



IP NETWORKS: ARE YOU READY?

*Your Guide to IP
for Broadband*

TABLE OF CONTENTS



Intro



Your IP Journey Starts Here



Business Strategy



Technical Strategy & Execution



Services Strategy



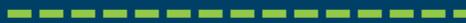
The Finley Approach



Conclusion



INTRODUCTION



Opportunity on the Horizon



IT'S A CHANGING DAY FOR BROADBAND NETWORKS

Are you ready?

As broadband networks continue to migrate away from older technology such as copper and transition to new solutions like wireless and fiber to the home, the industry and our customers are realizing more exciting new opportunities for IP network services than ever before.

Yet, it's challenging, too:

- Selling new services to customers – there's **revenue potential**, if you can figure out how to do it right.
- Changing infrastructure brings **exciting new service and cost saving opportunities** – if you can design and build the right network or deploy the right technology in your existing network.
- Designing a holistic, connected network **enables new efficiencies and services** – if it's optimally planned and designed.

It's new territory.

A journey into the next phase of technology and opportunity. Finley Engineering is here to guide you through it.

1

CHAPTER ONE

YOUR IP JOURNEY
STARTS HERE

WELCOME TO YOUR IP JOURNEY

Guided by Finley Engineering

This journey is as unique as you and your network. Finley is the trusted guide every step of the way. We design, build and help you maintain your network – taking a holistic, strategic view of your entire network, including the software and maintenance.

But Finley goes above and beyond by helping you operate and grow your network – we're both a guide and long-term partner in your successful IP journey.

Whether you are building a new network or enhancing an existing network, there are three critical points along every IP journey:

- 1. Business Strategy**
- 2. Technical Strategy and Execution**
- 3. Services Strategy**

2

CHAPTER TWO

BUSINESS STRATEGY

STEP 1: BUSINESS STRATEGY

Know What's Right – and Most Profitable – for You.

Finley continually analyzes how technology may impact or change the business landscape for our customers. This insight enables us to make strategic recommendations designed to fit your business strategy as well as your network design and implementation strategy.

Finley works with you to help you:

- Determine which technology and services your customers want.
- Gather, analyze and apply network intelligence to tailor service packages that better fit your subscribers' usage – delivering a better customer experience and increasing customer loyalty.
- Identify new revenue opportunities within your network.

3

CHAPTER THREE

TECHNICAL STRATEGY AND EXECUTION

STEP 2: TECHNICAL STRATEGY AND EXECUTION

Design, Build and Deploy It Faster and More Efficiently

Finley works with you start to finish to help ensure that you have the right network, the right connections, the right products – and how to make it all work together seamlessly and more efficiently.

We'll provide guidance for:

- Existing Network Analysis
- Design, Programming and Implementation
- Deployment and Operations
- Network Security

4

CHAPTER FOUR

SERVICES STRATEGY

STEP 3: SERVICES STRATEGY

Make It Easy to Operate, Monitor and Maintain

We make it so easy for you – think of us as an extension of your staff. When you outsource the operation and maintenance to us, the benefits are clear: you free up your teams to focus on other initiatives and you can save costs from hiring and training additional resources. And you'll have more peace of mind, knowing that your network is in good hands.

Our network services strategy includes:

- **Capacity and Enhancement Projects**
Finley Engineering IP Staff partners with you to plan and execute the next iterations of capacity and subscriber services on your network.
- **Finley Remote Monitoring and Management Service (RMM)**
Around-the-clock technical operations support for broadband subscribers.
- **Finley Active NOC Service**
Network monitoring and management that provides 24/7 proactive management of your network and critical servers with a staffed network operations center.

5

CHAPTER FIVE

THE FINLEY APPROACH

WE DELIVER MORE THAN CONSULTING

When you partner with Finley, you'll experience an approach to network design and deployment that is as unique as your business. We don't prescribe "one size fits all" solutions because every customer, network and business case are unique, layered and nuanced.

Instead, we take the time to ask questions and understand the entire landscape of your business needs and strategic direction, from your structure and tolerance for risk to unique requirements and expected outcomes.

Then we work with you to find the best solution "fit" on all fronts: business, financial and technical.

For us, it's not just consulting. It's a partnership.

We become a trusted extension of your team. We stand beside you, rolling up our sleeves and tackling the challenges with you, every step of the way.

MORE EXPERTISE. MORE PEACE OF MIND FOR YOU.

North, south, east and west. Companies large and small. Rural cooperatives, counties and municipalities. Technologies and networks of every size and complexity.

After more than 60 years and hundreds of implementations, we've seen just about everything – and crafted the right solutions for even the toughest deployment challenges.

We bring this extensive breadth and depth of experience – and best practices – to every engagement, giving you more peace of mind every step of the way.

THE *RIGHT* WAY. NOT “OUR WAY.”

We build integrity into everything we do. That’s because we’re committed to doing what’s right for you and your business – not what’s easiest or best for us. We listen to what you want to accomplish, then work with you to find the best way to make it happen.

Finley is also vendor agnostic, so we don’t have a vested interest in promoting a certain vendor or product. This means we can focus strictly on designing the best solution and approach for you.

You’ll know that you’re getting an objective perspective. So you can validate your decisions and concerns. Ensure that you are making the right choices for your business, your customers and your community. And move forward with greater confidence.

START YOUR IP JOURNEY

To learn more about how Finley can help you build and design a broadband network that is ready for the future, contact us today.

ADD CTA HERE