

# Product Launch of Fixed Wireless Broadband Services

## Abstract

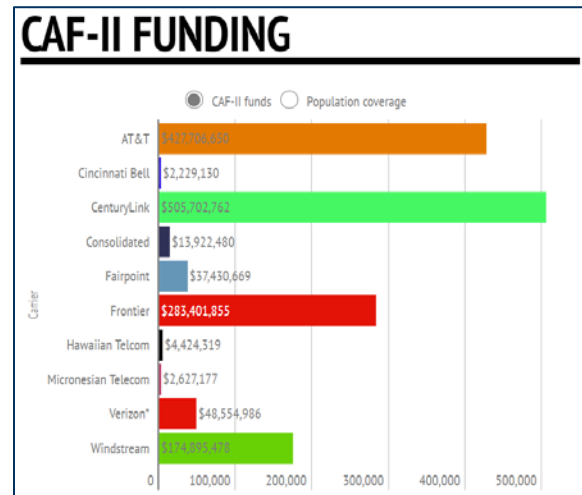
An industry leading telecommunications company was successfully awarded a \$427 million grant for ongoing and annual support from the Connect America Fund Phase 2 (CAF II) from the Federal Communications Commission (FCC) to expand and support broadband in non-represented rural areas across the country. The Connect America Fund is a producer subsidy from the federal government and the support will enable the company to deliver broadband at speeds of at least 10 Mbps for downloads and 1 Mbps uploads to over 1.1 million homes and businesses in its rural service areas where the cost of broadband deployment might otherwise be prohibitive.

Like telephone service in the 20th Century, broadband has become essential to life in the 21st

Century. But, according to the FCC's latest Broadband Progress Report, nearly one in three rural Americans lack access to 10/1 broadband, compared to only one in 100 urban Americans. The Connect America Fund is designed to close that rural-urban digital divide.

## The Challenge

In addition to our client, several other companies were awarded funding from the CAF II grant.



The FCC has selected the market place by zip code where all of the broad services can be provided. Therefore, our team performed competitive market research analysis to determine the possible market share, and pricing and product strategy.

As our team conducted our analysis, we also wanted to avoid cannibalizing existing markets that our client currently provides profitable products and services. Part of our analysis was to determine when to enter such markets while sunsetting legacy services to selected customers.

## How We Helped

### Software Support

Our client has an existing mobile account management portal. Through this portal and native application, customers can pay their

bill, monitor their internet usage, order additional services, access online support content, and other account management features. Through Keith Scott's leadership, the team integrated the product into the existing account management portal. As the Fixed Wireless Broadband product was deployed, customers were able to have online access to their account.

### Business Strategy

The results from our market analysis enabled our team to develop a business strategy for the Fixed Wireless Broadband service. Our analysis led to developing a tiered pricing structure based on the download speeds and usage levels. In addition to tiered pricing, we developed a product bundle strategy for those customers that also purchased the VoLTE (Voice of Long-term Evolution) and television product.

Our team developed a deployment roadmap that included a breakeven strategy (which included the grant subsidy) to determine which markets to enter based on our cost-analysis. The end result is the projection of 260k fixed wireless broadband customers (through new acquisition, product conversion, and churn) providing an estimated \$112 million in gross revenue by EOY 2020.

### Contact

**Keith Scott, MBA**  
**President & Chief Executive Officer**  
K.L. Scott & Associates, LLC  
(404) 692-5552  
Keith.scott@klscottassociates.com

