

KPMG High Tech Awards 2001

Industry Leadership Finalist, more than 200 employees: Broadwing Communications

Broadwing aims for first spot in telco industry

by Emily Sopensky

Broadwing Communications is in the telecommunications business. It is also in the business of being first--the first in the industry to develop and deploy an intelligent, all-optical switched network and to have an installation guarantee. They were first to try out optical Ethernet networking services.

These and other technical "firsts" attract even more attention and awards. *BusinessWeek Magazine* named Broadwing to its Top 100 Information Technology List. *Network World Magazine* listed Broadwing on its "Top ISPs" list. Matrix.net consistently rates Broadwing among its top Internet service providers.

Sponsored by Inter@ctive Week, The Net Economy and Network+Interop, the prestigious Interop Infrastructure Award for Most Innovative Backbone Service Provider went to Broadwing.

"I think they [Broadwing] are the ones pushing the envelope, and they are scaring the big players, which I believe is positive, says Christine Heckart, one of the judges and the president of TeleChoice, Inc.

"They have done a very good job integrating new technologies into their network quickly, without making a mockery out of the process, and looking at, testing or implementing every new thing out there," she says.

Broadwing's intelligent, all-optical switched network has more capacity than other networks, allowing gigabits, terabits and beyond to be delivered virtually at the speed of light.

Broadwing also has taken provisioning a circuit from a labor-intensive, hardware-driven event to a simple keyboard exercise. Customers find bandwidth they need in minutes rather than months, and it is billed by usage.

Broadwing Communications recently shattered industry benchmarks for provisioning by delivering 38 OC-192 circuits, representing over 380 gigabits in nationwide capacity, to a major carrier customer in less than 60 days.

Broadwing's optical network has the capacity to enable all the following in less than one minute:

- Four million music lovers to simultaneously download an MP3 music file;
- Fifty thousand people to each download an electronic books,
- Five thousand medical facilities to share different medical images, and
- Four thousand virtual video streams create the largest virtual classroom in the world.

Being first gives Broadwing its market advantage in both providing Internet services and deploying the first intelligent, all-optical switched network.

Who's minding the store?

A subsidiary of Broadwing Inc. [NYSE: BRW], an integrated communications company, Broadwing Communications is based in Austin, where President and COO Rick Pontin, a veteran of both Nextel Communications, Inc. and MCI, leads over 1,300 employees in the Austin area.

Other officers include experienced professionals from top names in the telecommunications industry.

Chief Financial Officer Tom Schilling, and President of National Accounts Dick Putt also are formerly from MCI. Jack Chidester, president of business enterprises, and Rick Calder, president of business markets, hail from Winstar Communications, Inc. Pat Glavin, vice president of marketing, joined Broadwing from Qwest Communications International, Inc.

Banking on an 18,500-mile network, Broadwing outdistances legacy networks operated by other providers in capacity, speed, availability, efficiency and scalability.

According to Jeff Kagan of Marietta, Ga.-based Jeff Kagan Associates, “Broadwing’s network is the biggest, baddest network today.” Kagan is a telecom industry expert, whose comments and analysis have shown up in articles and news stories in major print and broadcast media including CNN, CBS, *USA Today*, the *Wall Street Journal*, and the *New York Times*.

More than the basics

Especially in the telecommunications industry, where businesses and consumers are very demanding, building the infrastructure is just laying the groundwork. It takes more than basic groundwork to merit the accolades heaped on Broadwing.

Based on a panel of national experts, *Tele.com*, a *CMP Inc.* magazine, chose Maxine Moreau, Broadwing’s chief services officer, one of a pool of 18 finalists for the Ovation award. It was presented for customer care for her part in creating Broadwing’s unique 45-day circuit delivery guarantee for advanced data and Internet services.

Broadwing’s innovations and superior management are reflected in the numbers – its profit and loss statements. With the telecommunications industry generally experiencing pains in the slow economy of 2001, Broadwing ended its second quarter this year -- a record fifth consecutive quarter of revenue growth greater than 20 percent. In fact, Broadwing’s revenues increased 33 percent to \$319 million.

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