



CCMI/Salestar

COMPETITIVE PRODUCT ANALYSIS

Denver Broadband - July 2001
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COMPETITIVE PRODUCT ANALYSIS - AT&T

| Parameters | AT&T | EarthLink | Global Crossing | Megapath | Qwest |
|----------------|----------|-----------|-----------------|----------|----------|
| Price | Strength | Neutral | Strength | Neutral | Strength |
| Order Interval | Strength | Neutral | Weakness | Neutral | Strength |
| Installation | Strength | Weakness | Weakness | Weakness | Strength |
| Segmentation | Strength | Neutral | Strength | Neutral | Strength |
| Sales Dist. | Neutral | Strength | Weakness | Neutral | Neutral |
| Contract Flex. | Weakness | Neutral | Weakness | Neutral | Neutral |
| Services | Weakness | Weakness | Neutral | Neutral | Weakness |
| Promotions | Weakness | Neutral | Weakness | Neutral | Neutral |

| Parameters | Speakeasy | Sprint Broadband | UUNet | XO | Winstar |
|----------------|-----------|------------------|----------|----------|----------|
| Price | Neutral | Strength | Neutral | Neutral | Weakness |
| Order Interval | Weakness | Strength | Weakness | Neutral | Weakness |
| Installation | Weakness | Weakness | Strength | Strength | Weakness |
| Segmentation | Neutral | Neutral | Strength | Strength | Neutral |
| Sales Dist. | Neutral | Strength | Neutral | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Weakness | Neutral | Weakness |
| Services | Neutral | Neutral | Neutral | Neutral | Strength |
| Promotions | Weakness | Neutral | Weakness | Weakness | Strength |

AT&T - A competitive analysis of AT&T's product(s) against competitors

- **Price:** Prices are aligned closely with those of Speakeasy on a nice set of high speed packages
- **Order Interval:** keeps on par with EarthLink, and a few days ahead of DirecTV, with a middling 15-30 days for installation
- **Installation:** \$300-\$600 installation charge for month-to-month service, steers customers towards longer term contract by waiving the installation charge
- **Segmentation:** AT&T has recently broken into four divisions, which may eventually become separate companies, but currently services all levels of customers
- **Sales Distribution:** Telephone and online sales are accommodated, with a distinct emphasis on online "chat" salesmanship
- **Contract Flexibility:** Locks the customer in with \$300.00-\$600.00 early termination fee
- **Services:** No additional Web Hosting and expensive domain name services are on par with bare bones ISPs; however, voice services are available
- **Promotions:** No promotions on tap at the moment



COMPETITIVE PRODUCT ANALYSIS - EarthLink

| Parameters | EarthLink | AT&T | Global Crossing | Megapath | Qwest |
|----------------|-----------|----------|-----------------|----------|----------|
| Price | Neutral | Strength | Strength | Neutral | Strength |
| Order Interval | Neutral | Strength | Weakness | Neutral | Strength |
| Installation | Weakness | Strength | Weakness | Weakness | Strength |
| Segmentation | Neutral | Strength | Strength | Neutral | Strength |
| Sales Dist. | Strength | Neutral | Weakness | Neutral | Neutral |
| Contract Flex. | Neutral | Weakness | Weakness | Neutral | Neutral |
| Services | Weakness | Weakness | Neutral | Neutral | Weakness |
| Promotions | Neutral | Weakness | Weakness | Neutral | Neutral |

| Parameters | Speakeasy | Sprint Broadband | UUNet | XO | Winstar |
|----------------|-----------|------------------|----------|----------|----------|
| Price | Neutral | Strength | Neutral | Neutral | Weakness |
| Order Interval | Weakness | Strength | Weakness | Neutral | Weakness |
| Installation | Weakness | Weakness | Strength | Strength | Weakness |
| Segmentation | Neutral | Neutral | Strength | Strength | Neutral |
| Sales Dist. | Neutral | Strength | Neutral | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Weakness | Neutral | Weakness |
| Services | Neutral | Neutral | Neutral | Neutral | Strength |
| Promotions | Weakness | Neutral | Weakness | Weakness | Strength |

