

# Business Services Channel Overview



Participant Reference  
Guide



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1.0	August 2016	D. Highlander	Version 1

# Welcome!

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## Course Goal and Objectives

The goal of this course is to provide an overview of Comcast Business Products, target customers, as well as an overview of the organization.

By the end of the course, you should be able to:

- Understand the organizational breakdown for Comcast Business Services
- Communicate the benefits of Comcast Business Service Products
- Identify the work groups that compose Comcast Business Services
- Differentiate Comcast Business Services from the competition

## Three Day Agenda

Session 1	Session 2	Session 3
<ul style="list-style-type: none"> <li>• Business Channel Overview</li> <li>• Business Products</li> <li>• Business Applications and Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Sales Channels</li> <li>• Industry Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Our Brand</li> <li>• Competition</li> </ul>

# Day 1: Defining the Business

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## Session 1 Agenda

### Business Channel Overview

- Target Customers
- Leadership

### Business Products

- Small and Midsize Products
- Enterprise (Fiber) Products

### Business Applications and Solutions

- Comcast Managed Enterprise Solutions
- Indirect Sales

## Defining the Business Service Customer

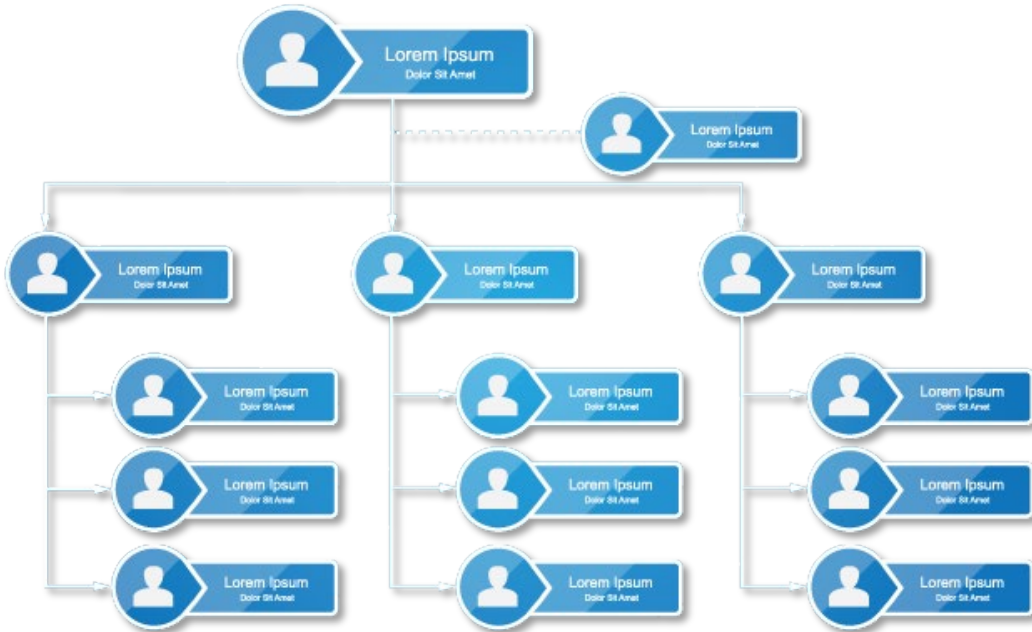
### Target Market

- Business customers needing phone, internet, and TV
- Business clients needing fiber connectivity
- Large National customers needing standardized pricing
- Hospitality companies that have specific service criteria
- Customers seeking a managed service agreement
- Any business pursuing the best internet, phone and TV service available

