



STRATEGIC NETWORKS GROUP

BROADBAND STRATEGIES FOR ECONOMIC GROWTH



Strategic
Networks
Group



Too often communities develop strategies based on following recipes from other regions. Instead of uncovering what the needed resources are, or how to leverage current efforts to best serve the specific and unique needs of the community, civic leaders race to “do what they did.”

Unfortunately there is no one-size-fits-all solution for successful broadband strategies – those that bring economic and civic benefits to a region and its citizens. That’s because each community not only has different needs, but different strengths to best leverage the platform for innovation that broadband brings.

Why? Well, often it is assumed that research is too slow and expensive – or just unobtainable. Strategic Networks Group (SNG) has for years been helping governments, at municipal, regional and national levels, to best understand where investment will make the biggest impact.

> *How Do We Do This?*

- Innovative research solutions for the right decisions – SNG has proprietary methodologies and survey tools enabling us to collect data in days rather than months.
- Turning research from data to insights – SNG has the experience to not only understand the broadband application needs of your community, but the ability to compare results in our database of global broadband initiatives, enabling us to predict where success is most likely and provide a roadmap to get there.
- Strategies to create your platform for innovation – Broadband is great as a buzzword – everyone needs it, everyone wants it... broadband is “good.” But why? SNG makes sure that broadband is a platform for economic and social development. A platform to bring opportunities to your region. A platform for innovation and competitiveness.



> *Be Accountable: Include measurement mechanisms in your project!*

Make sure to include the measurement of expected outcomes and benefits from your proposed broadband investment. This will show you are confident in the impact your project will have - and welcome accountability.

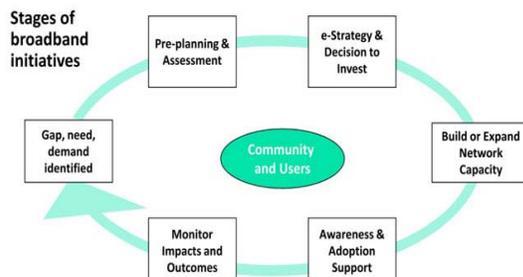
We can help you put a process in place to articulate and measure “what you are looking to do and the measurable results of implementation.”



> *Broadband Lifecycle*

MAXIMIZE YOUR COMMUNITY'S OPPORTUNITIES ALONG THE BROADBAND LIFECYCLE (BLA)

No matter where you are on the broadband lifecycle, turn to SNG for leadership to help navigate through the challenges and pitfalls of each. We have taken communities along this journey, bringing with it economic impact and civic advancement:



1. *Gap, Need, Demand Identified:*

Does your community need (more) broadband? Is your region's infrastructure meeting the needs of your entrepreneurs? How can you maximize the outcomes from your broadband investments? SNG helps you uncover all of this through its "E-Solutions Benchmarking" and "Evaluation & Adoption Analytics" offerings.

2. *Pre-planning & Assessment:*

What do you need to implement a successful broadband deployment? What leadership and partners do you need to achieve your community's goals? What components need to be in your deployment? Leverage SNG for oversight of planning workshops and readiness assessment.

3. *e-Strategy & Decision to Invest:*

Is your community ready to start a broadband deployment? What investment is required – and how will the network be funded? SNG's offerings for this phase include market analytics and "E-Strategy analysis."

4. *Build or Expand Network Capacity:*

Are your technical and business plans in place to ensure a smooth implementation? Do you have the right provider – and are your requirements well defined? Trust SNG to help build your network with consulting services that include aligning the build with your desired outcomes:

5. *Awareness & Adoption Support:*

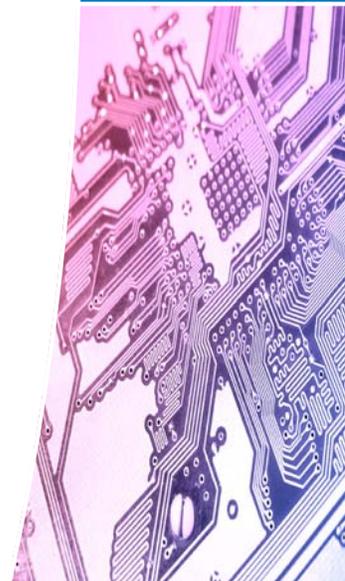
Now that your network is built – how do you get businesses and households to leverage the power of broadband? SNG can help you drive utilization and with it, the effectiveness of your network.

6. *Monitor Impacts and Outcomes:*

How and what do you measure to make sure your investment is being used, and promoting economic development. Are your outcomes being met? Who is not using the network that would benefit from your "platform for innovation?" Turn to SNG for Online Impact Tracking and Adoption Analytics.

7. *Gap, Need, Demand Identified:*

Once you have gone through the process, SNG can help you identify and shore-up any gaps, resulting in continuing development, effectiveness, and impact. As with any infrastructure, your broadband network is an evolving community resource.



> *Get in touch now to find out how the SNG Broadband Lifecycle Approach can work for your community.*



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