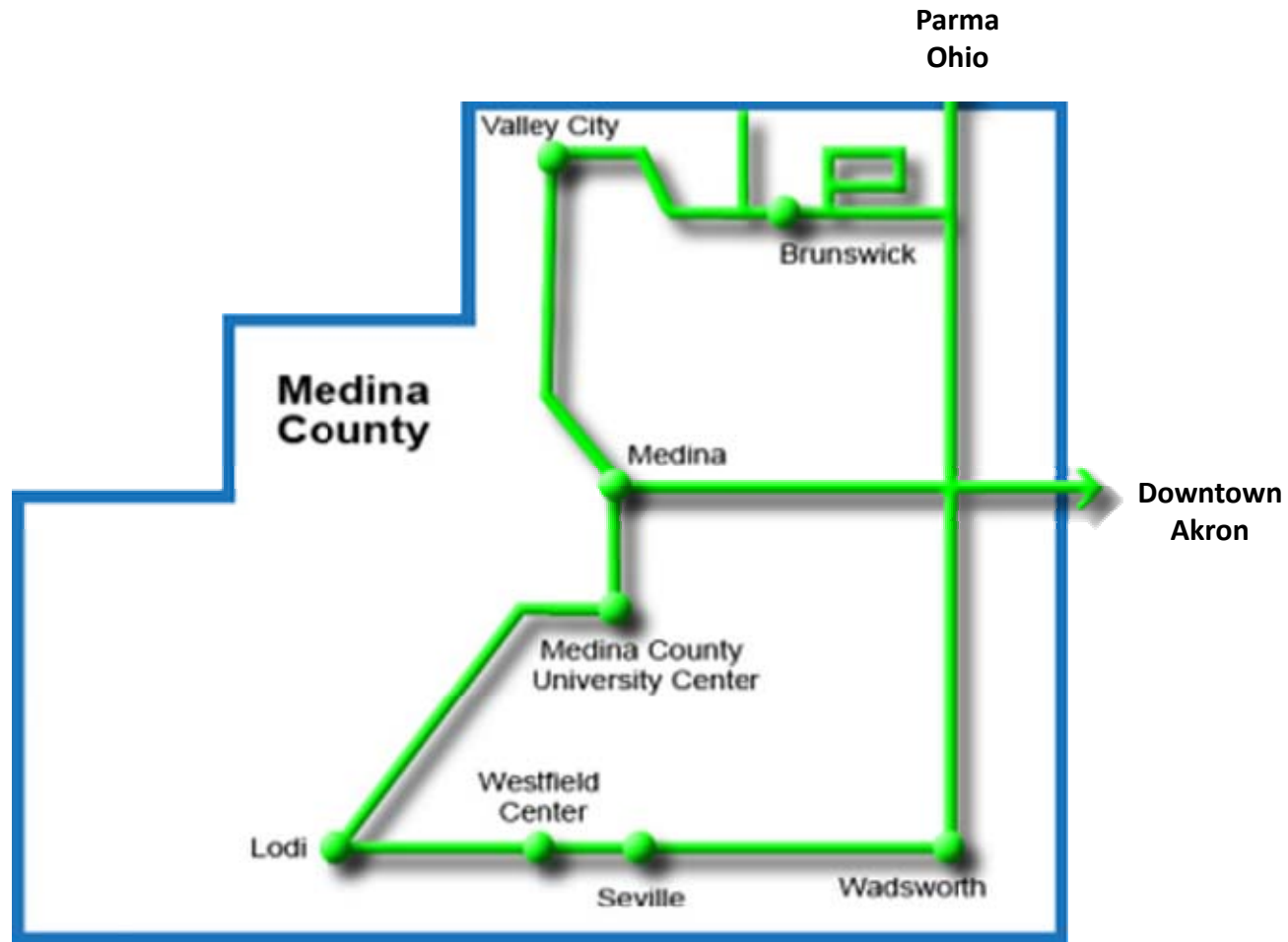
- New goods and services
 - Existing and new businesses were supported
- Railroad – conduit
 - Security
 - Ability to transport to greater distances
 - Perishables
 - Larger items (construction, etc.)
 - Passengers and manufactured goods could be transported at the same time
- Economies of scale
 - **Buying power for local store owners who banded together**



