



***Filling Your IP Pipes***  
***OPASTCO Technical and Marketing Symposium***  
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## Filling Your Pipes

- What a great Topic
  - Newest, coolest apps
  - Tvchannelsfree.com
  - Twitter
  - Specialty VoIP
- Wait....who really has this problem?
  - Who here has more bandwidth than they know what to do with?
  - For Whom here is bandwidth costs not an issue?
  - Who meters bandwidth?

## Who should worry about full Pipes?

- What is your Business Model?
  - Full featured Provider?
  - Pipe provider?
    - No
      - Create bandwidth shaping policy
      - Implement
- What does Bandwidth cost you (example)?
  - 1700 subs on 1.5 Mbps service, 220 subs on 3.0 Mbps service, 50 subs on 6.0 Mbps service
  - OC-3 interface w/75 Mbps capacity. \$7000
  - 45:1 Oversubscription or \$3.11 at 1.5 Mbps

## Full Pipes?

- Is that your goal?
  - Pipe provider?
    - No
  - Full service provider?
    - Full pipe...truth is not all content is the same
    - You don't want a full pipe...you want a pipe full of traffic that you can monetize or benefit from
    - Local traffic versus Internet traffic
    - Alternate services

## Traffic Types

- Is that your goal?
  - Pipe provider?
    - No
  - Full service provider?
    - Full pipe...truth is not all content is the same
    - You don't want a full pipe...you want a pipe full of traffic that you can monetize or benefit from
    - Local traffic versus Internet traffic
    - Alternate services

## Monetizing Traffic

- What does this mean?
  - Simply put...being paid for displaying traffic
  - Who here is getting paid?
    - Full pipe...truth is not all content is the same
    - You don't want a full pipe...you want a pipe full of traffic that you can monetize or benefit from.
    - Local traffic versus Internet traffic
    - Alternate services

## Monetizing Traffic

- Simple Stuff
  - Ads
    - Homepage
    - Webmail interface
    - Portal
    - Online Bill interface
  - How to get paid?
    - Pay per view
    - Pay per click
    - Alternatives

## E-Mail

- Monetizing Email
  - Webmail interface
    - Search relevance
  - Quarantine interface
  - E-Mail
    - Who here does their own email?
      - Who does their own Spam?
      - What does this cost you?
      - Quarantine ads versus bandwidth
    - Outsourced Email
      - Intentional vs. Unintentional

## E-Mail (con't)

- Outsourced email
  - Unintentional vs. Unintentional
    - Customer Ownership
  - Business Email
    - Email traffic traverses your pipes no matter what.
    - Exchange Services (FiberCloud)
    - Exchange-like Services
    - Domain Ownership / Sales
      - Intentional vs. Unintentional

## Alternatives

- Streaming Video
  - Local sports (no bandwidth)
- Security Alarms
  - Customer Ownership
- Education
- Portals

## Revenue Models in Reality

- White Board work

## Business Models

- Which model are you?
- Which model do you want to be?
- How do you get there?

Thank You