Imagine!

Presented by:

**Business Solutions — Information Technology
High-Speed Broadband Solutions**

Imagine that Washington County, the poorest county in the State of Maine, challenged by economic barriers, poverty, and geographical difficulties, leads the way in developing the most advanced, next generation telecommunication technology in New England.

Just imagine.

Washington County, Maine

- In 2006 per capita personal income was $26,148.

- Median household income was $31,563, well below state and national averages.

- Poverty rate reached 20.1% with an estimated 29.5% of Washington County children living in poverty in 2007.

- Number of documented jobs in Washington County declined 8% from 14,754 to 13,579 between the years 2000 and 2007.

Who is Axiom Technologies?

- Axiom Technologies is a telecommunications company headquartered in Machias, Maine that has been creating and developing solutions for rural broadband deployment.

- Over the past four years, Axiom has brought high-speed Internet service to 40 regions in Washington County, which previously had limited broadband connectivity.

- Axiom identified wireless as the best candidate for rural service delivery, demonstrating significant advantages in cost and capability.

Axiom Technologies believes that the aggressive and directed application of communications technology can produce a positive effect on both the quality of life for rural Maine residents as well as bolster productivity and profitability for existing Maine businesses.

- In order to affect significant change in any system, utilization of new tools and techniques is necessary.

- In Maine, a significant challenge facing residents, government, and academia alike is the adaption from a natural resource-based economy to one leveraging new technologies in order to create non-traditional jobs.

- Communications will be the fulcrum by which the difficulty of this task is determined. With it, the task is manageable; without it, potentially impossible.

- There exists a rural digital divide and rural consumers are not benefiting from broadband services and investment.

- Rural small businesses use broadband services less than urban small businesses.

- Broadband services works to facilitate the advancement of innovative applications including online training, public safety, distance learning and telemedicine.

- Technology has demonstrated that information technology and advanced communications networks can enable rural residents and businesses to expand and improve their capabilities.

- For the resident, their quality of life is improved and their access to information increased dramatically.

- For businesses, reductions in operating cost are achieved, while simultaneously increasing revenues due to virtual access to new markets and cross-media marketing techniques.

- Economists widely acknowledge the importance of broadband and other telecommunication infrastructure as a key component for regional economic development.

- Telecommunications infrastructure, such as broadband access, is critical for the growth of many high-knowledge service occupations in rural areas.

- Expansion of broadband technology will create jobs, raise incomes, and foster economic development in remote, rural counties.

- Various studies have concluded that broadband investment and services:

  – Create jobs;

  – Increase productivity and economic output; and

  – Hold down inflation.

- Changing the focus of general laborers to technically advanced laborers is a solid step toward economic development.

- Job training, increasing skills and knowledge, and creating new jobs is a natural and positive progression for the business community with the introduction and availability of advanced broadband communications.

How do we begin?

Technology Revelation

- Scale: Any Rural Business.

- Philosophy: Stabilize and stimulate growth in the rural economy.

- Methods: Education.
  - Training of basic technology skills that then enable the use of new technology tools.
  - Skills….use of technology tools leads to change of mindset.

Business Owner Benefits

- Goals
  - Empower business owners
  - Reduce operating costs
  - Business growth and stability
  - Unlock new markets
  - Remove fear/instill confidence (technical)
  - Enhance survivability
  - Make rural economy stable and sustainable
  - Encourage new business

Making the Changes

Delayed Communications:

U.S. mail, answering machine, memos

becomes

Real-time Communications:

email, mobile VoIP, mobile data

Paper Records:

several people, several places, risk of loss,
time consuming

becomes

Electronic Records:

non-geographical, multi-access, ease of replication
and back-up, accuracy, efficiency

Lack of Basic Technical Skills:

fear, reluctance, stubborn, non-qualified labor

becomes

Basic Technical Skills:

education, confidence, efficiency, speed, flexibility, qualified labor

Geographical Challenges:

shipping cost, time consumption, travel costs, marketing opportunities

becomes

Non-Geographical Challenges:

use of software, Internet, UPS automation,

e-commerce, online marketing tools

Lack of Raw Materials:

higher costs, no availability, travel time

becomes

Available Raw Materials:

access to global vendors, lower costs and availability

Break, fix operating mode

becomes

Pro-active, preventative maintenance

Service Process

- Evaluation of Business

- Consultation at Business Site

- Comprehensive Plan & Proposal

- Implementation

- Support

- **Evaluation:**
  - Initial interview
    - understand the mission of the business client
      - who are the business' clients
      - what does the business do
      - when do they provide service, products
      - where is their geographical customer base

- Consultation:

- On-site immersion to understand the operations of the business client

  - Evaluate network, computer systems, technical capability & limitations

  - Evaluate staff skills, competency, attributes

- Comprehensive Plan & Proposal:

  - Network Design & Implementation plan

  - Introduction of technology tools

  - Introduction of software tools

  - Training plan for staff

  - Goals for the business

  - Utilizing the technology tools & staff skills

  - Financial plan to implement proposal

- Implementation:

  - Building the network infrastructure

    - moving from old systems to new systems

  - Training schedule

    - individual training vs. group training

  - Utilizing the technology & the staff

  - Implementing to day-to-day operations

- Support

  - monitoring the network 24/7

  - continue business management consultations

  - continuing education for staff

  - measuring business economic growth & outcomes

  - measuring regional economic growth & outcomes

Supporting Our Businesses

The most successful networks and the most creative applications of technology come from the private sector. The creative heart and soul of America has always lain with its industrial and business entrepreneurs.

Creating a Skilled Work-force

Employers need skills and talent to sustain and grow, from entry-level worker to mid-level managers to highly specialized knowledge workers. Workforce and economic developers agree that a skilled labor pool is the core of a region's ability to recruit, retain, and grow a business.

Share the Vision

Axiom Technologies vision for rural Maine is to have a positive impact on the economy, helping the business community expand capability and revenue. Through growth and development, and the use of technology, Axiom offers businesses substantial development and assistance in all facets of information technology to enable them to compete in a global economy.

Investing in Our People

People are the driving force behind a business' growth and success. As we develop and invest in our people and the value of people's contributions increase; so does the performance capacity of the business community.

By investing in our people, we achieve long-term sustainable growth and meet the economic challenges of our region.

People are the source of our success.

Through the use of technology, we can accomplish great things.

Just imagine.

Business Solutions

- **Business Consultation**
  - Network & Computer System Design
- **Professional Services**
  - IT Equipment Sales
  - Network & Computer Installation
  - Video Security Systems
  - Remote VPN access solutions
  - Anti-Virus & Anti-Spyware Solutions
- **Onsite & Offsite Support**
  - Computer & System Repair
  - Computer & Network Maintenance
  - Equipment Upgrades
- **Managed Services**
  - System Upgrades
  - 24/7 System Monitoring
  - PC Security & Management
  - Network Security & Services
  - Data backup

- **High-Capacity Broadband Internet**
  - Choice of Speeds
  - Easy Economic Expandability
  - Redundant Internet Connectivity
- **VoIP – Voice over Internet Protocol**
  - Phone System Design
  - Equipment Supply & Install
  - Internet Phone Service
- **Surveillance Cameras**
  - Surveillance System Design
  - Fixed and IP Video Cameras
  - 24/7 Video Monitoring from PCs
- **Training**
  - Classroom training at your site
  - Individual training
  - Microsoft Office training

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