Building the Foundation



The Modern Railway System

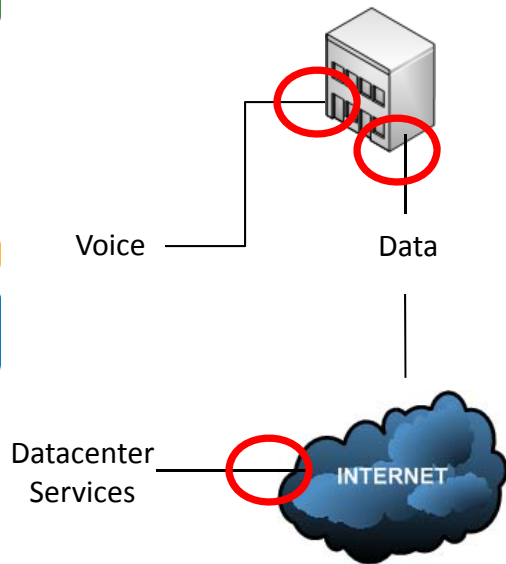


The Modern Railway System

1. How is this technology different from what I have today?
2. How does this technology grow my business?
3. Can I afford this?



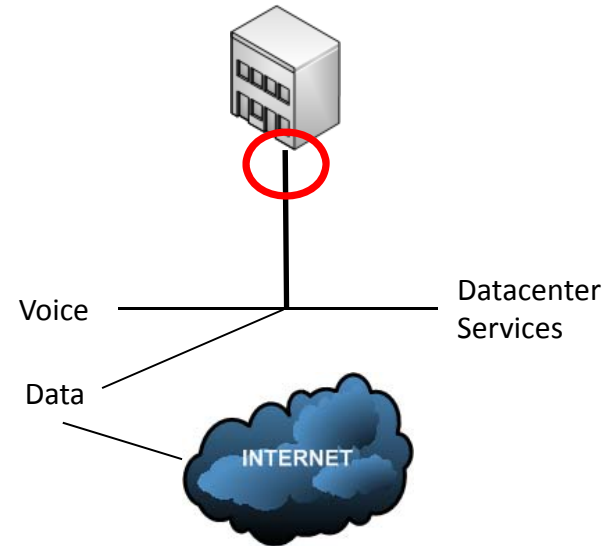
Technology Aggregation



Current Medina Environment

1. Multiple points of failure
2. New building entrances every time a provider is changed
3. Must manage multiple providers

 Potential points of Business Interruption



Fiber Environment

1. Single building entrance
2. All services are on-net (critical business data does not leave fiber network)
3. Enterprise class network equipment

Where is MY Data?

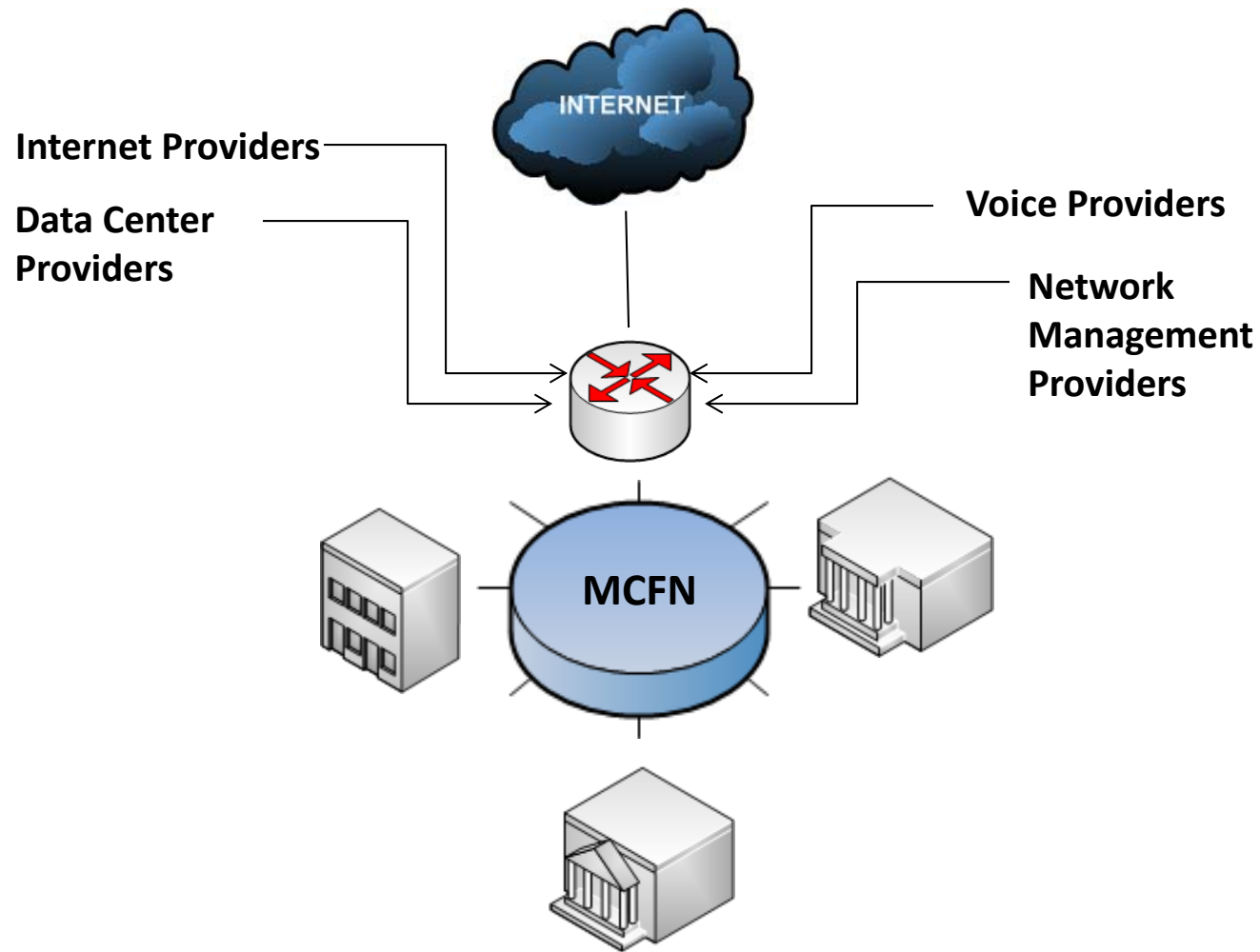
What Happens in an Internet Minute?



