

Broadband USA Applications Database

Applicant Name: PTI Pacifica, dba IT&E

Project Title: Adoption through Options

Project Type: Sustainable Adoption

Executive Summary

IT&E seeks funding to stimulate the demand for broadband services and provide greater access to the communities of Guam and the Commonwealth of the Northern Mariana Islands (CNMI). The communities of Guam and the CNMI have felt the impact of receding global economies, creating less ability for people to access and afford broadband services. IT&E will promote broadband services to jump start the economic recovery that is possible through communication technologies. IT&E can promote demand and access through flexible prepaid service and discounted Customer Premise Equipment (CPE) plans. The proposed plan will impact the included service areas at various levels including economically disadvantaged communities, education, health and public agencies. This effort will be in combination with proposed infrastructure enhancements that increase broadband speeds and provide a wide level of access through wireless internet. IT&E's plan, which is inclusive of Adoption, Middle Mile and Last Mile enhancements, is to provide improved access to broadband service to underserved communities, spur economic growth and create jobs. In whole the plan will best support a wider audience of broadband services.

IT&E's proposed funded service areas include the insular areas of Guam and the CNMI, which represent the Mariana Islands. These islands are located in the Micronesian area of Oceania within the North Pacific Ocean. There are more than thirty communities within Guam (19) and The CNMI (21) that will be impacted through the proposed plan. The proposed funded service areas of Guam and The CNMI have experienced downturns in their respective economies through multiple factors impacting top industries. Higher than average poverty levels further compound the economic woes of these areas. Based on multiple data sets both Guam and The CNMI qualify as Historically Underutilized Business Zones (HUBZones) by the Small Business Administration.

In order to best support Guam and the CNMI with broadband service options IT&E proposes an innovative offering of prepaid services for internet and discounted CPE to both stimulate demand and enhance access to broadband services. The communities of Guam and the CNMI can take advantage of online resources at faster speeds and less cost. The plan targets a more tailored experience to broadband services that is more widely available through enhanced wireless coverage. IT&E also proposes subsidizing CPE to vulnerable populations to better advance these technological capabilities.

IT&E will implement a marketing plan that has proven successful in stimulating demand and sustained adoption.

IT&E was acquired by PTI Pacifica in 2008. Combining operations provided a great chance to serve the markets of Guam and the CNMI, under the consolidated brand of IT&E. IT&E and PTI Pacifica have been long time providers of quality services to the Mariana Islands. IT&E combined to form a premier provider within the region and is an employer of choice. IT&E actively seek out opportunities to keep residents of these insular communities connected. Recently, IT&E collaborated with network providers in more than 230 countries to offer customers a worldwide network for their cellular services. This is a first amongst the service providers within the Marianas. Because of economic declines and lingering uncertainties it can be easy to overlook the opportunities to serve local needs that help people stay connected. IT&E leads initiatives to offer quality services and reinvest in the community through job creation, training programs promoting career development, and key sponsorships to community organizations. IT&E now seeks to leverage this funding opportunity to serve the public. IT&E is ready to implement a targeted plan based on understanding the needs and goals of residents, the experience in providing supportive services, and a proven track record of project coordination matching client needs with solutions.

In order to best stimulate demand and provide access to broadband services, inclusive of prepaid services and discount opportunities. IT&E projects a total cost of nearly \$14 Million. IT&E is committed to providing 20% of the overall budget through cash and in-kind contributions. IT&E is requesting funding in the amount of less than \$827,625.00 to help in adoption efforts.

Through the promotion of prepaid services, stronger connectivity provided through faster speeds and wireless access, and subsidies IT&E projects subscription increases over 200%. Based on the proposed plan to upgrade and offer services increasing demand of broadband services IT&E projects that 16 new jobs will be created and plans to save existing jobs through retraining.

A main challenge of increasing use of broadband services is creating demand. IT&E understands this challenge and seeks to overcome this by implementing a wide reaching plan targeting higher usage of broadband services through flexible options, discount plans, and infrastructure enhancements. The parts of the plan best work in concert to increase access and stimulate demand.