EarthLink - A competitive analysis of EarthLink's product(s) against competitors

- **Price:** The EarthLink pricing is well on par with stalwarts such as AT&T in the low to moderate speed sphere
- **Order Interval:** Close behind the RBOC, its 30-45 days create a solid interval
- **Installation:** The installation charge slightly transcends smaller thresholds established by the likes of Global Crossing, but is still competitive
- **Segmentation:** Leverages its history as an ISP, name recognition, and marketing agreements with Sprint to reach a fair swath of potential customers
- **Sales Distribution:** Telephone and online sales available
- **Contract Flexibility:** The year term is standard and beats Global Crossing and Winstar's ties to longer terms
- **Services:** EarthLink makes various types of connectivity available, but offers little service meat. They send domain name aspirants off to 3rd parties who charge high rates
- **Promotions:** The router promotion puts the router at a more reasonable, industry standard price



COMPETITIVE PRODUCT ANALYSIS - Global Crossing

| Parameters | Global Crossing | AT&T | EarthLink | Megapath | Qwest |
|----------------|-----------------|----------|-----------|----------|----------|
| Price | Strength | Strength | Neutral | Neutral | Strength |
| Order Interval | Weakness | Strength | Neutral | Neutral | Strength |
| Installation | Weakness | Strength | Weakness | Weakness | Strength |
| Segmentation | Strength | Strength | Neutral | Neutral | Strength |
| Sales Dist. | Weakness | Neutral | Strength | Neutral | Neutral |
| Contract Flex. | Weakness | Weakness | Neutral | Neutral | Neutral |
| Services | Neutral | Weakness | Weakness | Neutral | Weakness |
| Promotions | Weakness | Weakness | Neutral | Neutral | Neutral |

| Parameters | Speakeasy | Sprint Broadband | UUNet | XO | Winstar |
|----------------|-----------|------------------|----------|----------|----------|
| Price | Neutral | Strength | Neutral | Neutral | Weakness |
| Order Interval | Weakness | Strength | Weakness | Neutral | Weakness |
| Installation | Weakness | Weakness | Strength | Strength | Weakness |
| Segmentation | Neutral | Neutral | Strength | Strength | Neutral |
| Sales Dist. | Neutral | Strength | Neutral | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Weakness | Neutral | Weakness |
| Services | Neutral | Neutral | Neutral | Neutral | Strength |
| Promotions | Weakness | Neutral | Weakness | Weakness | Strength |

Global Crossing - A competitive analysis of Global Crossing's product(s) against competitors

- **Price:** Prices are \$20.00 to \$60.00 below the closest competitors for similar packages
- **Order Interval:** The order interval lags behind all other carriers by at least 15-30 days
- **Installation:** Installation charge is just a shade behind EarthLink, but is not competitive with the field at large
- **Segmentation:** A provider of large scale data solutions of all access types, Global Crossing certainly can leverage its wholesale interests
- **Sales Distribution:** All inquiries are funneled directly to sales representatives via telephone
- **Contract Flexibility:** 2-year term is longer than the norm
- **Services:** A fairly comprehensive voice suite is offered with domain name included; however, Web Hosting must be outsourced elsewhere
- **Promotions:** None at this time



COMPETITIVE PRODUCT ANALYSIS - Megapath

| Parameters | Megapath | AT&T | EarthLink | Global Crossing | Qwest |
|----------------|----------|----------|-----------|-----------------|----------|
| Price | Neutral | Strength | Neutral | Strength | Strength |
| Order Interval | Neutral | Strength | Neutral | Weakness | Strength |
| Installation | Weakness | Strength | Weakness | Weakness | Strength |
| Segmentation | Neutral | Strength | Neutral | Strength | Strength |
| Sales Dist. | Neutral | Neutral | Strength | Weakness | Neutral |
| Contract Flex. | Neutral | Weakness | Neutral | Weakness | Neutral |
| Services | Neutral | Weakness | Weakness | Neutral | Weakness |
| Promotions | Neutral | Weakness | Neutral | Weakness | Neutral |