And Future Growth is Staggering



The Modern Railway System



Business Growth

- Focus on core competency of your business
 - Move technology services to centralized monitoring and remediation
 - Focus on strategic products, services and customers that grow your business
- Use technology as an enabler not a necessary evil
- Integrate fiber-based technology services into your business plan
- Remove redundant, non-revenue producing tasks



Can I Afford This?

- Reduced pricing through the formation of a technology cooperative
 - Multiple dwelling units
 - Individual locations that are geographically close
 - Industry alignment such as education and healthcare networks
- Lower total cost of ownership
- Involvement in enterprise class services that might not be available individually
- Cost to your company if your system is down or your business critical information is compromised

Economic Development

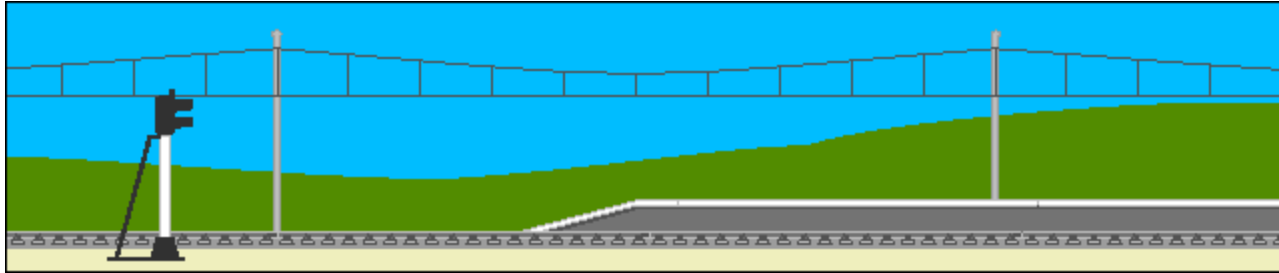
- Broadband study (Sharon Gillett Econometric study of U.S. Communities)
 - Employment growth rate of 1 - 1.4
 - Business establishment growth rate of 0.5-1.2 percent between 1998-2002 by installing broadband before other communities
- Speedmatters.org
 - For each \$5 billion in new broadband investment, 250,000 jobs are created
 - With every percentage point increase in new broadband penetration, employment expands 300,000
- Accenture Consulting
 - Broadband could contribute \$500 billion to U.S. GDP.

Invest in Your Future

- The network is owned by Medina County
 - Government
 - Businesses
 - Residential (future)
- Investment in this fiber network is investing in your future
- Any profit is reinvested into Medina County economic development activities

Invest in Your Future

If not now WHEN ???



**FIBER
COUNTY
USA**

In Closing

Thank You

