Delivering the Benefits of Cloud-based Computing

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Introduction

One of today's buzzwords is "cloud-based computing." If you read business publications or use a smartphone, you've heard about the "cloud." But what is the "cloud?" Is it a business model? Is it a technology? Is it here to stay? And what benefits might cloud-based computing offer you as you manage and operate a communications services provider business?

Let's take a look at the potential for cloud-based services by considering three topics:

- What is cloud-based computing?
- Why did LocaLoop choose this technology and business model for enabling fixed 4G+ broadband Internet services delivery?
- What advantages does LocaLoop's cloud platform synKro™ offer?

What is Cloud-based Computing?

Cloud computing, often simply described as the "cloud," is the delivery of on-demand computing resources, from software applications to data, over the Internet and on a pay-for-use on a subscription basis.

Cloud computing has its origins in time-sharing computer systems, and has evolved as the capabilities of the Internet have evolved. Today, you might not even be aware when you are using cloud-based services. Most popular consumer and business applications are delivered via the cloud. Microsoft, Google, Apple, Amazon, Workday and Salesforce.com are some of the largest providers of cloud-based applications and services.

There are numerous reasons why the cloud is transforming business models, and these are important as you consider new ways of sourcing and delivering broadband Internet services to your subscribers. The following are some of the benefits for those who use cloud-based services internally and who offer cloud-based services to their subscribers:

- <u>Substantial lower capital expenses and lower on-going cost</u>: When monies are tight, most businesses prefer to spend from the operating budget rather than commit to upfront capital investment in hardware and on-premises business software with a long and potentially questionable return on investment.
- <u>Faster time to market:</u> Cloud applications can be deployed in minutes, hours, rather than weeks or months, enabling the business to respond more quickly to market changes.

- **Scalability of applications:** Cloud solutions accommodate fluctuations in usage without performance degradation, so the business does not have to over-engineer for peak usage. And it is rapidly scalable for business growth in a pay as you grow model.
- **Improvements in quality and consistency:** Applications that are built, tested, and deployed on robust cloud platforms have fewer errors, because developers work from tried-and-true templates and can easily replicate the production environment.
- **Resilience, reliability and security:** Many businesses choose cloud solutions to support their business continuity, high security and disaster recovery plans, ensuring enterprise security and best compliance with regulations and best practices for data availability.
- **Maintenance and technology resources:** Cloud service providers do the system and software maintenance and upgrades included in the subscription fee, and access is through web interfaces that do not require application installations inside your data center, thus further reducing maintenance requirements.

Cloud-based services benefit your entire business, not just your IT and engineering departments. Let's explore how.

Why Did LocaLoop Choose the Cloud-based Model for Delivery of its fixed 4G+ Broadband Internet Solution?

The business economics of rural communications service providers are very different than in urban areas, due to its low density population. We understand that your business is different in many ways from that of major wireline and wireless carriers focusing on large, urban areas.

You might have some or all the following technology challenges as you look at creating or grow a subscriber base for broadband Internet service delivery.
You might have high software and hardware integration and maintenance costs. You might be experiencing margin pressures from loss of Universal Service Fund (USF) subsidies, encroachment from satellite communications providers, and siloed back-office systems. You might have concerns about finding and retaining skilled IT and engineering resources. You might be concerned about how much an upgrade to a wireless broadband infrastructure might cost and how to keep up with fast technology evolution. If you recognize or are experiencing some of these issues, you aren't alone. From years of discussions with rural communications services providers, we've heard these needs.

We also recognize your business challenges. Your subscribers are increasingly vocal about needing higher-performing and more modern broadband Internet services, both consumer and business. Your local business subscribers are requiring more network capacity as they need access to cloud based business applications. All your subscribers are demanding more media-rich data, video streaming low latency on-line gaming etc., which requires more capacity and real time interaction. How will you be able to scale your business and offer these new capabilities without major capital expenses and without adding major new technology headaches? What options are available to help you protect and grow your subscriber base?

Starting with a revolutionary approach to all these business and technology concerns, LocaLoop invented and patented a technology that resulted in the design of a turnkey end-to-end solution for 4G+ broadband Internet service delivery under the synKro™ brand targeting rural markets.

We've built synKro™ from the ground up, using the best practices and technology platforms that the largest providers use. The synKro cloud (SaaS/IaaS application) platform was developed natively in Microsoft's highly secure Azure public cloud computing environment and delivered on a subscription basis. It is secure. It's reliable. It's scalable. It's high performing.

And, best of all…synKro service delivery platform offers you ALL the services you need to deliver fixed broadband Internet services on ONE platform.

This is truly innovative, and the four patents we have been granted are proof that this approach to our 4G+ broadband Internet services is not only unique, but offers unparalleled benefits to you. Let's take a look at how it creates a competitive advantage for you as you battle the big carriers for subscribers and revenues.

What Advantages Does synKro™ Offer You?

LocaLoop offers rural communications service providers (CSPs) the ability to expand your territories profitably and improve your competitiveness, by delivering synKro fixed broadband Internet services through a single cloud based software application.

Help rural communications service providers grow their business and generate new revenues

LocaLoop's "4G+ Business In A Box" offer rural providers multiple benefits:

- Economically viable 4G+ coverage in less densely populated areas so that you can cost-effectively expand your business.
- Fast access to new territories and to new subscribers, helping you build new revenue streams.
- Increased growth and "share of wallet" of your current subscriber base.
- Enables operators to offer attractive broadband Internet services on-demand that subscribers want.
- Supports the growth of any additional media-rich modern web app/service offerings.

Help rural operators expand with fixed 4G+ technologies with low-entry cost business model

- The exponential growing demand of cloud applications and other Internet based high bandwidth/low latency services require a new approach in rural areas, and LocaLoop with its synKro solution serves as your business solution and technology partner:
- Innovative, cloud-based, easy to use complete business platform for service creation, provisioning delivery and billing for end-to-end subscriber solution.
- Full technical competencies in current and future wireless broadband technologies so that your upfront and operating costs and business risks are substantially reduced.
- LocaLoop provides operators with a low risk, low capital, high support migration strategy to move to a next generation leading edge cloud technology based wireless broadband Internet service solutions.

Help rural operators offer your subscribers high performance communications

- LocaLoop supports a high quality, reliable, optimized subscriber experience.
- Superior fixed network performance: optimizes availability and use of Internet resources in real time.
- Best-in-class conquer high volume data and traffic needs.
- The synKro™ platform can support the add-on business of content/media/ad distribution to give your even more revenue potential.

LocaLoop's synKro solution can be your solution to the business and technology challenges you face today. Don't play defense against your competitor and the major carriers, take the battle to them!

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