

# Using Broadband to Grow Your Businesses and Workforce



Broadband Communities Summit  
Workshop  
May 1, 2017

# Agenda

**2:00-2:15pm Michael Curri** – The benefits of broadband to businesses and impacts to local economies

**2:15-2:45 Jim Blasingame** – Why businesses need broadband to remain relevant in today's economy





**2:45-3:05 Ian Mooers and Kevin Loux** – Case study: Strategies for helping businesses stay relevant in Eastern Kentucky

**3:05-3:40 Break-out working session** – When you get back to your community, who do you engage, with what message, and what actions do you wish to elicit?

**3:35-3:55 Reporting and feedback** by work groups

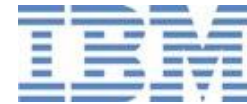
**3:55-4:00 Wrap-up** and follow-up with resources

# Without broadband, how can you ...

-  Improve local business competitiveness, innovation, and growth?
-  Retain, expand, or attract businesses?
-  Enhance quality of life and household income?
-  Enable “smart” municipal services?

**Broadband is essential to quality local jobs, fiscal revenues, and community sustainability... which are not part of an ISPs business case**

# SNG: some of our clients






KANSAS CITY  
MISSOURI







# Measuring Meaningful Use

**Digital Economy index (DEi)**  
**is SNG's measurement of a company's current**  
**broadband utilization**

-  **Benchmark competitiveness against peers**
-  **Personalize return on investment to business owners and managers**
-  **Share with local economic development agencies for impact-based broadband planning**

# Why Drive Utilization?

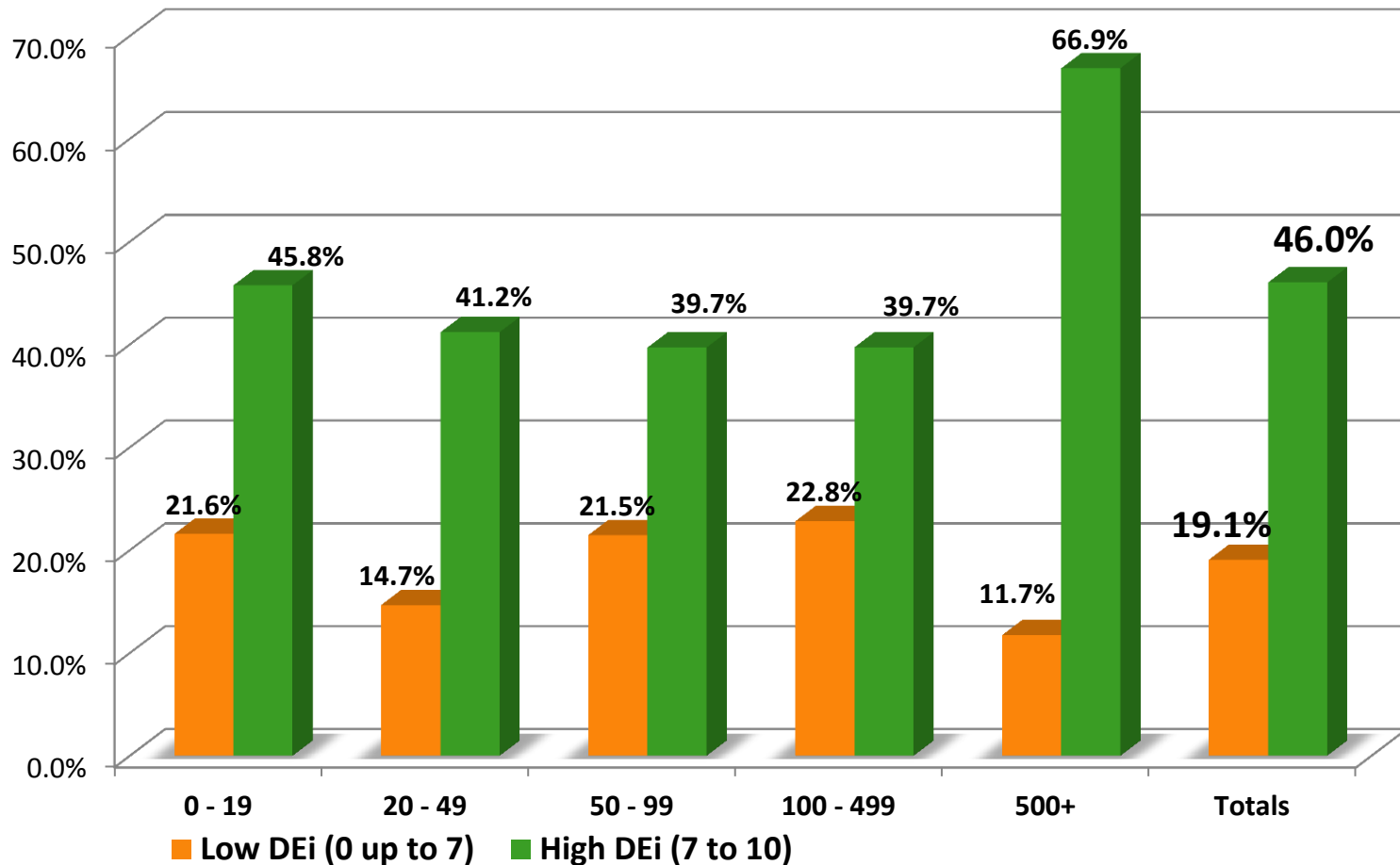
**For a region, increasing utilization:**