| Parameters | Speakeasy | Sprint Broadband | UUNet | XO | Winstar |
|----------------|-----------|------------------|----------|----------|----------|
| Price | Neutral | Strength | Neutral | Neutral | Weakness |
| Order Interval | Weakness | Strength | Weakness | Neutral | Weakness |
| Installation | Weakness | Weakness | Strength | Strength | Weakness |
| Segmentation | Neutral | Neutral | Strength | Strength | Neutral |
| Sales Dist. | Neutral | Strength | Neutral | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Weakness | Neutral | Weakness |
| Services | Neutral | Neutral | Neutral | Neutral | Strength |
| Promotions | Weakness | Neutral | Weakness | Weakness | Strength |

Megapath - A competitive analysis of Megapath's product(s) against competitors

- **Price:** Though the lower speed services are comparable, the user interested in speeds over 1 Mbps downstream may find the Mega 3, 5, and 7 to be cheaper than other solutions
- **Order Interval:** Megapath stays somewhat ahead of many of the other competitors with a 4-6 week time frame for ordering, but still remains behind the RBOC
- **Installation:** With the exception of AT&T, the \$350.00 installation is easily the priciest installation option amongst all competitors
- **Segmentation:** As Megapath has parceled itself into a position of offering DSL to businesses only, it has painted itself into a niche corner. However, by most accounts, the service is quite popular
- **Sales Distribution:** Telephone and online resources are used for sales
- **Contract Flexibility:** The contract is a standard year with a \$218.00 termination charge that is comparable to other providers
- **Services:** No voice services are offered via this ISP, but web site hosting is included and assistance with domain name registration as well
- **Promotions:** A \$190.00 rebate shaves the installation charge down to a respectable level. However, that level is still not compelling with respect to other carriers' standard charges



COMPETITIVE PRODUCT ANALYSIS - Qwest

| Parameters | Qwest | AT&T | EarthLink | Global Crossing | Megapath |
|----------------|----------|----------|-----------|-----------------|----------|
| Price | Strength | Strength | Neutral | Strength | Neutral |
| Order Interval | Strength | Strength | Neutral | Weakness | Neutral |
| Installation | Strength | Strength | Weakness | Weakness | Weakness |
| Segmentation | Strength | Strength | Neutral | Strength | Neutral |
| Sales Dist. | Neutral | Neutral | Strength | Weakness | Neutral |
| Contract Flex. | Neutral | Weakness | Neutral | Weakness | Neutral |
| Services | Weakness | Weakness | Weakness | Neutral | Neutral |
| Promotions | Neutral | Weakness | Neutral | Weakness | Neutral |

| Parameters | Speakeasy | Sprint Broadband | UUNet | XO | Winstar |
|----------------|-----------|------------------|----------|----------|----------|
| Price | Neutral | Strength | Neutral | Neutral | Weakness |
| Order Interval | Weakness | Strength | Weakness | Neutral | Weakness |
| Installation | Weakness | Weakness | Strength | Strength | Weakness |
| Segmentation | Neutral | Neutral | Strength | Strength | Neutral |
| Sales Dist. | Neutral | Strength | Neutral | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Weakness | Neutral | Weakness |
| Services | Neutral | Neutral | Neutral | Neutral | Strength |
| Promotions | Weakness | Neutral | Weakness | Weakness | Strength |