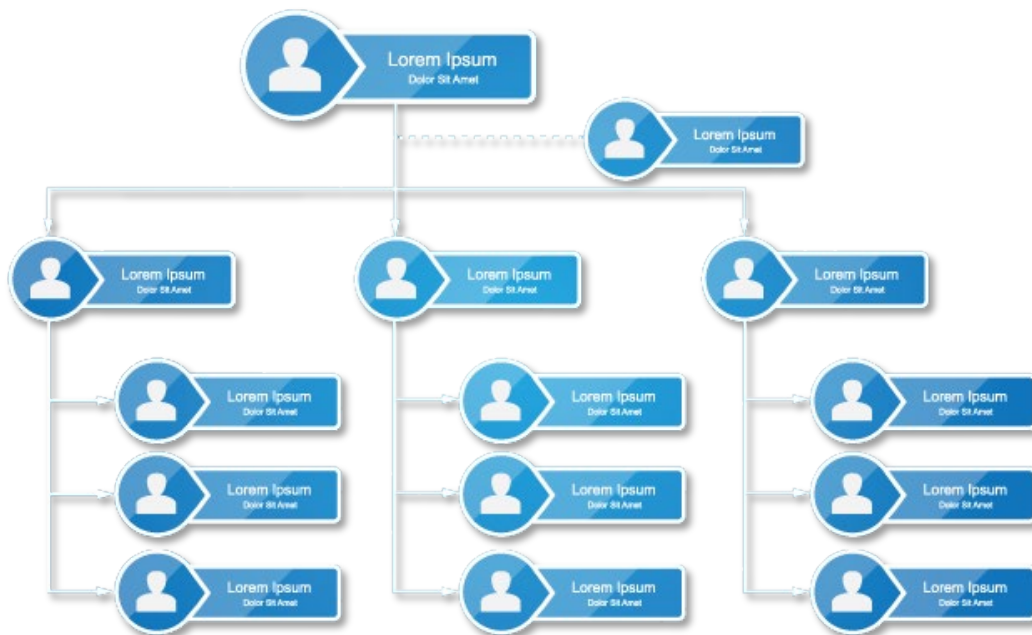
Notes

# Leadership

## Comcast Business Services Leadership



## Divisional Leadership



## Business Internet Solutions



Starter

**16** Mbps

Download speed  
3 MBPS Upload speed

Ideal for 1-2 users  
or devices

Great for businesses  
transitioning from DSL  
Complete online  
tasks faster  
Respond to business  
communications rapidly



Deluxe 25

**25** Mbps

Download speed  
10 MBPS Upload speed

Ideal for 2-4 users  
or devices

Complete online tasks faster  
Handle business  
communications faster  
Improve connection with  
Business WiFi  
Access to millions of  
hotspots nationwide



Deluxe 50

**50** Mbps

Download speed  
10 MBPS Upload speed

Ideal for 4-6 users  
or devices

For offices with moderate  
bandwidth usage  
Retrieve and share files  
remotely from the cloud  
Quicker updates to vital  
business software  
Handle business  
communications faster



Deluxe 75

**75** Mbps

Download speed  
10 MBPS Upload speed

Ideal for 6 users  
or devices

For offices with moderate  
bandwidth usage  
Stream video and  
audio services  
Retrieve and share files  
remotely from the cloud  
Quicker updates to vital  
business software



Deluxe 100

**100** Mbps

Download speed  
20 MBPS Upload speed

Ideal for 6-8 users  
or devices

For offices with heavy  
bandwidth usage  
Manage content-rich sites  
Run backup services  
Stream video and  
audio services



Deluxe 150

**150** Mbps

Download speed  
20 MBPS Upload speed

Ideal for 8+ users  
or devices

For businesses who do  
most of the activity online  
Host websites and  
email servers  
Hold videoconferences  
and webinars  
Run backup services



### Business Internet Included Features



No data limits



Business WiFi\*



Off-site mobile access



Dynamic IP address

\*Customers can upgrade their Business WiFi to WiFi Pro for an additional monthly cost.

### Business Internet Add Ons

- Business WiFi Pro: Enhanced WiFi features
- Microsoft Office 365: Seat based pricing
- Static IP addresses: Starting at \$19.95/month
- Web hosting plans: Starting at \$19.95/month

Notes

## Business Voice Solutions

Business Voice Line	Description	Applications
<b>Mobility Line</b>	Mobility line service that offers: <ul style="list-style-type: none"> <li>• Unlimited local and long distance calling</li> <li>• Over 20 enhanced calling features</li> <li>• Simultaneous/Sequential Ring</li> <li>• Be anywhere</li> <li>• Mobile App</li> </ul>	<ul style="list-style-type: none"> <li>• Be anywhere functionality</li> <li>• Small business voice communications</li> </ul>
<b>Basic Line</b>	Landline phone service that offers: <ul style="list-style-type: none"> <li>• Unlimited local calling</li> <li>• Usage based long distance calling</li> </ul>	<ul style="list-style-type: none"> <li>• Alarm</li> <li>• Point-of-Sale</li> <li>• Fax</li> </ul>

## Advanced Business Voice Solutions

PRI (Primary Rate Interface)	BVE (Business Voice Edge)	SIP (Session Initiated Protocol)
<ul style="list-style-type: none"> <li>• 24 phone lines bundled together</li> <li>• Drop off to premise based phone equipment</li> <li>• Provide Direct Inward Dial (DIDs) phone #s</li> <li>• Allows the customer to have more extensions than lines</li> <li>• Maximizes use of the phone lines</li> </ul>	<ul style="list-style-type: none"> <li>• Hosted Voice over Internet protocol (VoIP) solution</li> <li>• A fully hosted solution including all voice equipment</li> <li>• Customer buys a line and then chooses what type and how many seats to attach</li> <li>• Flexible solution</li> </ul>	<ul style="list-style-type: none"> <li>• Full IP provisioning for voice</li> <li>• Dropped off at a customer's location</li> <li>• Interface with customer premise equipment</li> <li>• Maximizes use of equipment &amp; phone lines</li> </ul>

