## FTTH FAST TRACK POLITICAL ADVANTAGE™ Services

Synergism at its Finest

Political Action Institute

- **Crisis Management**
- **Consensus Building among Power Brokers, Influentials, & other Stakeholders**
- **Pro-active Strategies to Mobilize Advocates**
- **Build Effective Coalitions**
- **Neutralize Opposition**
- **Orchestrate & conduct Town Hall Meetings**
- **Enhance Client retention, moving your customer base BEYOND Customer Satisfaction to LOYALTY**
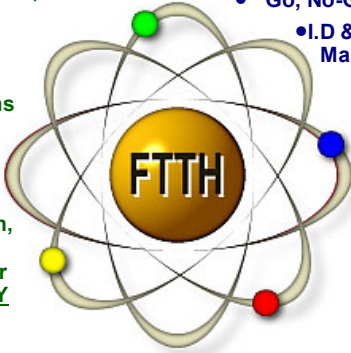
Strategy Research Institute

- **FTTH Market & Policy Research**
- **Tax Measures & Ballot Initiatives**
- **'Go, No-Go Model' (tax measures)**
- **I.D & Overcome Barriers to Making Decision to Purchase**
  - **ID Power Brokers and Influentials**
  - **Focus Group Research**
  - **Opposition Research**
  - **Customer Satisfaction & Customer Loyalty Research**

FTTH

Integrated Marketing Communication Corp.

- **FTTH Marketing Consulting**
- **GIS Mapping of Early Adopters**
- **'Closing the Chasm'™ between Early Adopters & the Mainstream Market**
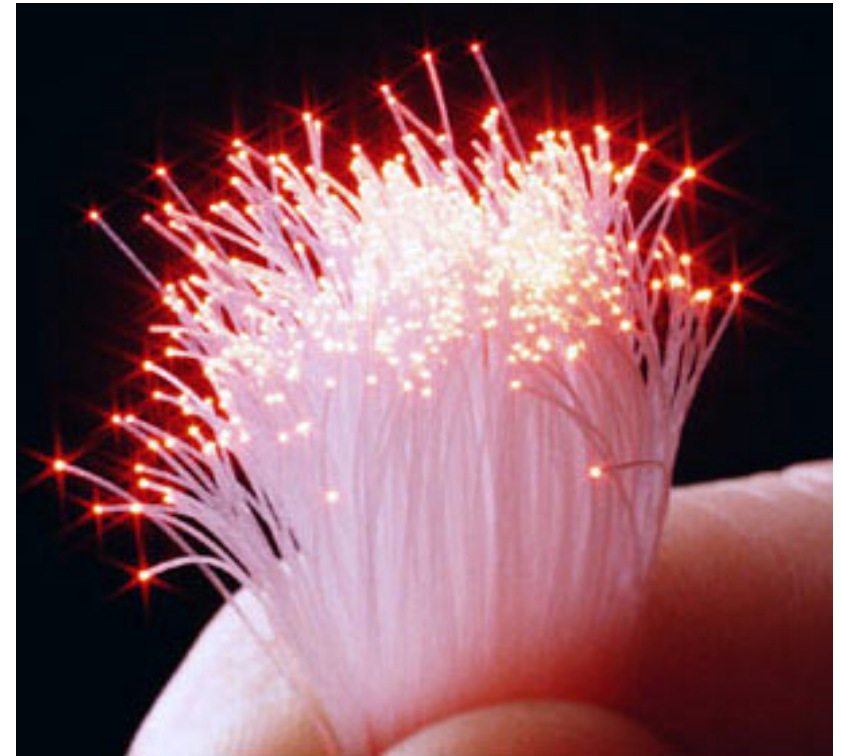- **Build Customer Loyalty; Reduce Churn**

Economic Development Group

- **Helping Clients Develop New Revenue Streams**
- **Building Public/Private Partnerships**
- **Retain & Expand Existing Local Business & Commercial Enterprise**
- **Attract New Business & Commercial Enterprise to Region**

STRATEGY RESEARCH INSTITUTE

Look inside for…
A Litmus Test

800.224.7608

Political Realities

Of a Successful FTTH Deployment
or other Broadband Technologies

A Litmus Test

Will you Act…

or, Be Acted Upon!