Qwest - A competitive analysis of Qwest's product(s) against competitors

- **Price:** Qwest has undercut all other carriers by at least 50% on pricing for similar services
- **Order Interval:** For an RBOC, 2-4 weeks is very slow, however only AT&T DSL is comparable
- **Installation:** This is an industry-leading inclusion, comparable only to UUNet
- **Segmentation:** Qwest works to integrate many types of users together. Furthermore, it has a world-class network and data services for users of all sizes to draw from
- **Sales Distribution:** Telephone and online sales are both used
- **Contract Flexibility:** No term is required, but rates are discounted in \$4.00 to \$6.00 increments per year of the term if one is opted for. The percentage liability is quite high however
- **Services:** Qwest's service comes with few bells and whistles, stripped bare from add-ons such as Web Hosting and domain name registration; however, there is an option to include local voice service
- **Promotions:** Qwest offers a general helping of free modem, activation and free month of service to stand out with its promotional offerings



COMPETITIVE PRODUCT ANALYSIS - Speakeasy

| Parameters | Speakeasy | AT&T | EarthLink | Global Crossing | Megapath |
|----------------|-----------|----------|-----------|-----------------|----------|
| Price | Neutral | Strength | Neutral | Strength | Neutral |
| Order Interval | Weakness | Strength | Neutral | Weakness | Neutral |
| Installation | Weakness | Strength | Weakness | Weakness | Weakness |
| Segmentation | Neutral | Strength | Neutral | Strength | Neutral |
| Sales Dist. | Neutral | Neutral | Strength | Weakness | Neutral |
| Contract Flex. | Neutral | Weakness | Neutral | Weakness | Neutral |
| Services | Neutral | Weakness | Weakness | Neutral | Neutral |
| Promotions | Weakness | Weakness | Neutral | Weakness | Neutral |

| Parameters | Qwest | Sprint Broadband | UUNet | XO | Winstar |
|----------------|----------|------------------|----------|----------|----------|
| Price | Strength | Strength | Neutral | Neutral | Weakness |
| Order Interval | Strength | Strength | Weakness | Neutral | Weakness |
| Installation | Strength | Weakness | Strength | Strength | Weakness |
| Segmentation | Strength | Neutral | Strength | Strength | Neutral |
| Sales Dist. | Neutral | Strength | Neutral | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Weakness | Neutral | Weakness |
| Services | Weakness | Neutral | Neutral | Neutral | Strength |
| Promotions | Neutral | Neutral | Weakness | Weakness | Strength |

Speakeasy - A competitive analysis of Speakeasy's product(s) against competitors

- **Price:** Prices are closely aligned with AT&T offerings and remain lower than many other SDSL solutions
- **Order Interval:** No guarantees here with a huge 3-90 day estimate for DSL line to be up and running; that 90-day possibility lags 45 days behind the next competitor
- **Installation:** The \$225.00 installation is higher than many except for notable carriers such as AT&T and Megapath
- **Segmentation:** Mainly trying to tap into users who have come from NorthPoint networks. However, they are fairly limited in their other businesses and only complement DSL with a dial-up solution
- **Sales Distribution:** Telephone and online sales are available; online is particularly encouraged throughout the company culture
- **Contract Flexibility:** The \$250.00 termination liability is high, however the one year contract is quite standard
- **Services:** Lots of choice for lots of money. \$15.00 setup fees for its domain hosting does not bode well for the "systems administrator" that it is trying to attract
- **Promotions:** None available at this time



COMPETITIVE PRODUCT ANALYSIS - Sprint

| Parameters | Sprint Broadband | AT&T | EarthLink | Global Crossing | Megapath |
|----------------|---------------------|----------|-----------|-----------------|----------|
| Price | Strength | Strength | Neutral | Strength | Neutral |
| Order Interval | Strength | Strength | Neutral | Weakness | Neutral |
| Installation | Weakness | Strength | Weakness | Weakness | Weakness |
| Segmentation | Neutral | Strength | Neutral | Strength | Neutral |
| Sales Dist. | Strength | Neutral | Strength | Weakness | Neutral |
| Contract Flex. | Neutral | Weakness | Neutral | Weakness | Neutral |
| Services | Neutral | Weakness | Weakness | Neutral | Neutral |
| Promotions | Neutral | Weakness | Neutral | Weakness | Neutral |