## Business TV Solutions

Private View TV	Public View TV
<ul style="list-style-type: none"><li>• Businesses that provide “while you wait services”</li><li>• Private/professional offices, breakrooms, waiting rooms, conference rooms, etc.</li></ul>	<ul style="list-style-type: none"><li>• Bars and restaurants</li><li>• Health and fitness centers</li><li>• Businesses that derive the bulk of their business from food and liquor sales</li></ul>

Notes

## Enterprise (Fiber) Solutions

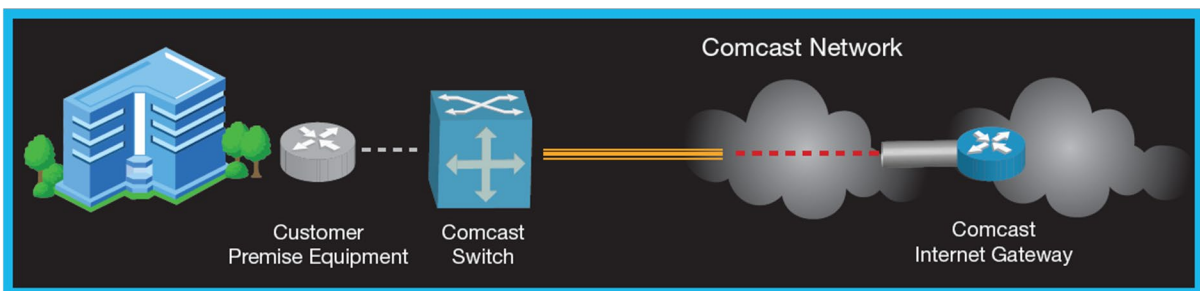
### Ethernet Defined

Ethernet is a private transport service

- Ethernet interface
- Optical access (fiber)
- Copper access

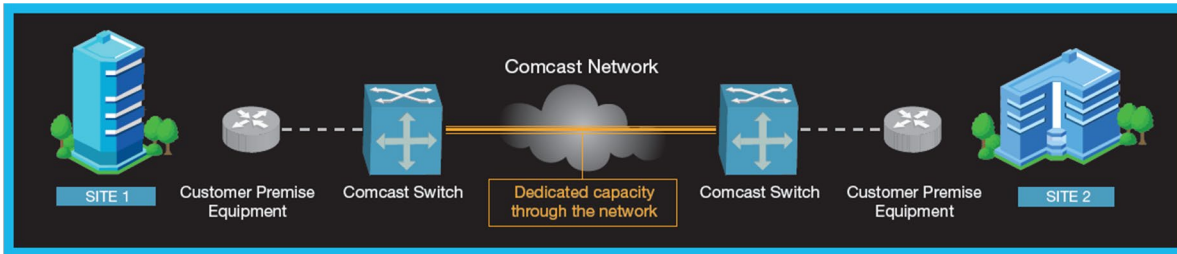
Ethernet allows customers to...

- Cost effectively establish high-speed, metro-scale, private transport backbones
- Support data, video, and voice applications
- Converge their network infrastructure



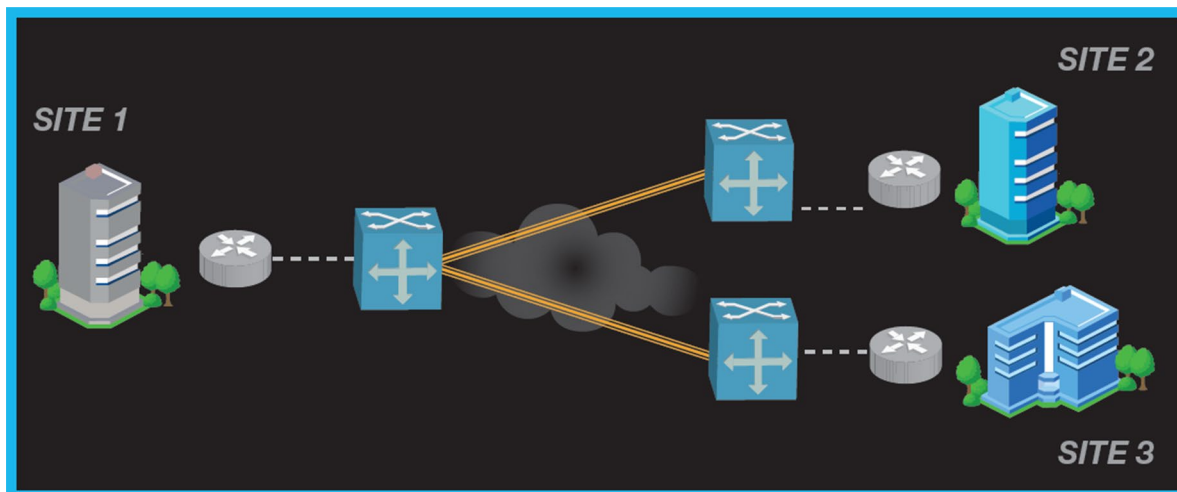
### Ethernet Dedicated Internet (EDI)