-  **Allows businesses to be more competitive... and relevant**
-  **Grows demand for high-skilled workers**
-  **Adds fiscal revenues**
-  **Grows markets for service providers**



# The Payoff from Driving Utilization by size of business

## New Jobs, Low versus High Internet Utilization

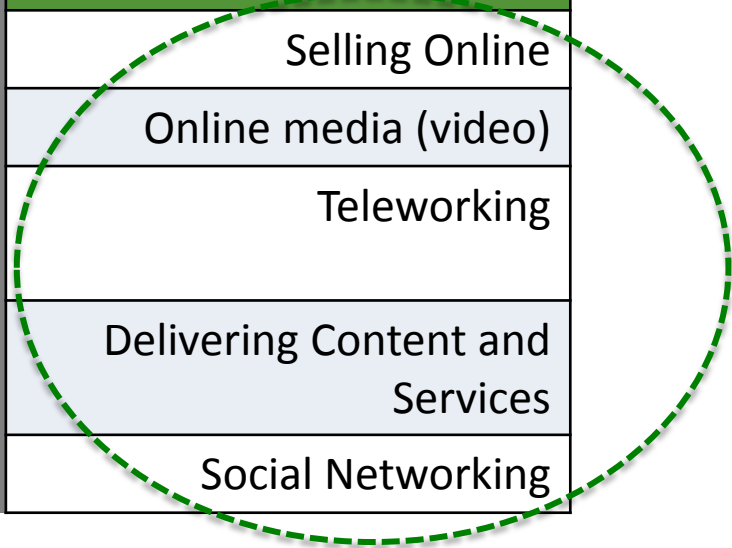


Strategic Networks Group, 2014-2016, n = 1,805

# All Internet Applications Are Not Equal

Quick to Adopt 'Laissez-faire' approach	Slow to Adopt Need awareness and support
Business Applications	Business Applications
Buying Online	Selling Online
Basic Website	Online media (video)
Research and accessing information	Teleworking
e-mail	Delivering Content and Services
Document transfer	Social Networking

