

FRONTIER SMB FIBER VS. COX BUSINESS

Orange County/Palos Verdes

BATTLECARD



Business-grade secure internet at disruptive pricing. The only service provider with 2 Gig positioned across the Frontier footprint that takes away the “premium charge” for businesses. Get the speed, reliability, and flexibility your small business deserves!

COX BUSINESS

Let's build the plan for your business. Your Business Isn't Small To Us. We've designed our small business solutions to help you be more productive and efficient. Whether your business is just getting off the ground or gathering momentum, we provide communications solutions that work for your growing needs.

FRONTIER  | RingCentral

- ✓ **Reliable Connectivity:** Blazing fast connectivity; effortless collaboration
- ✓ **Flexibility:** communications system that travels and grows with you
- ✓ **Productivity:** Every communication tool you need to boost productivity
- ✓ **Peace of Mind:** One place to securely meet all your connectivity and communications needs

We offer leading BB speeds coupled with RingCentral communication suite to migrate your phones to the Cloud for full UC services including web conferencing for one price.

We are also offering incentives of your first phone device for free and our complimentary Business Security Pro bundle all for \$24.99 / month + taxes.

WHY WE WIN

- Symmetrical download and upload speeds. Fiber is faster & more reliable
- No sharing of bandwidth: End-to-end fiber connection to your location
- 20x+ upload speed advantage on most plans
- RingCentral partnership for best-in-class VOIP solution for \$24.99/Mo.
- Multi-device Security Pro, Optimized Wi-Fi for consistent speed & connectivity

COMPETITOR POSITION

In Orange County and the Palos Verdes Peninsula, Cox Business overlaps Frontier in 0.5% of in all Frontier Business Fiber-served ZIP codes and 0.4% in all Frontier Business-served ZIP codes

COMPETITOR STRENGTHS

- Up to \$400 prepaid Visa card
- \$20 Voice MRC per line

COMPETITOR WEAKNESSES

- Slower speeds on comparably priced internet tiers. Frontier 20x+ upload speed advantage
- 1 year contract required with no buyout options
- Monthly broadband and phone equipment fees (\$4.99)
- \$99.99 installation charge

QUESTIONS TO ASK

- How many people are using internet connections (wired or Wi-Fi) simultaneously (at highest usage)?
- What types of activities does your business use your internet connection for? (Upload large files to cloud/web? Collaboration? Any security cameras?)
- Do you have times when your connection doesn't provide enough speed?
- Is your current service as reliable as it could be? (Promote fiber network)

HANDLING OBJECTIONS

- Does Cox meet their business needs with the best solution?
- **Solution:** Ask them to verify their speed & compare what they pay, compared to Frontier fiber.
- Does their voice service provide an app-based, smart, portable solution?
- **Solution:** Describe RingCentral & advanced functions
- Objection: We've heard Frontier is less reliable & takes longer to deliver service than other providers
- **Answer:** Reliability of the Frontier Fiber network is unmatched & delivers consistently higher quality of service, uptime and reliability compared to cable networks. Frontier strives to provide next-day installation, in most cases and minimal downtime with constant network monitoring and 24/7 support
- Dedicated SMB customer service team to meet your business support needs. We customize solutions to meet individual business needs
- No data caps; means no concerns about usage limits or additional charges

Unique Selling Position: Frontier is building America's Gigabit fiber network to create and support a digital society; promote community inclusion and a healthier environment.