- Provides flexible, scalable Internet access
- Bandwidth available in a variety of increments
  - HFC 2, 4, and 6Mbps
  - Fiber increments from 1Mbps to 10Gbps
- Basic service comes with eight IP static addresses (more available if needed or customer uses own IPs)
- Primary and secondary DNS provided
- Multi-homing available



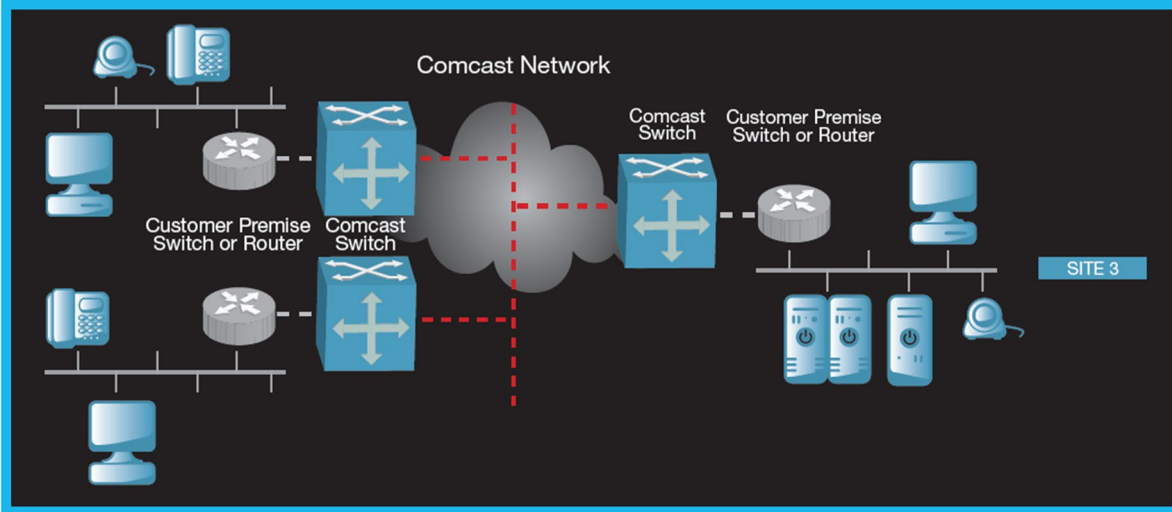
### Ethernet Private Line (EPL)

- E-Line service
  - No service multiplexing
  - Point-to-point EVCs
- Primarily competes with traditional private line services



### Ethernet Virtual Private Line (EVPL)

- E-Line service
  - HFC 2, 4, and 6Mbps
  - Fiber increments from 1Mbps to 10Gbps
- Hub and spoke



**Ethernet Network Service (ENS)**

- Service multiplexing is optional
- Multipoint-to-multipoint EVCs
- Primarily competes with IP VPN services

**Notes**

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## Comcast Managed Enterprise Solutions

Managed Enterprise Solutions	Professional Field Solutions
<ul style="list-style-type: none"> <li>• Managed Connectivity</li> <li>• Managed WiFi</li> <li>• Managed Router</li> <li>• Managed Security</li> <li>• Managed Business Continuity</li> <li>• Managed Voice</li> <li>• Equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Maintenance</li> <li>• Help Desk</li> <li>• Monitoring</li> <li>• Other Services</li> </ul>
	<div style="background-color: #0056b3; color: white; text-align: center; padding: 5px;"><b>Professional Field Solutions</b></div> <ul style="list-style-type: none"> <li>• Maintenance</li> <li>• Help Desk</li> <li>• Monitoring</li> <li>• Other Services</li> </ul>

## Indirect Sales

- Agent Partners sell SMB and Enterprise products
- Leverage Comcast Business Services robust offerings
- Ability to discuss and provide solutions
- Focused on multi-product sales
- Comcast supported sales channel service

## Activity: Product Match

- Match the Comcast Business Service product to its correct description
- Be prepared to share