**BIGGEST  
BENEFITS**





# DEi Impact Calculator

- choose e-strategy based on ROI -

**Quantify potential benefits from increased utilization**

## Estimated Benefits from New e-Solutions

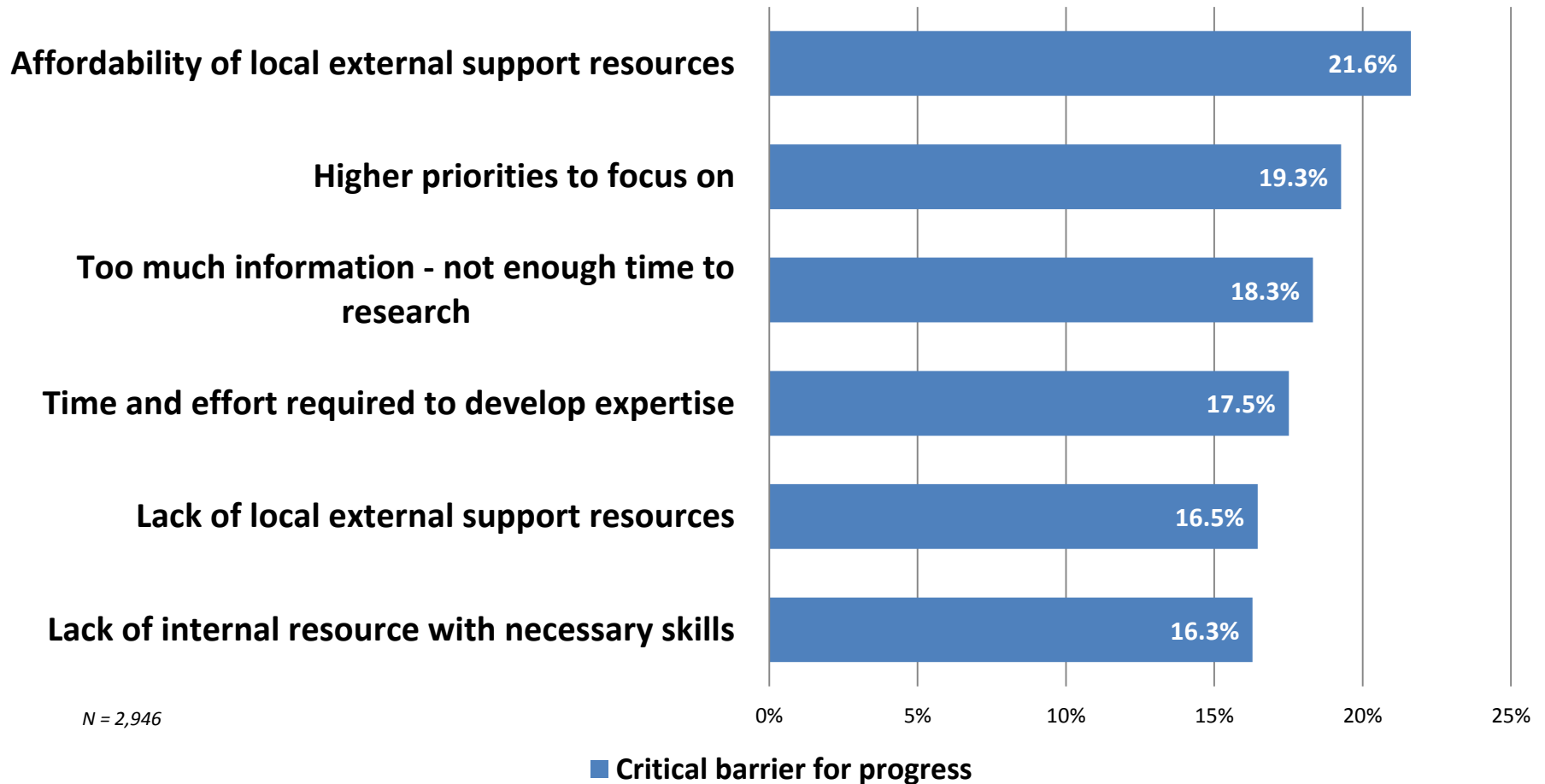
<b>New Revenue</b>	<b>New Cost Savings</b>	<b>Annual Net Benefit</b>	<b>Add to DEi</b>
\$ 127,800	\$ 9,640	\$ 137,440	4.09

