

# Overview of Cable Modem Offerings for Businesses in Maryland

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# Agenda

- Cable Modem Technology
- Availability in Maryland
- SMB Internet Needs
- SMB-Targeted Services Overview
- Services Detail
- Q & A

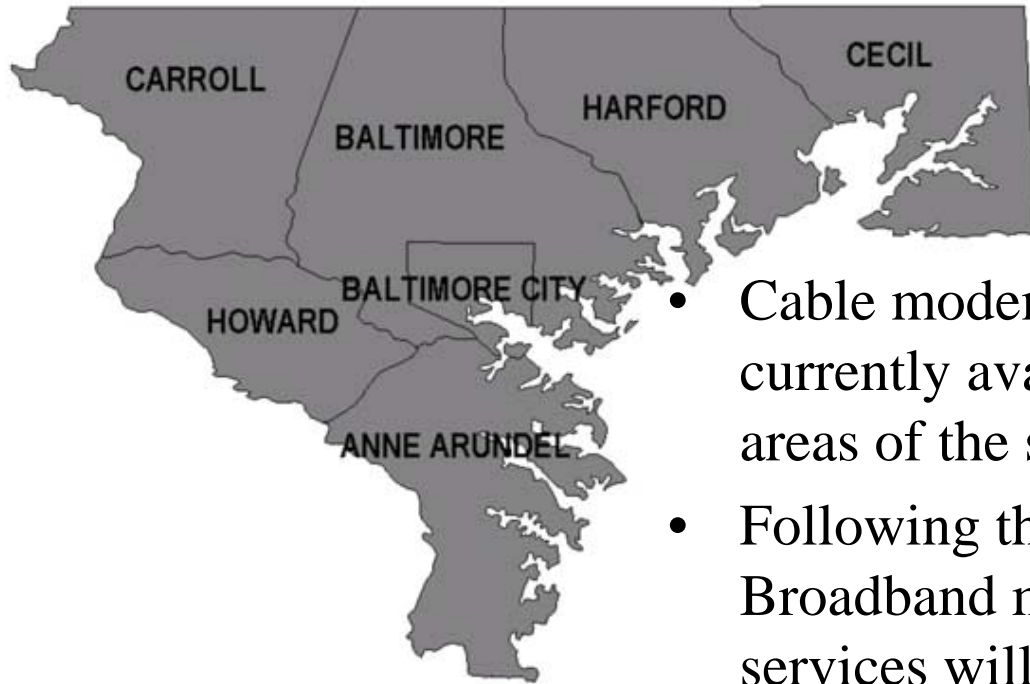
# Cable Modem Technology

- Utilizes our existing Hybrid Fiber Coaxial (HFC) network.
  - Fiber to the neighborhood and on the regional network.
  - Coaxial cable to the home.
  - Flexible technology platform.
    - Speeds increase with DWDM advances.
    - Neighborhoods can be further segmented like a LAN for greater bandwidth.
    - Platform for future services like VoIP, VoD, etc.
- Modems and routers use the DOCSIS 1.0 standard

# Cable Modem Technology

- Cable modems and cable routers use the DOCSIS 1.0 standard.
  - Open standard developed by industry and cable cos.
  - Interoperability testing between vendors.
  - CableLabs certification process to ensure adherence to standards.
  - Many vendors to choose from; no single-vendor dependence. (Modem price \$300 in '99, less than \$100 now.)
- DOCSIS 1.1 coming soon.
  - Doubles upstream bandwidth to 10Mbps.
  - Quality of Service (QoS) implemented.
  - Improved security.

# Availability in Maryland



- Cable modem service is currently available in many areas of the state.
- Following the AT&T Broadband merger, Comcast services will be even more widely available.

# SMB Internet Needs

- Most SMBs do not have a dedicated IT professional on staff.
  - Managed and/or turnkey services.
  - Bundles of services for one rate.
- SMBs have embraced outsourcing.
  - Use a consulting partner or buy a managed service from the service provider.
  - Enables a focus on their core business and competencies, outsource all other tasks.

# SMB Internet Needs

- Security should be a primary concern since the connection is always on.
  - A firewall is a must.
  - Virus protection is also important.
  - Connected systems must be secured (ex: spam relay).
- Many SMB web sites moving beyond “brochureware.”
  - Development of sites being outsourced more frequently – from FrontPage to a paid developer.
  - Extranets for communication with vendors and/or customers.
  - E-Commerce being used.

# SMB-Targeted Services Overview

- Services suited to:
  - SMBs with 1 – 100 employees.
  - Non-profit orgs, schools, government.
  - SMBs and Enterprises with telecommuters.
- SMB Internet Services
  - Access-Only: Comcast High-Speed Internet (HSI) Pro
  - Managed: Comcast Commercial Internet Service (CCIS)
    - CCIS Lite
    - CCIS 2.0
- Telecommuter Services
  - Broadband Commuter (BBC)



# Service Detail: Comcast HSI Pro

- Basic offering for business.
  - Access-only.
  - No firewall.
  - No built-in support for connecting to a LAN.
  - Support for 5 IP addresses, all dynamically assigned.
  - 7 email addresses @comcast.net – 5MB mailbox size.
- Low cost @ \$95 / month.
- Installation \$29.95 (self) or \$149 (professional).
- Speeds of 3.5Mbps / 384 Kbps. (downstream / upstream)
- Future add-ons planned (email & web hosting upgrades).



# Service Detail: CCIS Lite

- Base managed offering for business.
  - Built-in firewall.
  - Built-in LAN support
  - Static IP addresses with DNS support / hosting.
  - 8 email addresses @mycomcast.com – 20MB mailbox size.
- Moderate cost, varies based upon contract term.
  - \$155 - \$295 / month for business.
  - \$125 - \$240 / month for EDU / GOV / ORG.
  - Free installation.
- Speeds of 2.5Mbps/256Kbps *or* 3.5Mbps/384Kbps.



# Service Detail: CCIS Lite, cont.

- Optional firewall port management.
- Upgrade to email @company.com.
- Optional email filtering (viruses, spam).
- Optional web site hosting.
- Service level agreement.
- Dedicated commercial tech support.

# Service Detail: CCIS 2.0

- Complete managed offering for business.
  - All features of CCIS Lite plus...
  - Basic web site at [www.company.com](http://www.company.com).
  - On-site server appliance (Comcast-managed) with:
    - Unlimited email addresses, 100MB+ mailbox size.
    - Local file / print server.
    - Built-in proxy caching.
    - Intranet web server.
    - OPTIONAL content filtering.
- Moderate cost, varies based upon contract term.
  - \$225 - \$365 / month for business.
  - \$180 - \$300 / month for EDU / GOV / ORG.
  - Free installation.



# Service Detail: CCIS 2.0, cont.

- Speeds of 2.5Mbps/256Kbps *or* 3.5Mbps/384Kbps.
- Optional firewall port management.
- Optional email filtering (viruses, spam).
- Web hosting upgrades.
- Service level agreement.
- Dedicated commercial tech support.

# Service Detail: Broadband Commuter

- For businesses with full-time and part-time telecommuting users.
- Moderate cost, varies based upon number of users.
  - Starting at \$69 - \$89 (discounts as users increase).
  - Professional installation of \$195.
- Speeds of 2.5Mbps/256Kbps *or* 3.5Mbps/384Kbps.
- Service level agreement.
- Bulk service qualification and activation.
- Bulk billing.



# Question & Answer

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