| Parameters | Qwest | Speakeasy | UUNet | XO | Winstar |
|----------------|----------|-----------|----------|----------|----------|
| Price | Strength | Neutral | Neutral | Neutral | Weakness |
| Order Interval | Strength | Weakness | Weakness | Neutral | Weakness |
| Installation | Strength | Weakness | Strength | Strength | Weakness |
| Segmentation | Strength | Neutral | Strength | Strength | Neutral |
| Sales Dist. | Neutral | Neutral | Neutral | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Weakness | Neutral | Weakness |
| Services | Weakness | Neutral | Neutral | Neutral | Strength |
| Promotions | Neutral | Weakness | Weakness | Weakness | Strength |

Sprint Broadband Direct - A competitive analysis of Sprint's product(s) against competitors

- **Price:** The price for the fairly high speeds of \$149.95 is exceptional. However, these speeds are not guaranteed, in a fairly volatile platform
- **Order Interval:** Sprint is competing directly with the RBOC with this kind of turnaround time
- **Installation:** Installation charge is fairly high, and is placed above 95% of the tracked carriers in the market if an Ethernet card is required to be installed
- **Segmentation:** Sprint may leverage its other broadband and voice customers, as well as leverage agreements with EarthLink in pursuit of a huge customer base. However, the Broadband Direct solution is fixed at a given possible speed
- **Sales Distribution:** Besides retail concerns, customers are may enroll using telephone and online channels
- **Contract Flexibility:** A fluctuating \$299.00 termination charge is unique, but quite average in the industry, as is an option for a one and two year contract
- **Services:** Sprint offers a fairly comprehensive suite of Web Hosting packages as well as domain name registration, but services in general pale in comparison to the likes of UUNet
- **Promotions:** The free month for a customer is fairly standard throughout the industry



COMPETITIVE PRODUCT ANALYSIS - UUNet

| Parameters | UUNet | AT&T | EarthLink | Global Crossing | Megapath |
|----------------|----------|----------|-----------|-----------------|----------|
| Price | Neutral | Strength | Neutral | Strength | Neutral |
| Order Interval | Weakness | Strength | Neutral | Weakness | Neutral |
| Installation | Strength | Strength | Weakness | Weakness | Weakness |
| Segmentation | Strength | Strength | Neutral | Strength | Neutral |
| Sales Dist. | Neutral | Neutral | Strength | Weakness | Neutral |
| Contract Flex. | Weakness | Weakness | Neutral | Weakness | Neutral |
| Services | Neutral | Weakness | Weakness | Neutral | Neutral |
| Promotions | Weakness | Weakness | Neutral | Weakness | Neutral |

| Parameters | Qwest | Speakeasy | Sprint Broadband | XO | Winstar |
|----------------|----------|-----------|------------------|----------|----------|
| Price | Strength | Neutral | Strength | Neutral | Weakness |
| Order Interval | Strength | Weakness | Strength | Neutral | Weakness |
| Installation | Strength | Weakness | Weakness | Strength | Weakness |
| Segmentation | Strength | Neutral | Neutral | Strength | Neutral |
| Sales Dist. | Neutral | Neutral | Strength | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Neutral | Neutral | Weakness |
| Services | Weakness | Neutral | Neutral | Neutral | Strength |
| Promotions | Neutral | Weakness | Neutral | Weakness | Strength |

UUNet - A competitive analysis of UUNet's product(s) against competitors

- **Price:** Over \$50.00 to \$200.00 more expensive than other providers, depending on the service speed
- **Order Interval:** 8-12 weeks place it with Speakeasy as the longest within the market
- **Installation:** Installation is free and provides an incentive to the customers
- **Segmentation:** As it is backed by WorldCom, and offers many other access types for data, UUNet is bolstered by a huge segmentation swath
- **Sales Distribution:** Telephone and online sales available
- **Contract Flexibility:** With the fairly large 75% of the remaining term penalty (similar to Qwest's liability), and ironclad one, two, and three year contract, it loses some appeal
- **Services:** Certainly an included Web Hosting and domain name package places it beside Global Crossing and Mpower as the strongest solutions for businesses who are actively seeking assistance with web services
- **Promotions:** None at this time