**Detail potential revenues and cost savings by application**

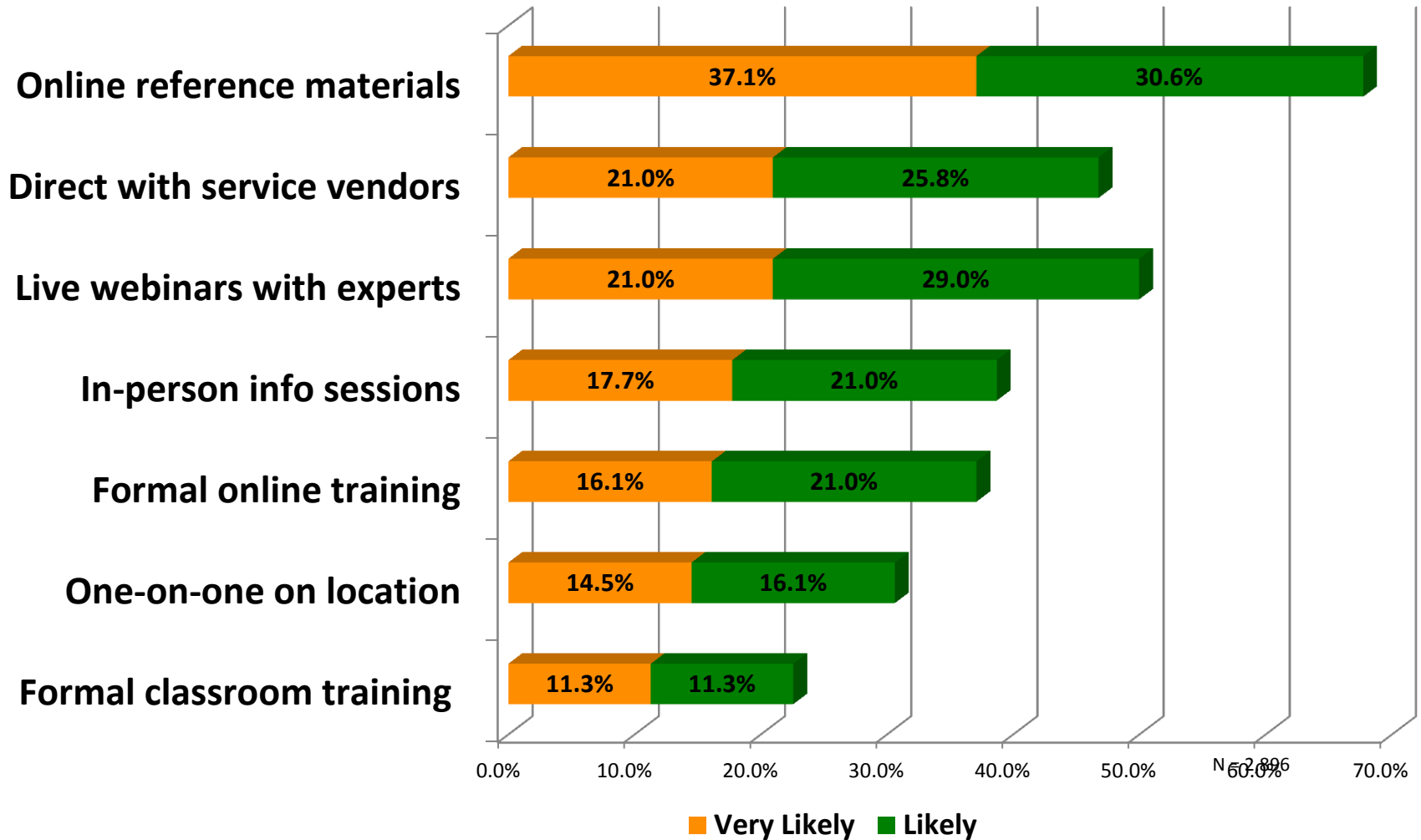
## Estimated Benefits from Individual Additional e-Solutions

Type of e-Solution	Revenue	Cost Saving	Net Benefit
Advertising and promotion	\$ 45,100	\$ 120	\$ 45,220
Web site for organization	\$ 40,150	\$ 1,920	\$ 42,070
Selling goods or services	\$ 33,850	\$ 320	\$ 34,170
Social networking	\$ 5,600	\$ 240	\$ 5,840
Supplier communication and coordination	\$ 0	\$ 5,720	\$ 5,720
Accessing collaborative tools	\$ 3,100	\$ 1,320	\$ 4,420