Will you Act...or, Be Acted Upon? A Litmus Test

Place a check mark in the box next to each set of tasks that you have either completed, to date, or that are identified in your Plan of Action to be completed. Then, look at your check marks and see if you have a gaping hole in your **Master Plan**. If there are holes in your Master Plan, call us immediately **800-224-7608** (see back page for a list of services).

Technology

❑ 1. **FTTH Feasibility Study**

Marketing Research, engineering study, proposed technology , business model analysis, services offered, switch rates, price competitiveness, cost of deployment, funding recommendations, legal analysis, programming issues, maintenance, operations, and overall business plan with targeted financial goals.

❑ 2. **Engineering Research and I.D Products**

Research and design, core, edge, carrier class reliability, physical plant, electronics, network engineering, implementation, operations, maintenance, applications, service provision management, capacity, scalability, and vendor selection. ID products for physical plant and electronics deployment in the core, edge, and customer premise.

❑ 3. **Engineering Deployment**

Definition, oversight, supervision, and performance of all work and all tasks associated with or required to establish an FTTH system (or other broadband system) necessary for provision of voice, video, data and/or security services for residential and business markets.

Political Consensus

❑ 4. **Develop a Comprehensive POSITION PAPER**

Based upon the "intelligence" gained through the Feasibility Study, develop a comprehensive **Position Paper** that can be used to develop and implement a **Strategic and Tactical Plan** for effectively communicating with Early Adopters and those in the Mainstream; thus, when the opposition unleashes its campaign (and they will), they immediately are perceived as being the "bad guys" (lining their own pockets at the expense of local residents, afraid of open competition, doing damage to the local & regional economy, et al).

❑ 5. **Power Analysis: INOCULATE Power Brokers & Influentials**

Toward **building consensus** among local stakeholders, systematically identify power brokers and influentials in the local political arena, especially those to whom the leadership of the sponsoring agency turn (City Council, Utilities Commission, et al.) for advice regarding matters having to do with the deployment of FTTH and/or other broadband technologies; determine whether or not they support the FTTH project being proposed or oppose the project (and why); then reinforce those who support, and **INOCULATE** those who are inclined to oppose the project with respect to the short-term and long-term benefits to all stakeholders.

❑ 6. **Educate/Inform Constituents; move beyond Satisfaction to LOYALTY**

Develop and implement a roll-out informatonal campaign targeted at: (a) **Early Adopters** (Opinion Leaders) and, (b) the **Community-at-Large** using talking points and message strategies derived from the Position Paper, Power Brokers, and Influentials that is specifically designed to MOVE CONSTITUENTS beyond customer satisfaction to customer LOYALTY.

Deployment

❑ 7. **I.D. Opposition and Competitive Response Tactics**

Identify opposition (Incumbents and Stakeholders), and those sympathetic to the opposition. Identify possible opposition responses (i.e., lowered rates, loyalty bonuses, expanded or free services, bonus incentives, discounts, amnesty programs, or cash offers to switch back to the incumbent). Negate competetive response tactics by implementing strategies and tactics developed in comprehensive Position Paper.

❑ 8. **Expedite deployment ('take rates') and market penetration through GIS Mapping**

Identify neighborhoods where the majority of Early Adopters (vs. those in the local Mainstream Market) reside, and overlaying this information onto a map of the service area, using GIS mapping. Deployment of FTTH/B technologies can be expedited and market penetration maximized; thus, ensurig the greatest ROI (*return on investment*) in the shortest amount of time possible.

❑ 9. **Deployment Marketing; Maximize Economic Development Opportunities**

A simultaneous, 3-pronged approach. 1. Employ the Mass Media to sensitize the communty-at-large to the benefits of FTTH/B, using messages COMMON to Early Adopters and those in the local Mainstream Market. 2. Employ Direct Marketing media to target Early Adopters and those in the Mainstream Market with messages highlighting benefits that are UNIQUE to each of the two market segments. 3. Initiate Econmic Development *Retaining*, *Expanding* local business enterprise, then *Attracting* new business into service area.