



# BROADBAND CONSULTING SERVICES

## **Community Validation and Demand**

To understand existing and potential markets for broadband subscribers (both residential and business), ConnectKentucky conducts research surveys and market analyses to validate a business case. A ConnectKentucky market analysis includes research on the existing and potential service offerings and the respective rates to determine the levels of interest in the services and rate plans offered by the client. ConnectKentucky will provide accurate, timely, and thorough solutions, accompanied by personalized service to meet the needs of communities or broadband providers.

## **Wireless Assessment**

A ConnectKentucky wireless business analyst conducts an onsite visual assessment of the defined geographic area seeking wireless broadband coverage. The assessment determines the feasibility of deploying a fixed wireless Internet system in a defined area. The business analyst gathers site specific information required for (i) determining use of existing infrastructure, (ii) designing a fixed wireless Internet system using these assets, and (iii) expanding the broadband coverage in the defined area.

Analyses of tower sites determine critical “line-of-site” requirements necessary to maximize wireless coverage. Completed engineering calculations determine which towers, if any, can be interconnected with wireless point-to-point (“PTP”) links. The final assessment document identifies existing coverage, if any, with initial and/or additional coverage from deployment, along with preliminary equipment and labor cost estimates.

## **Request For Proposal (RFP) Development**

ConnectKentucky provides technical assistance to create RFPs that identify the most creditable and reliable broadband provider to serve a region’s households and businesses. A major component of a RFP is the development of the wireless assessment, but the RFP goes further by providing guidance and a due diligence framework when dealing with broadband providers and vendors. Areas covered include business plans, prior experience, financial capacity, and customer service experiences. ConnectKentucky uses its network of broadband providers to ensure communication of the RFP to as many interested providers as possible. ConnectKentucky can facilitate public presentations by broadband providers in response to RFPs, as well as provide advice on the technical quality of RFPs submitted.

## Project Management Consulting Services

ConnectKentucky's project management professionals can guide broadband-related projects from conception to implementation to ongoing operations. Our project managers work to produce a completed project in a manner that is efficient, on time, and within budget. When implementing a regional broadband deployment project, it is important to manage and require technical oversight of the selected vendor. ConnectKentucky's project management capabilities provide a smoother implementation process by keeping local government officials apprised of major milestones achieved, (vertical assets identified/erected, antennas installed, backhaul confirmed, service provided), identifying difficulties arising with vendors and providing recommendations for corrective actions or adjustments required to maintain schedule.

## Vendor Due Diligence

Although not as in depth as Project Management Consulting Services, ConnectKentucky acts as a troubleshooter and liaison between the broadband provider and the local or regional government procuring broadband technical services. ConnectKentucky ensures that the broadband provider accomplishes project milestones and adheres to product and service delivery consistent with their response to an RFP or other proposal. ConnectKentucky makes recommendations to local and regional governments regarding continuing or terminating a contract, making adjustments and corrections to work performed by broadband providers, and otherwise providing technical advice to keep a project on track and local communities informed.

## Grant Writing Assistance

ConnectKentucky provides communities with grant writing assistance for broadband and technology related needs. ConnectKentucky successfully assisted with writing four RUS USDA grants awarded in rural communities across the Commonwealth. ConnectKentucky's successful approach to grant applications resulted in over 2500 computers distributed to disadvantaged kids and other groups.

For more information contact:

**René F. True,**  
Executive Director

**(866) 923-7501 or (502) 330-0709**  
**rtrue@connectky.org**



**ConnectKentucky: Accelerating Technology in the Commonwealth**

311 West Main Street • Frankfort, KY 40601 • Office: 866-923-7501 • Fax: 502-352-2872