

Time Warner Cable Business Class Teams with Local Government to Bring Advanced Broadband to Business Community

PLEASANT PRAIRIE, WISCONSIN, BROADENS INTERNET AVAILABILITY

BACKGROUND

The Village of Pleasant Prairie in southeast Wisconsin offers an array of services for residential and commercial entities and is home to more than 80 corporate offices including Snap-on Tools, Rustoleum, Yamaha, Volkswagen, Supervalu Great Lakes Distribution Center and We Energies Pleasant Prairie Power Plant. These companies were attracted to this area due to the strong local government infrastructure, as well as high quality of living.

Building on their charter of supporting businesses with the highest quality technologies, Village officials began searching for broadband Internet service providers to meet the telecommunications demands of these important companies. Officials understood that offering the most advanced services to industrial park businesses would entice them to continue doing business in Pleasant Prairie. However, due to its remote location, the Village was continually denied service. Undaunted, town officials persevered by developing their own solution.

The Village announced plans to lay a fiber infrastructure to bring high-speed Internet service into businesses and facilities in the community. To assist in this effort, Time Warner Cable created a partnership with the Village to bring advanced business communication services including video, high-speed data, metro ethernet services and security into three large industrial parks in Pleasant Prairie.

THE SOLUTION

Time Warner Cable installed fiber optic and coaxial cable throughout the Pleasant Prairie corporate parks to provide customers with dedicated Internet access and point-to-point connectivity, which is critical to the growing teleworker and branch office markets. In addition, they added cable television to keep employees informed of current events.

The agreement between the Village of Pleasant Prairie and Time Warner Cable offered these industrial parks what no other company was willing to provide – an opportunity to access the latest technology to advance business growth in the area.



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About Time Warner Cable Business Class

Time Warner Cable Business Class, a service of Time Warner Cable, is available in 27 states which include some of the most technologically advanced, best-clustered cable systems in the country with more than seventy five percent of the Company's customers in systems of 300,000 subscribers or more. The company offers data, video and security solutions to provide a full complement of business communications tools. Having an established national presence, along with dedicated local teams, the company provides award winning customer service. Supporting enterprise, government and small to medium-sized businesses with a consultative approach, Time Warner Cable Business Class is focused exclusively on individual business needs.

"This agreement serves as an example for other communities on how partnerships between public and private entities, can help boost economic development in the community," said John Steinbrink, Village President. "I applaud Time Warner Cable for stepping in and providing us with a proposal that benefited Pleasant Prairie businesses and its taxpayers."

With the services, the Village Administration Building, Safety Building, Fire Houses and Recreation Complex are connected in a hub and spoke configuration with the Village Administration Building serving as the hub. This provides a scalable, fast network to build upon. The Village's applications are served from the Administration Building including one of two high-speed Internet connections. With continuity of operations planning (COOP) being a high priority for local, state and federal government's, a second high-speed Internet connection is provided through the Recreation Complex and serves as a backup to the Administration Building.

RESULTS

"The complete suite of offerings that Time Warner Cable provides to business customers far outweighs what any other provider can bring to the Village," said Michael Pollocoff, Village of Pleasant Prairie Administrator. "Being able to provide superior communications technologies to our small to enterprise-sized businesses ensures that these companies will stay in the area for a long time."

Since the partnership was announced in February 2005, 26 miles of fiber optic cable have been installed. The partnership with Time Warner Cable has provided the Village of Pleasant Prairie with a reliable fiber optic network infrastructure that will support both current and future applications. The Village, Time Warner Cable and local companies are already seeing the benefits of having advanced communications services from a respected provider.

"Our partnership with the Village offers a variety of products and services to commercial tenants of the industrial parks," said Ron Cleboski, Director of Time Warner Cable Business Services - Milwaukee. "Our expanded network enables Village commercial tenants to have access to a tier-one provider of high-speed data, cable TV, managed security and eventually commercial phone."

FOR MORE INFORMATION ABOUT TIME WARNER CABLE BUSINESS CLASS PRODUCTS AND SOLUTIONS, VISIT WWW.TWCBC.COM OR CALL 1-866-TWC-4BIZ.