

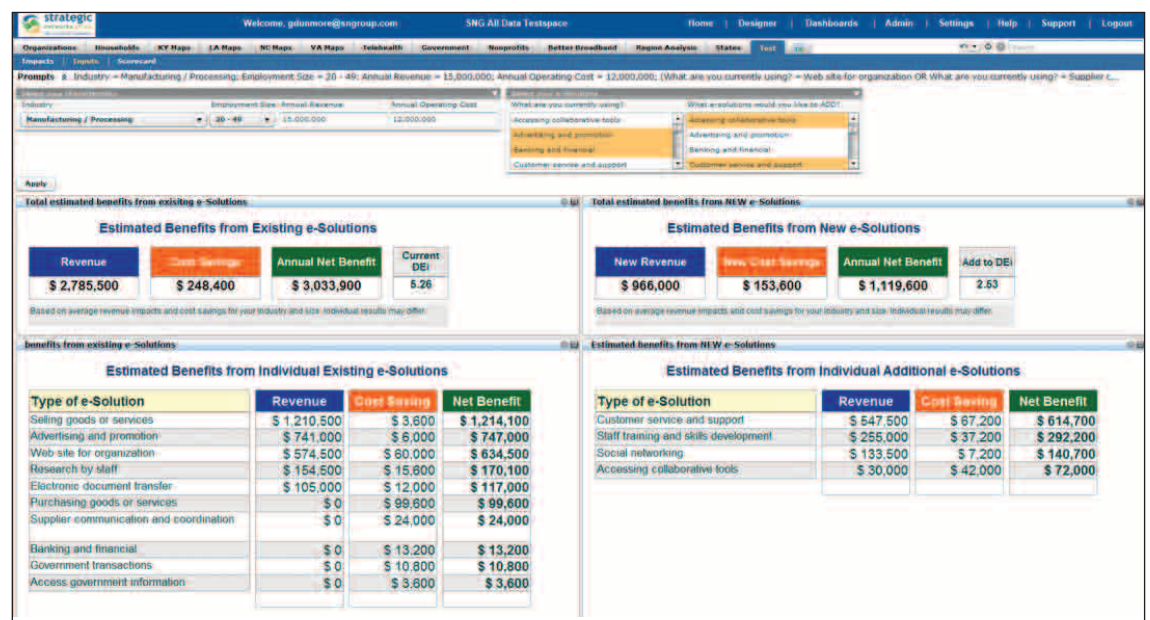
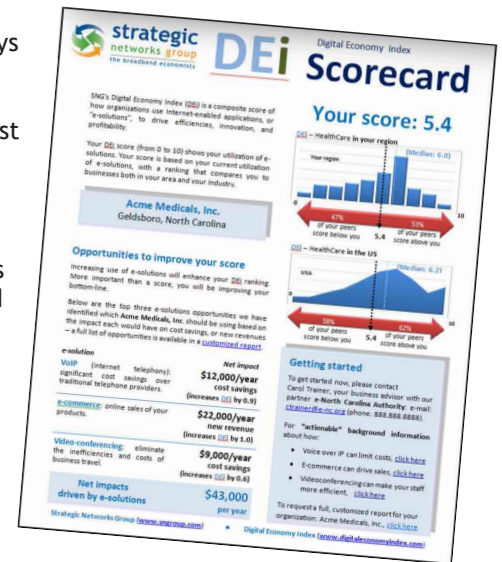
# The Resources to Reach Your Digital Potential

Never more than now has economic success depended on being an effective, productive member in the digital economy.

Businesses, organizations and individuals need to find ways to work smarter, as they've found that working harder does not hold the key to 21st century prosperity. At the center of successful businesses and individuals is a not just a willingness to embrace new technologies and business practices, but a need to seek them out.

The path to economic growth and future prosperity is digital - and SNG has collected research on best practices for innovation and broadband use to show individuals and organizations that path. Strategic Networks Group is, for the first time, making our world-renowned research available to individual businesses, organizations, and households.

SNG's Digital Economy index (DEi) Scorecard and online DEi Impact Calculator gives end-users the power and insights of years of SNG's broadband research. Users can quickly identify ways to be more effective, productive, and competitive by leveraging broadband by comparing themselves against the tens of thousands of their peers in SNG's database.



