

tw telecom Optimizes City of Clearwater's Internet Service—Triples Bandwidth at 80 Percent of the Cost



THE COMPANY

City of Clearwater, Florida

INDUSTRY

Government

EMPLOYEES

1,850

BUSINESS RESULTS

- Saved \$24,000 per year over alternative vendors
- Tripled Internet capacity at about 80 percent of the cost
- Upgraded Internet connection availability to protect against hurricane service disruptions

COMMUNICATIONS APPLICATIONS

- E-government applications
- Employee Internet access
- WAN data transport

The Challenge

Florida's City of Clearwater serves a population of over 108,000 residents. In order to better serve their citizenry, city managers leverage the Internet with a City of Clearwater Web Portal. This resource makes it convenient for people to pay their utility bills online, access hurricane-season weather, road-closure information, and much more.

Dan Mayer, the director of Information Technology for the City of Clearwater provides the technical infrastructure to support the City's e-government initiatives. In an effort to stretch his IT vendor dollars, he reviewed his current Internet contracts with the goal of significantly boosting his bandwidth at a reasonable cost.

After weighing his options, Mayer selected **tw telecom** to deliver the Internet and WAN connectivity he required.

The Solution

tw telecom terminated a redundant, weather-resistant SONET fiber ring into the City of Clearwater's main building. From this, they received a full-duplex 10 Mbps Ethernet Internet Service (EIS). The EIS was then connected into the City's Wide Area Network (WAN) and is now utilized by the various City departments.



About tw telecom

tw telecom delivers the most advanced telecommunications solutions on the market to a wide spectrum of businesses and organizations across the United States. Since 1993, we have built a legacy of success through exceptional customer care, remarkable products and powerful networks. These strengths enable us to deliver scalable solutions that help customers improve their business metrics. For more information, please visit www.twtelecom.com.

Applications

"We're using the EIS to support our City's main web site, e-commerce capabilities and other services that we deliver," said Mayer.



The Value to the Business

Financial Benefits

The EIS had an immediate financial impact as Mayer explained. "We're getting the Internet service for about 80 percent of what others were offering. So we're saving about \$24,000 per year which is a better value for our citizens. Optimizing taxpayer contributions is always a top priority with us."

Working with the **tw telecom** team evolved into a money-saving partnership relationship. "Their staff was happy to provide us information that would have cost us plenty to conduct our own research," said Mayer. "Whenever you do consulting, you'll easily spend \$5,000 to \$10,000 for someone to push paper in front of you."

Business Benefits

Mayer credits **tw telecom** with transforming the communications landscape in the area. "They created a more competitive vendor environment by offering a quality, economical solution in a market previously dominated by one provider. That's been a big benefit to our citizens."

The scalability of EIS met another important City criteria—working with vendor that can accommodate the city's inevitable population growth. And qualitatively, the 10 Mbps throughput will allow the City to upgrade its Web portal functionality to include streaming video for its users.

Technology Benefits

The EIS solution delivers bandwidth using the standard Ethernet protocol. This gives the City easy plug-and-play connectivity to their WAN. Moreover, the City's limited staff can manage the solution using their existing Ethernet knowledge base rather than having to learn an alternative protocol.

By running SONET-based fiber directly into the City's main facility, Mayer was able to boost the reliability of his Internet-based services. "We didn't lose connectivity during the hurricanes last year. We've had intermittent service disruptions with smaller CLECs in the past, but in contrast, the quality of service **tw telecom** has given us has been excellent." The EIS service effectively tripled Mayer's Internet bandwidth. As a result, he was able to consolidate Internet contracts with multiple vendors from various City departments. "In the end, we tripled our capacity across the board at about 80 percent of what we were paying previously."

The EIS bandwidth and scalability gave Mayer options he never experienced. "We're exploring a disaster recovery solution. That's an example of how the new service has given us options that we simply didn't have before."

"The tw telecom Ethernet Internet Service tripled our bandwidth at about 80 percent of the cost while delivering SONET-level reliability in our hurricane-prone area. The quality of service we're getting easily outshines the competition."

Dan Mayer,

Director of Information Technology,

City of Clearwater, Florida



tw telecom Performance Metrics Summary

Goal	Before tw telecom Solution	After tw telecom Solution	Result
Increase bandwidth	About 3 Mbps	10 Mbps	Tripled the bandwidth
Cut costs	Baseline	Baseline less \$24,000 annually	Cut costs by \$24,000 per year
Improve availability	Vulnerable to outages	SONET-based service	No service disruptions to date

The tw telecom Experience

Mayer doesn't mince words when speaking of the telecommunications providers in his area. "The service we received from the incumbent here doesn't even compare to what **tw telecom** has delivered. They don't make mistakes on your bill and they call you back when you call them. I know that sounds fundamental, but that's how bad the market is here."

The **tw telecom** Account Executive also earned high marks. "What impressed us about him is that he acted more as a technology partner than a sales guy. He consulted us on best-of-breed solutions and hooked us up with other reliable vendors when it was appropriate. Our resources are limited so it's nice to work with someone who has a network of pre-qualified vendors for us to draw upon when we need to."

City of Clearwater, Florida

Clearwater, Florida is a progressive city that is committed to enhancing residents' lives while preserving a heritage that is rich in culture and exquisite in landscape. Here you'll find everything you could expect from a tropical paradise — and much more. Clearwater is the county seat of Pinellas County and is located on the highest coastal bluff in Florida. According to the U.S. Census Bureau, the population of Clearwater is over 108,000 residents. Please visit us at www.myclearwater.com.