

CABLE MEANS BUSINESS

Business Services – How Cable is Different

Business customers – businesses of all sizes, government entities, school systems or associations – have more choices than ever in selecting telephone, Internet, video and other communications services.

Your local cable company can do more for you than you may realize. Here's how the cable industry stacks up against the competition:

- ✓ **Cable is national.** Cable is the most extensive network available in the U.S., covering 92 percent of households and most businesses.
- ✓ **Cable saves money.** Cable's competition with phone companies is expected to save households and small businesses a total of \$111 billion over the next five years, according to the Microeconomic Consulting and Research Associates (MiCRA).
- ✓ **Cable is fast.** Most comparison tests find that Internet access via cable is significantly faster than Internet access via DSL.
- ✓ **Cable is secure.** Cable companies offer a wide range of security services for schools, including:
 - Managed security
 - Dedicated Internet access
 - Virtual private networks (VPNs) and firewalls.
- ✓ **Cable is local.** Cable companies focus on providing more local sales support and service than other companies, which ensures that IT needs, questions and emergencies are handled quickly and efficiently.
- ✓ **Cable has expertise.** Cable companies have expertise in vertical markets, such as K-12, and offer market-specific knowledge and counsel, such as E-Rate guidance. This ensures that customers receive the most efficient and reliable telecommunications solutions available.

Additional information about cable's business solutions can be found at:
www.cablemeansbusiness.com