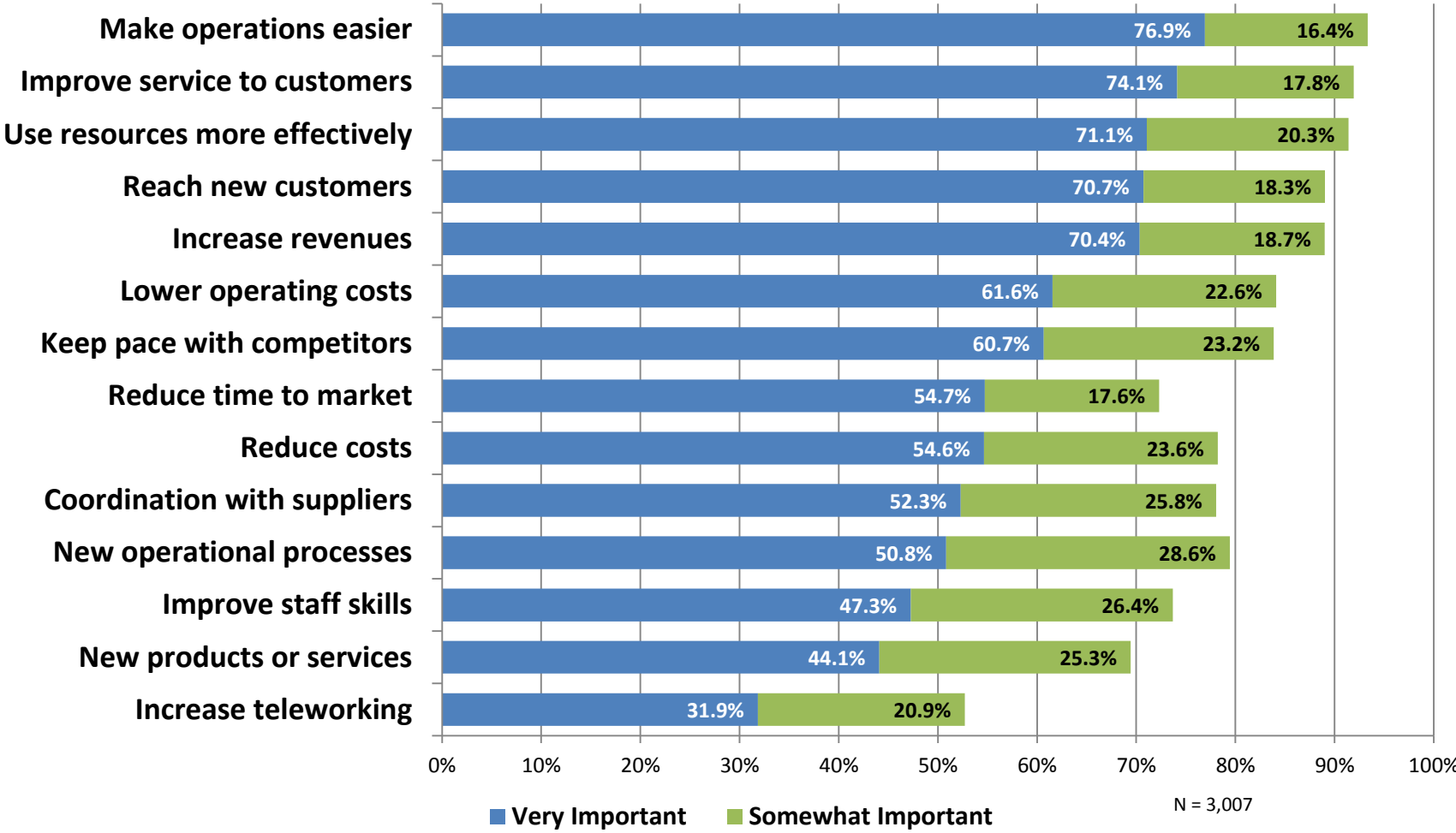
# Critical Barriers in Adopting eSolutions



# Preferred Methods by Businesses for Acquiring Internal Knowledge



# Importance of Broadband Benefits for Businesses



# Driving More Effective Internet Utilization



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Broadband Business Assessment  
Driving the opportunity of the internet

e-Business Modules

University of Wisconsin Extension: Smart e-Business Tactics

e-Business module websites:

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Broadband Business Assessment  
Driving the opportunity of the internet

Broadband Business Assessment

Introduction: There are many ways to complete this assessment - on your own, with a consultant, or with a group.

By completing this assessment, you will gain valuable insights into the benefits of using high-speed broadband for your business. This information can help you make informed decisions about your broadband strategy and how to use it to grow your business.

The government makes broadband a public utility in broadband. This means that broadband is essential for the economic and social well-being of our communities. It is a key to job creation, innovation, and growth. Broadband is also a key to high-quality education and a better quality of life for all.

How to Use This Report

By reading this assessment report, you will learn how to use broadband to grow your business. This report provides information on broadband and additional support services. Please indicate your assessment date.

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## Small Business Growth Program - to Drive Growth







Learning Events

Driving business participation through learning and betterment is key

# Measuring Success

Success is not how many businesses participated...  
it is how many obtained the help they needed

-  Those that **want** to do more online
-  Those that **need help** to do so
-  Those that **took action** as a result
-  Not every business wants or needs help ... focus on those that do

*Ultimately, success is measured by the impacts achieved  
... this happens over time*

# Resources and Links

[sngroup.com/broadbandresources](http://sngroup.com/broadbandresources)

[www.smallbusinessadvocate.com](http://www.smallbusinessadvocate.com)

[www.ekcep.org](http://www.ekcep.org)

# Thank you.

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