COMPETITIVE PRODUCT ANALYSIS - Winstar

| Parameters | Winstar | AT&T | EarthLink | Global Crossing | Megapath |
|----------------|----------|----------|-----------|-----------------|----------|
| Price | Weakness | Strength | Neutral | Strength | Neutral |
| Order Interval | Weakness | Strength | Neutral | Weakness | Neutral |
| Installation | Weakness | Strength | Weakness | Weakness | Weakness |
| Segmentation | Neutral | Strength | Neutral | Strength | Neutral |
| Sales Dist. | Neutral | Neutral | Strength | Weakness | Neutral |
| Contract Flex. | Weakness | Weakness | Neutral | Weakness | Neutral |
| Services | Strength | Weakness | Weakness | Neutral | Neutral |
| Promotions | Strength | Weakness | Neutral | Weakness | Neutral |

| Parameters | Qwest | Speakeasy | Sprint Broadband | UUNet | XO |
|----------------|----------|-----------|------------------|----------|----------|
| Price | Strength | Neutral | Strength | Neutral | Neutral |
| Order Interval | Strength | Weakness | Strength | Weakness | Neutral |
| Installation | Strength | Weakness | Weakness | Strength | Strength |
| Segmentation | Strength | Neutral | Neutral | Strength | Strength |
| Sales Dist. | Neutral | Neutral | Strength | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Neutral | Weakness | Neutral |
| Services | Weakness | Neutral | Neutral | Neutral | Neutral |
| Promotions | Neutral | Weakness | Neutral | Weakness | Weakness |

Winstar - A competitive analysis of Winstar's product(s) against competitors

- **Price:** Winstar's pricing scheme is at least \$20.00 - \$400.00 more than other competitors with similar speeds, such as EarthLink DSL, and lags well behind its direct competitor Sprint Broadband Direct
- **Order Interval:** The 30-45 business day delivery places it on the bottom end of the competitors for service turnaround
- **Installation:** The installation charge is equal on the bottom rung to that of Megapath and only eclipsed by AT&T's high-end \$600.00
- **Segmentation:** Winstar had ambitious plans to expand into all sizes of businesses after a massive build out effort. They have scaled this back due to Chapter 11 difficulties, but still plan on leveraging their built network
- **Sales Distribution:** Telephone and online sales available
- **Contract Flexibility:** Due to a high termination fee or the requirement that the customer has to honor all remaining months on the contract, Winstar is not competitive in this area.
- **Services:** Winstar will offer domain name services and bundle in voice, however Web Hosting packages are extra. These services are on par with carriers such as Global Crossing with the service mix
- **Promotions:** If a 3-year term is signed, the promotion for 7 free months is awarded. This is unique within the market



COMPETITIVE PRODUCT ANALYSIS - XO

| Parameters | XO | AT&T | EarthLink | Global Crossing | Megapath |
|----------------|----------|----------|-----------|-----------------|----------|
| Price | Neutral | Strength | Neutral | Strength | Neutral |
| Order Interval | Neutral | Strength | Neutral | Weakness | Neutral |
| Installation | Strength | Strength | Weakness | Weakness | Weakness |
| Segmentation | Strength | Strength | Neutral | Strength | Neutral |
| Sales Dist. | Neutral | Neutral | Strength | Weakness | Neutral |
| Contract Flex. | Neutral | Weakness | Neutral | Weakness | Neutral |
| Services | Neutral | Weakness | Weakness | Neutral | Neutral |
| Promotions | Weakness | Weakness | Neutral | Weakness | Neutral |

| Parameters | Qwest | Speakeasy | Sprint Broadband | UUNet | Winstar |
|----------------|----------|-----------|------------------|----------|----------|
| Price | Strength | Neutral | Strength | Neutral | Weakness |
| Order Interval | Strength | Weakness | Strength | Weakness | Weakness |
| Installation | Strength | Weakness | Weakness | Strength | Weakness |
| Segmentation | Strength | Neutral | Neutral | Strength | Neutral |
| Sales Dist. | Neutral | Neutral | Strength | Neutral | Neutral |
| Contract Flex. | Neutral | Neutral | Neutral | Weakness | Weakness |
| Services | Weakness | Neutral | Neutral | Neutral | Strength |
| Promotions | Neutral | Weakness | Neutral | Weakness | Strength |