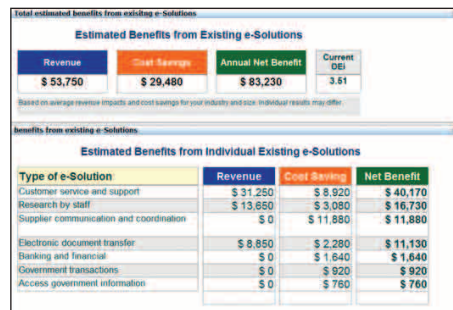
What's your broadband IQ? Find out with the DEi Impact Calculator.

## Digital Economy index - DEi

How does your business compare to the competition? What are other organizations doing better to leverage broadband? What are the benefits of broadband that individuals should be leveraging? SNG's Digital Economy Index (DEi) answers these questions for individual businesses, organizations, and households - the end-users of a broadband network.

SNG's DEi Scorecard is an assessment tool that is targeted at end-users and draws on information from their own self-assessment and compares it against our database of 16,000 businesses and organizations and 12,000 households. End-users can see where they stand by taking a short survey and comparing where they are, versus where they need to be in order to be competitive. SNG will provide not only a DEi Scorecard, but access to SNG's proprietary DEi Impact Calculator that shows the impact that adoption of specific e-solutions can have on the bottom line.

The DEi is a roadmap of practices and e-solutions for individuals and organizations to develop their own broadband adoption plan (and economic growth path)... with actionable insights into how utilization of e-solutions can increase efficiencies, innovation, and profitability.

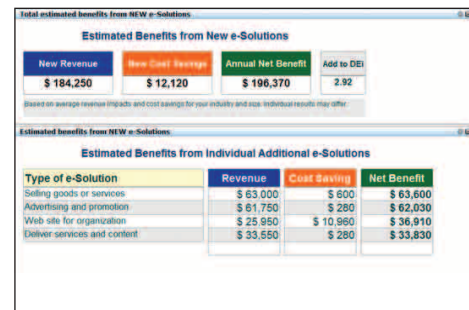


Revenue	Cost Savings	Annual Net Benefit	Current DEi
\$ 53,750	\$ 29,480	\$ 83,230	3.51

Type of e-Solution	Revenue	Cost Savings	Net Benefit
Customer service and support	\$ 31,250	\$ 8,920	\$ 40,170
Research by staff	\$ 13,850	\$ 3,080	\$ 16,730
Supplier communication and coordination	\$ 0	\$ 11,880	\$ 11,880
Electronic document transfer	\$ 8,850	\$ 2,280	\$ 11,130
Banking and financial	\$ 0	\$ 1,640	\$ 1,640
Government transactions	\$ 0	\$ 920	\$ 920
Access government information	\$ 0	\$ 760	\$ 760

The DEi Calculator helps quantify the benefits of the e-solutions your business is currently leveraging....



New Revenue	New Cost Savings	Annual Net Benefit	Add to DEi
\$ 184,250	\$ 12,120	\$ 196,370	2.92

Type of e-Solution	Revenue	Cost Savings	Net Benefit
Selling goods or services	\$ 63,000	\$ 600	\$ 63,600
Advertising and promotion	\$ 81,750	\$ 280	\$ 82,030
Web site for organization	\$ 25,950	\$ 10,960	\$ 36,910
Deliver services and content	\$ 33,550	\$ 280	\$ 33,830

...And helps show you the additional benefits adopting new e-solutions would have on your organization.

## About Strategic Networks Group

For more than a decade, SNG has been helping regions maximize the benefits of their broadband investment. We've helped regions across the globe, including within a dozen American States, develop strategies for most effectively leveraging broadband.

At the heart of our work has always been the principle that just building a broadband network is necessary, but not sufficient. It's what you do with it - and how to offer better customer service while being more efficient - that matters.

Unfortunately, for individuals and organizations, it's not always clear which Internet-enabled solutions (e-solutions) they should focus on, what the return on investment looks like, and what type of difference ultra-fast broadband can mean to them.

By giving businesses and individuals their customized DEi Scorecard and access to the DEi Impact Calculator, you are providing an opportunity for them to clearly see the steps they need to take to be more productive and what they need to do to be more competitive.

DEi takes individuals and organizations through the specific steps towards success. It illustrates what your peers are doing... and how you can take advantage of what they have learned.

The DEi Scorecard and DEi Impact Calculator are an excellent solution to help drive utilization of e-solutions, of utmost interest to:

- Carriers looking for new subscribers or current subscribers to upgrade to fiber
- Economic development agencies looking to give their constituents a roadmap to maintain and grow their business using broadband
- Broadband project managers looking to drive uptake and use of their ultra-fast broadband network