



ENGINEERING PARTNERSHIPS IN INFORMATION TECHNOLOGY

“Enhancing economic development through infrastructure”

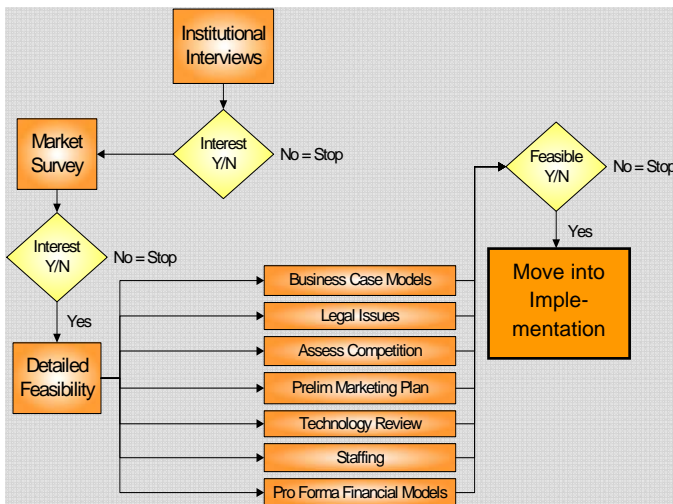
Why you should choose

SPECTRUM for FTTX

• Strategic Planning

economic development and quality of life. The following tasks may be addressed:

- Perform a detailed Cost-to-Serve breakdown, by market sector, using our recent detailed cost data and experience. Our model is efficient and timely.
- Perform a current technological review and assess/recommend the hard/software requirements necessary to support expanded offerings.
- Provide layman's interpretation as to current legal and regulatory requirements.
- Complete a market strategy targeted towards offering broadband access services to the community. Included would be items such as product placement, pricing and promotion means and methods. Product limitations may also be explored.
- Develop product offerings, packaging, pricing and promotion strategies to serve all customer classes including: enterprise business, commercial business, residential, MDU's, institutional, and government.
- Recommend draft language for service level agreements.
- Assess the ability to service new customers with the existing technical and operational staff and/or what augmentation would be likely and necessary.
- Perform a competitive analysis, incorporating all the potential current and predictable future players in these service markets.
- Complete a pro forma business case(s), comprised of using the existing market research as a basis for take rates and service offerings.
- Perform a sensitivity analysis to determine the minimum, expected and maximum take rates that the strategic business plan will support.



The decision-tree used to move through the strategic planning process.

Leading investment research institutions evaluating the telecommunication industry state that any technology investment that is not optical fiber based is insufficient in meeting the projected demands of today and tomorrow. A build-out of fiber to the premises (FTTP) holds the promise that, even with technology changes, the infrastructure will provide long term, cost effective service. We specialize in evaluating, designing and supporting efficient fiber-based broadband deployments — leveraging broadband to improve economic development.

We offer the preparation of a nationally recognized FTTP Strategic Business Plan, developing specific methods for differentiating the business venture through broadband in an effort to improve

The completed report would identify viability, legal and regulatory issues, potential business structure, services, anticipated take rates, cash flows, method of deployment, market strategy, and capital requirements.

Contact Mike Wannemacher
Phone: 260-627-8888
dmwannemacher@spectrumeng.com