

# The Five Broadband Partners Your Municipality Needs

## (And How To Find Them)

As you're researching options for a municipal broadband network, it can be easy to get overwhelmed by the number of businesses and experts out there.

**How do you know which type of help you really need?**



# 1.

## **PARTNER #1: FEASIBILITY AND PLANNING CONSULTANT**

### **Their Role**

The first partner you want to find is a feasibility and planning consultant. This partner will help you conduct research in your community to assess the feasibility of building a broadband network. They can also help you identify the best models to ensure overall project success, widespread accessibility, and economic sustainability.

### **How To Find Them**

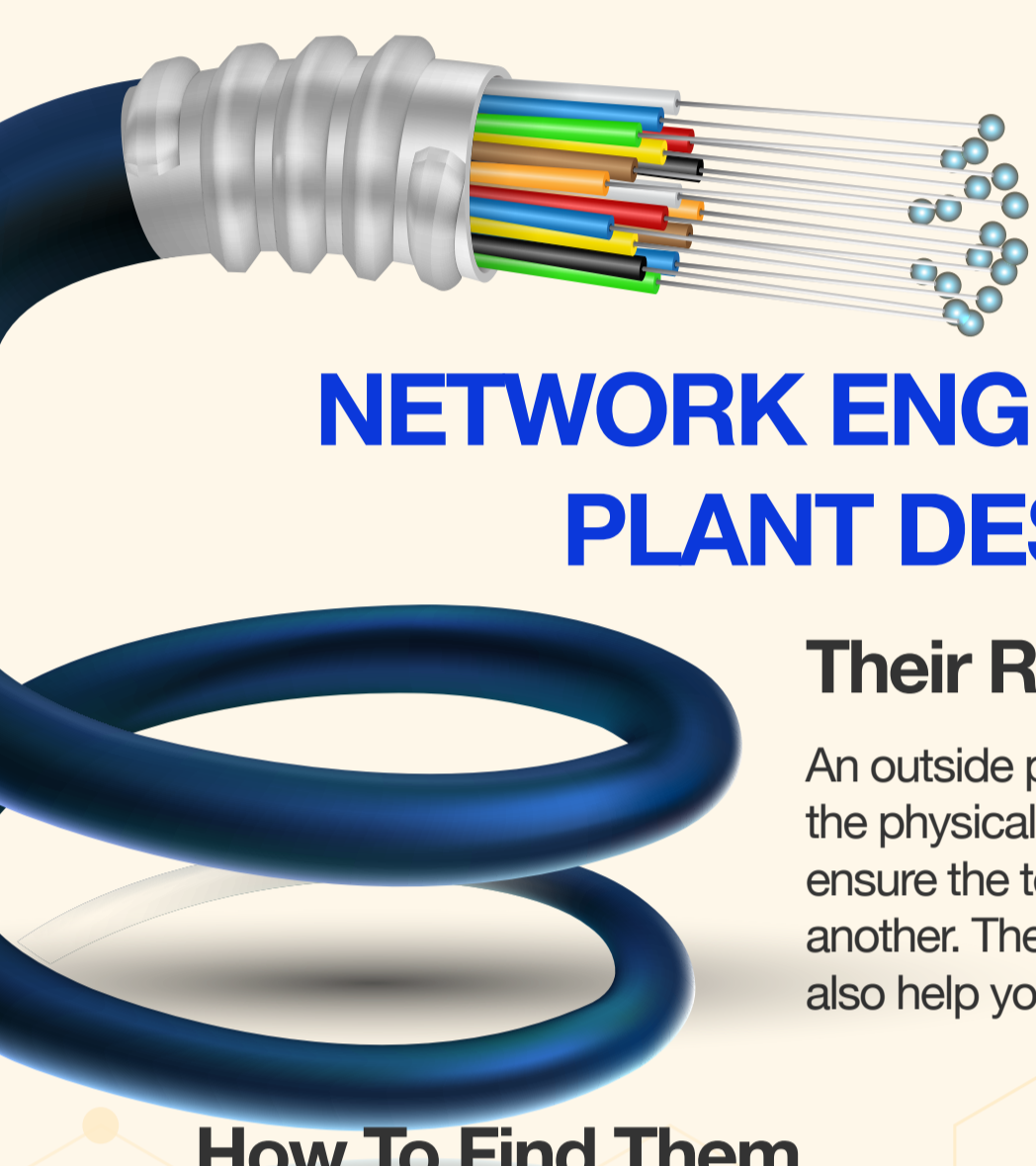
If you're connected to any leaders in other municipalities working on broadband projects, their recommendations and referrals can help you find a consultant that's a good fit for your needs. You can also book a consultation with Calix. We're happy to help you identify and connect with proven experts in our network.

### **Your Priority**

The findings from your feasibility study will help you select a model that will work for you in the long run. Find a consultant with demonstrated experience in similar communities, then give them enough lead time to conduct a useful study.