XO - A competitive analysis of XO's product(s) against competitors

- **Price:** XO's pricing scheme is quite comparable with that of Speakeasy, although it does get proportionately more expensive the faster the speed
- **Order Interval:** The 1-2 month order interval is on par with other ISPs
- **Installation:** XO waives the installation fee, thus placing it in the company of UUNet as the only DSL providers to offer such a waiver
- **Segmentation:** with data and voice customers of many access types and service flavors, as well as a network build-out well underway, XO has presented itself as ready to tackle all business market segments
- **Sales Distribution:** Online inquiries are accepted with sales discussed only via telephone
- **Contract Flexibility:** The standard one year contract with \$250.00 termination is reminiscent of comparable carriers such as Speakeasy
- **Services:** XO has included its domain name services, but deviates from similar providers such as UUNet in that it does not offer Web Hosting in its service package
- **Promotions:** None at this time



RESEARCH PROCESS

CCMI/Salestar's research process employs a continuous process of primary and secondary data collection guided by insightful intelligence strategies. Our research, utilizing the most current techniques in analysis and data gathering, allows CCMI/Salestar to have a comprehensive understanding of the Broadband product and service offerings from major service providers throughout the U.S.

Through web research and direct carrier contact, Salestar compiles DSL, Cable-Modem, and Fixed Wireless product information and dossiers of tactical market competitive information on the leading Broadband service providers. Experienced analysts are assigned to research and analyze competitive pricing plans, product information, access speeds, service supports and guarantees, promotions, sales channels, etc. In addition, CCMI/Salestar continuously follows and tracks major markets, service providers and their service offerings.

Carrier Selection Process

CCMI/Salestar tracks the leading service providers of DSL, Cable-Modem, and Fixed Wireless services in each metropolitan area (7-10 for the consumer reports and 10-15 for the business reports). Each report will include the following:

- The incumbent local exchange carrier (ILEC)
- The incumbent cable-modem service provider
- The major inter-exchange carriers (IXCs - AT&T, WorldCom, Sprint)
- that offer services in that market
- The major competitive local exchange carriers (CLECs)
- The rest of the carriers determined by researching the market and evaluated based on a combination of the following criteria:
 - Market Share
 - Capitalization/Financial Strength
 - National brand or name recognition
 - Number of years the carrier has operated in the MSA
 - Partnership
 - Facilities and Network
 - Number of customers/subscribers in each market
 - Press releases and published report information



ABOUT CCMI/SALESTAR

CCMI/Salestar is the premier competitive information source for factual and unbiased information for the telecommunications industry. CCMI/Salestar provides competitive information databases and applications, online tariff and rate services, and pricing/network design systems to thousands of telecommunications professionals at service providers in the US and abroad. Detailed information, gathered by over 65 telecommunications research analysts, provides accurate and timely information on product and service offerings from the major US service providers. In addition, CCMI/Salestar's Consulting Services group provides custom market specific competitive intelligence research on the competition, customized to your needs.

CCMI/Salestar's research and consulting work is premised on the principle that the best competitive intelligence is developed through years of experience in research, analyzing and understanding telecommunication services, technologies and policies guided by insightful intelligent strategies. Our established in-house staff of telecommunications technologies, services, and market research specialists allows us to offer customized competitive intelligence to assist telecommunications companies in their sales and marketing efforts.

Supported by a staff of professionals with a combined 250+ years in the telecom industry, Salestar's services, applications and databases are your ultimate source for accurate and relevant telecommunications information.

CCMI/Salestar

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