

**The Challenge:**  
**Building a Future-  
Ready, High-Speed  
Broadband  
Network**



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**Chapter One**  
**THE UNIVERSAL  
CHALLENGE**

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# THE UNIVERSAL CHALLENGE:

## We Need a High-speed Broadband Network. Now.

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Whether you're a rural electric cooperative, a municipality, telecommunications or another organization exploring fiber opportunities, your goal is the same: find the optimal way to bring high-speed broadband to your community, constituents or customers.

It's one of the most pressing concerns we hear in conversations with customers around the nation – and for good reason. Slow or no broadband access puts rural communities at risk as economic development stalls. Broadband service is no longer a luxury, it's a necessary utility.

Without access to high-speed broadband services and applications, businesses, jobs and residents leave. Businesses that stay struggle to compete. Housing values falter. Students lose access to educational opportunities. Healthcare suffers.

It quickly becomes clear: we need a high-speed broadband network. And we need it now more than ever.



# **Chapter Two**

# **THE SOLUTION**

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# THE SOLUTION:

## Build Your Own Broadband Network?

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### **Sounds simple, right?**

But the task of financing, designing, building, operating and maintaining a high-speed broadband network requires careful thought, planning and analysis – as well as significant financial investment.

While every organization is unique, we find that customers typically seek assistance in three key areas:

1. Building the Business Case
2. Finding Funding
3. Identifying the Right Technical Approach

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# THE SOLUTION:

## 1. Build the Business Case

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### **The starter question: Does this make sense for us?**

Wherever you may be in your evaluation process, it's critical to validate every aspect of the business case for building a broadband network.

Finley helps you secure answers to questions like:

- Is this the right decision for our business and our community?
- Have we thought through every angle of operational and business needs –we've missed, miscalculated or misunderstood?
- Do we have a full and accurate assessment of the risks and rewards for making this investment?
- Are my vendors giving me a solution that's right for us or simply pushing the solution they do best?
- If we build it, can we operate and maintain it? Will customers come? How can we best monetize it?
- Can we find someone to operate it after we build it? If not, can we do it ourselves?

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# THE SOLUTION:

## 2. Find Funding

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### **The million dollar question: How will we fund this?**

Many organizations underestimate the deployment, operation and maintenance costs for a high-speed broadband network. It's also challenging to determine the best model and approach for funding the network project.

Finley partners with you to help you:

- Better understand and prepare for the true funding requirements of deployment – and beyond.
- Find and evaluate funding options.
- Explore technical and financial alternatives to uncover more feasible approaches.
- Validate operations and maintenance costs.

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# THE SOLUTION:

## 3. Identify the Right Technical Approach

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### **The practical question: What do we need and how does it work?**

Technology is the third, and perhaps most strategic element in a broadband network deployment.

Why?

Because it's not just about adding technology. It's about deploying that technology in a thoughtful, strategic way that delivers more value to you and your customers.

This includes ensuring that your network is future ready with products that will prepare your network for the changes – and challenges – of tomorrow.

### **Start here**

Finley combines deep expertise in network technology with a thorough understanding of your business case and financial requirements, helping you find the right solution and methodology for your unique needs.

We'll guide you through the technology process, whether you:

- Have technical expertise in power or wireless networks and seek a better understanding of broadband network technology.
- Lack technical expertise or experts and need foundational knowledge.
- Need help conveying technical information to non-technical audiences.



**Chapter Three**  
**THE FINLEY**  
**APPROACH**

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# THE FINLEY APPROACH:

## We Deliver More than Consulting.

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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.**

Every customer, network and business case are unique, layered and nuanced, so there is no "one size fits all."

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.**

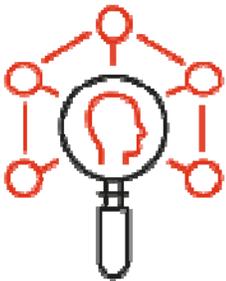
We become a trusted extension of your team. We stand beside you, rolling up our sleeves and tackling the challenges with you, every step of the way.

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# THE FINLEY APPROACH:

## More Expertise. More Peace of Mind for You.

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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.

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# THE FINLEY APPROACH:

The Right Way – Not "Our" Way.

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**We build integrity into everything we do.**

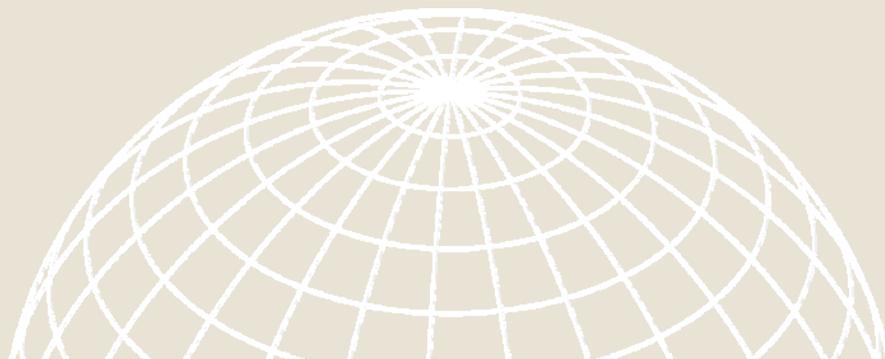
That's because we're committed to doing what's right for you and your business – not what's easiest or best for us. We listen to what you want to accomplish, then work with you to find the best way to make it happen.

**Finley is vendor agnostic.**

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 your business case.

**The result:**

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.



## GET FUTURE READY WITH FINLEY

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

[www.finleyusa.com](http://www.finleyusa.com)



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