### **Things To Consider**

The timing for finding and hiring the other partners can be somewhat flexible, but this particular decision should be an early priority. Because your community is unique, your broadband solution will need to be unique.



## **PARTNER #2: NETWORK ENGINEERS AND OUTSIDE PLANT DESIGNERS/INSTALLERS**

# 2.

### **Their Role**

An outside plant design looks at your community's roads and assets, then outlines a plan for building the physical infrastructure of your network. Network engineers work hand-in-hand with that team to ensure the technology you select to deploy and the infrastructure you plan to build can support one another. They're responsible for making sure you can light up the fiber network you're building and can also help you identify a good service provider for your network.

### **How To Find Them**

Word-of-mouth networking. Your feasibility consultant or internet service provider (ISP) may also be able to refer you to a reputable company. You're also welcome to book a consultation with Calix, and we can point you to companies within our network.

### **Your Priority**

These are technically two distinct roles and may even be filled by two different companies, but we've combined this as one partner because they must work in tandem. Your priority is to find two teams that work well together—either because they work for the same company or they've worked together before—and bring them on board at the same time.

### **Things To Consider**

If your network engineers and your outside plant design/installation experts have collaborated before, you won't need as much time or expertise to mediate between the two.

# 3.

## **PARTNER #3: FUNDING PROVIDERS**



### **Their Role**

As you conduct feasibility plans and hire engineering firms, you'll find out the investment needed to build a fiber network. Funding partners provide you with the upfront funds to build that network. While some of your funds may come from government grants, you'll likely need additional equity to fund the network, and a funding provider can meet that need.

### **How To Find Them**

An internet service provider you're already partnering with may also serve as your funding partner. If you're looking for private investors, you can schedule a free consultation with Calix. We've successfully connected numerous municipalities with private investors for a mutually beneficial partnership.

### **Your Priority**

Private investors and internet service providers know it will take time to see a return on their investment, but they do want to know that the return is there. Use specific findings from your feasibility studies and your big-picture plans for growth to show potential partners the possibilities.

### **Things To Consider**

Whether the partner is an internet service provider or a private investor, they'll probably want to be actively involved and contribute to your network's success. With this in mind, it's wise to find partners with relevant industry experience. Then, they can bring funds and highly valuable expertise to your project.



## **PARTNER #4: INTERNET SERVICE PROVIDER**

# 4.

### **Their Role**

Once your network is built, someone needs to deliver the broadband service, manage the ongoing work of connecting new customers, marketing the service, billing subscribers, handling outages, answering customer questions, and so on. The internet service provider will fill this role.

### **How To Find Them**

A natural place to start your search would be in nearby towns. Who is already providing service locally? Are they interested in expanding to your community? If you're going to own the network yourself or work on an open-access model, you might need more of a business partner for this role. Check with your network engineering partner for recommendations.

### **Your Priority**

You'll need to decide on your model before you can identify the best internet service provider for you. Your municipality might choose to operate the network without the help of a third-party provider. You might partner with a private company in a PPP (Public Private Partnership) model. You might build on an open-access model and allow multiple providers to run services on your network. Or you might take a hybrid approach that combines these common approaches!

### **Things To Consider**

Partnering with a single private company is typically the "path of least resistance" and can get you from planning to launch day the fastest. On the other hand, open-access infrastructure gives you more control and flexibility both during the build and once the service is live.

# 5.

## **PARTNER #5: TECHNOLOGY/EXPERIENCE PARTNER**

### **Their Role**

Calix is an example of a leading technology partner. We are the ones who light up your fiber infrastructure and put the electronics and software in place to make it work. Your technology partner extends the internet service from your network into the subscriber's home. This partner shapes the online experience people in your community will have and should provide you with the tools you need to monetize, grow, and manage your services.

### **How To Find Them**

Many municipalities ask their network and outside plant partners for recommendations. At Calix, we're honored to be the trusted technology partner for municipalities across the United States and Canada! If you'd like to learn more about how we can serve and support you, simply book a free consultation with our team. We're here to empower you!

### **Your Priority**

Find a technology partner who can help you manage a stellar customer experience, because that's going to shape your take rates and retention rates—key measures of the ultimate success of your project! You also want to select a partner who can provide everything you need end-to-end so you are assured you deliver the ultimate subscriber experience.

### **Things To Consider**

An ideal technology partner will have ways for you to continue the subscribers' experience with new services and added value. A key part of this will be access to subscriber data. Some technology partners treat municipal networks like "dumb pipes," where they provide you with the tech and get control of your data in return. At Calix, we put you in control of your data, so you can serve your community and grow your company.



**The company with the best data wins!**

**MUNICIPAL NETWORKS MADE SIMPLE —AND SUCCESSFUL!**

Are you looking to build a broadband network in your municipality? We want to help! Contact us to schedule a free consultation, and we'll provide you with support as you identify partners, select technology, and build a better future for your community.



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