1. SMB Fiber Single-Play Offer Pricing							
Provider		Frontier	Frontier	Frontier	COX CA 1	COX CA 1	COX CA1
Areas where offer overlaps Frontier Fiber Internet for Business		CA, CT, FL, IN, NC, SC, TX	CA, CT, FL, IN, NC, SC, TX	CA, CT, FL, IN, NC, SC, TX	CA (Orange County & Palos Verdes)	CA (Orange County & Palos Verdes)	CA (Orange County & Palos Verdes)
Provider's total SMB overlap in all Frontier Fiber Internet for Business-served ZIP codes		100.0%	100.0%	100.0%	0.5%	0.5%	0.5%
Provider's total SMB overlap in all Frontier Business-served ZIP codes		100.0%	100.0%	100.0%	0.4%	0.4%	0.4%
Internet MRC	Bandwidth	500M/500M	940M/880M	2000M/2000M	50M/10M	100M/20M	500M/35M
	Month 1	\$54.99	\$89.98	\$154.99	\$69.00	\$99.00	\$299.00
	Month 13	\$54.99	\$89.98	\$154.99	\$69.00	\$89.00	\$279.00
Offer detail	Promotions	Multi-Device Security Protection Pro avail. at \$4.99 MRC, Wi-Fi 6E CPE	Multi-Device Security Protection Pro avail. at \$4.99 MRC, Wi-Fi 6E CPE	Multi-Device Security Protection Pro avail. at \$4.99 MRC, Wi-Fi 6E CPE	\$100 Visa prepaid card	\$100 Visa prepaid card	\$100 Visa prepaid card
	Term	No contract/ MTM	No contract/ MTM	No contract/ MTM	1 yr.	1 yr.	1 yr.
	ETF	None	None	None	All remaining	All remaining	All remaining
	Install/ activation	\$0.00	\$0.00	\$0.00	\$99.99	\$99.99	\$99.99
ADD'L Fees	Equipment rental	\$0.00	\$0.00	\$0.00	\$9.99	\$9.99	\$9.99
	Surcharges	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
AVG. ALL-IN MRC	Yr. 1	\$54.99	\$89.98	\$154.99	\$78.99	\$108.99	\$308.99
	Yr. 2	\$54.99	\$89.98	\$154.99	\$78.99	\$108.99	\$308.99
	2 yr. avg./mo.	\$54.99	\$89.98	\$154.99	\$78.99	\$108.99	\$308.99
2 YR. Savings with Frontier:					\$576	\$1,296	\$6,096

2. SMB Fiber Double-Play Offer Pricing

Provider		Frontier	Frontier	Frontier	COX CA 1	COX CA 1	COX CA 1
Areas where offer overlaps Frontier Fiber Internet for Business		CA, CT, FL, IN, NC, SC, TX	CA, CT, FL, IN, NC, SC, TX	CA, CT, FL, IN, NC, SC, TX	CA (Orange County & Palos Verdes)	CA (Orange County & Palos Verdes)	CA (Orange County & Palos Verdes)
Provider's total SMB overlap in all Frontier Fiber Internet for Business-served ZIP codes		100.0%	100.0%	100.0%	0.5%	0.5%	0.5%
Provider's total SMB overlap in all Frontier Business-served ZIP codes		100.0%	100.0%	100.0%	0.4%	0.4%	0.4%
Bandwidth		500M/500M	940M/880M	2000M/2000M	50M/10M	100M/20M	300M/30M
Bundled MRC	Month 1	\$79.98	\$114.97	\$179.98	\$79.00	\$109.00	\$229.00
	Month 13	\$79.98	\$114.97	\$179.98	\$79.00	\$109.00	\$229.00
Voice offer	Voice MRC per line	\$24.99	\$24.99	\$24.99	\$20.00	\$20.00	\$20.00
Offer detail	Promotions	Multi-Device Security Protection Pro avail. at \$4.99 MRC, Wi-Fi 6E CPE, RingCentral Standard with 1 Yealink T53W or ATA included	Multi-Device Security Protection Pro avail. at \$4.99 MRC, Wi-Fi 6E CPE, RingCentral Standard with 1 Yealink T53W or ATA included	Multi-Device Security Protection Pro avail. at \$4.99 MRC, Wi-Fi 6E CPE, RingCentral Standard with 1 Yealink T53W or ATA included	\$300 Visa prepaid card	\$300 Visa prepaid card	\$300 Visa prepaid card
	Term	No contract/MTM	No contract/MTM	No contract/MTM	1yr.	1yr.	1yr.
	ETF	None	None	None	All remaining	All remaining	All remaining
	Install/activation	\$0.00	\$0.00	\$0.00	\$99.99	\$99.99	\$99.99
ADD'L Fees	Equipment rental	\$0.00	\$0.00	\$0.00	\$9.99	\$9.99	\$9.99
	Voicemail Charges	\$0.00	\$0.00	\$0.00	\$5.00	\$5.00	\$5.00
	Long Distance	\$0.00	\$0.00	\$0.00	\$10.00	\$10.00	\$10.00
AVG. ALL-IN MRC	Yr. 1	\$79.98	\$114.97	\$179.98	\$103.99	\$133.99	\$253.99
	Yr. 2	\$79.98	\$114.97	\$179.98	\$103.99	\$133.99	\$253.99
	2 yr. avg./mo.	\$79.98	\$114.97	\$179.98	\$103.99	\$133.99	\$253.99
2 YR. Savings with Frontier:					\$576	\$1,296	\$4,176