

BROADBAND STRATEGY

Background:

OTHERSIDE Advisory was asked to develop a Municipal broadband strategy resulting in faster and more robust high-speed broadband availability throughout the Municipality.

Key Value Proposition:

- OTHERSIDE developed and piloted a successful multi-party broadband approach resulting in significant broadband savings for our client.
- Leveraging the learning from this pilot project, OTHERSIDE'S broadband strategy included the following benefits:
- Improves competitive tension of existing ISP's within the Municipality thereby applying downward price pressure and better services for Residents.
- Allows Residents to access and negotiate with multiple ISP's when procuring its broadband services.
- Influences ISP providers to expand their services into area's of the Municipality which were previously not economically feasible.
- Provides an additional revenue stream for the Town which could be used to expand this broadband strategy into underserved parts of the Town.
- Establishes a growing footprint of Municipal infrastructure which could be leveraged for "Smart City" or to facilitate other operational requirements in the future.
- Limited to no capital needed to support the strategy.

