Broadband USA Applications Database

Applicant Name: SPHIX GLOBAL NETWORKS

Project Title: Sphinx Global Networks - The True Solution for Digital Divide - SBA part3

Project Type: Sustainable Broadband Adoption

_______________________ Executive Summary _______________________

We often hear talks of no one getting left behind 'then we ask ourselves 'Then why are we in the state we are in'' The answer' We are getting left behind! In fact, on a daily basis we hear and see first hand of many getting left behind. . . whether it is in education, healthcare, government or basic standards of living, the proof is there. The challenges many face today and touch our lives are schools firing employees, budget cuts, businesses are now closing their doors, job losses at unprecedented rates just to name a few. What Do We Do Next' Embrace it and act on the challenges we face' or Ignore the situation, hope it goes away or gets better' Sphinx Global Networks, Inc. decided that we would embrace and act on the challenges we face because we understand that we can not afford to ignore the situation, hope it goes away or gets better. We spent time researching and watching the market and then developed a technology plan that will address many of the needs of these economic times. Although we may not solve all the challenges, we will make every effort to make a difference. Using the analogy of a Recording Studio ' we know that no one builds and uses a recording studio for recording only. It is expensive and unless it's a hobby won't serve the intended purpose. Most recording studios provide a host of turnkey solutions to make a profit as well as fund its intended purpose. SGN will do the same with this network build. The network is designed to serve a multitude of purposes which include meeting the needs of users to addressing sustainability for the life of the network and addressing the needs of the Broadband Stimulus. Sphinx Global Networks envisions technology cities in which businesses of all sizes and individuals of all nationalities and income levels have access to appropriate technologies to compete in the 21st century. A city that provides an opportunity for its overall population base to be active and creative users of the network will be a city that thrives. A city where using technology coupled with a creative mind provides a way to solve problems and learn cooperatively. We also envision a stress-free environment where our employees can provide professional services necessary to support a network of this magnitude, and where both our employees and network users will also use various technologies to create, connect and communicate with each other and with the world at large. The mission for Sphinx Global Networks is to level the playing field in the areas of telecommunications, information technology and business services by building cities and expanding minds through an advanced technology environment utilizing a state-of-the-art network. This will allow all individuals regardless of background, race, color, or national origin the opportunity to realize their greatest potential. The 'I am that I am' within themselves. It our greatest desire to prepare and train leaders for tomorrow. This technology plan and network build consists of the building a state-of-the-art fiber network which includes 1,800 miles +/- of 288 & 144 ct fiber and a component for last mile. Using a typology with multiple fiber rings and laterals builds. We are currently evaluating existing
infrastructures that could be utilized to save money in the overall build. This project is expected to encompass a middle mile solution that is a combination of buried and aerial fiber deployment. With a last mile being a combination of buried, aerial and/or wireless. The initial coverage area will span over 69+ counties. This network is looking to serve a minimum of 500,000 customers with the potential to reach over 1.7M residential customers within Middle Ga. and some parts of AL. in addition to potential business customers. This network design will also show how we can expand into additional counties and states as needed. There will be a 365, 24x7 call center that will provide technical and customer service support for the headquarters, computer centers, businesses and individuals as well as a NOC that is open 365, 24x7 for maintenance and monitoring of our network, as well as client networks. It also includes the building of computer centers that are strategically placed around the city and surrounding areas for the purpose of community usage and network expansion. SGN currently provides professional services with the following services coming soon: NOC (Network Operations Center), Broadband Services, Computer Centers. This network was designed to offer a multitude of services but it was also designed in the case of natural disaster, cyber attacks and other emergencies requiring special handling. SGN provides network openness by offering services such as dark fiber, collocation, etc. to some of our main competitors. Currently all the necessary licenses, regulatory approvals and agreements are being applied for or evaluated. The SGN System Design consists of a carrier grade solution coupled with a multitude of additional technologies that bring many benefits and advantages to the SGN network architecture such as: dedicated teams will provide support for optical and switch/router solutions, installation cost, and technology solutions that provide improved density service flexibility and service velocity. It is anticipated that the build for SGN will be built out and operational by fall of 2011. The NOC will be operational by fall 2010 with the sales for services beginning in spring 2010. The headquarters for SGN is located in Macon, Ga. The demographic makeup includes the underserved, unserved and at-risk population in a multitude of industries. This information is based on the 2000 US Census. At present, there is public transportation available to the SGN facility with current talk of expansion and other commercial transportation services. This is important because it will allow those candidates interested in employment to get to our facility. Our facility will be open to the public and provide services to individuals and businesses. We are located near major intersections & highways, and other attractions. As with any city, Bibb County has seen its share of growing pains. In early 2008, it became the victim of devastating storms and has still yet to recover in some areas. In addition it was then hit with economic challenges that face most of the US today. The SGN project addresses many problems that impact the counties, businesses and the people. This network design not only provides infrastructure but provides opportunity for programs such as broadband education, awareness, training, access, equipment and support to community anchor institutions and others. This project offers effective solutions to the many problems that many face in today’s economy such as job creation, budget cuts, educational needs and it also addresses the opportunity that can be provided when broadband services and program are available. The network and programs provide solutions for all coverage areas and meet the requirements of improving the unserved, underserved and/or at-risk population areas. It is our goal to create and implement programs that will stimulate the demand for broadband, economic growth, and job creation. This project and business model will demonstrate a broad significance to our market as well as making an impact on deployed projects of this type and developments that can be replicated to improve future projects. SGN feels that this network and its programs exceed the objectives, goals and
the needs of potential customers. The SGN teams will require a high level of experience, especially in a
build of this magnitude, maintenance of this network and the programs and services being offered. The
SGN business model will not be easily leveraged when compared to competitive companies. It is the
intent of SGN to provide a positive effect and have an impact on the communities in which we are
located. The synergies between the components of this project are many and vary according to
relationship. SGN has many partners (Cash & In-kind). They include large and small businesses,
government entities, healthcare institutions & individuals. Partners of SGN include SPP Commercial,
T.I.G, Cisco, Turnkey PM, McAfee, Dynamic Technologies, GlobaServ and more. SGN is continuously
working on collaboration efforts with other governmental agencies such as HUD, DFCS, DOE, and DOT.
The Project Highlights include this project is ‘Shovel Ready’, project can be built in 12 months and
completely operational within 24 months, Job Creation (directly and indirectly), many positions will be
technical and pay above the average salary for this area, this project provides services, opportunities,
competitiveness, brings in revenue, addresses many issues, provides the latest in technologies, Cost-
effective & Affordable, and has expansion capabilities. The Project Challenges, Solutions & Keys to
Success are identified and discussed in this application.