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## New Opportunities & Business Models for ISPs: Panel Discussion

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# Too Much Choice

- Technology
- Services
- Customers are as confused as YOU are
- Simplifying those choices mean success
- **HOWEVER**, can anyone do it all?

# It's All About Focus

- Do what you do best
- Partner – the model is in place
  - Wholesale bandwidth
  - Wholesale DSL
  - Wholesale IP Voice
  - Wholesale applications?
- Packages that meet market segment requirements result in success for all!
- Sales, marketing and distribution are hard – get help!

# Prospective Partners

	<b>“Retail” Assets</b>	<b>“Wholesale” Assets</b>	<b>Prospective Partners</b>
<b>ISPs</b>	IP Access Network (dial, T1, Frame Relay, ATM); IP knowledge; Customer service; OSS/personnel	Facilities; IP Knowledge; Backbone and Access Network(s); Peering Points; Experience	ASPs; Access wholesalers; Transmission wholesalers; Wireless access/ASPs
<b>CLECs</b>	Geography; Market knowledge; Sales force; Billing systems; Provisioning; Customer service; OSS/personnel	Facilities (?)	ASPs; Access wholesalers (DSL/optics/wireless); Transmission wholesalers (voice/data) outside region; Cellular providers
<b>ILECs</b>	Geography; Market knowledge; Sales force; Brand; Last mile; Local voice; Billing systems; OSS/personnel	Last mile dominance; Optical rings in Metro; Local voice; Voice routing/gateways; Billing systems; Facilities (POPs)	ASPs; Transmission wholesalers (voice/data) outside region
<b>IXCs</b>	Geography; Sales force; Brand; Mktg/pkg; Billing systems; Provisioning; OSS/personnel	Long distance; Data services (Int/Frame/ATM); Voice routing/gateways; Facilities (POPs)	ASPs; Access wholesalers (DSL/optics/wireless)

# Prospective Partners . . .

	<b>“Retail” Assets</b>	<b>“Wholesale” Assets</b>	<b>Prospective Partners</b>
<b>Wireless Carriers</b>	Geography; Mktg; Brand; Pckg; Billing systems; Provisioning; OSS/personnel	Wireless voice/data	ASPs; Transmission wholesalers
<b>BLECs</b>	Geography; Market knowledge; Sales force; Packaging; New back office systems	Access Facilities	ASPs; Transmission wholesalers (voice/data) outside region
<b>Transmission W’salers</b>		Bandwidth; Facilities; Voice routing/gateways	All local access providers; ASPs
<b>Access W’salers</b>		Last mile access; Facilities; Back office systems (billing, provisioning, network mgmt)	ASPs; CLECs; ILECs; IXCs; Transmission wholesalers

# It's Up to You

