

# OpticalTel Provides MDU's with Cost-Effective Upgrade Options.

"We are very pleased with OpticalTel, they up-dated our infrastructure, saving us money and offering us great support and a wider selection of services. Now that we have reached 240 residents and plan to continue to grow, I hope they will be with us the rest of the way."

Ginette Russell, Property Manager at La Paloma

## Why Bulk Internet and Cable Services

La Paloma clubhouse in Boyton Beach, Florida



The property that buys wholesale in bulk services gets the best prices. These services can often times be offered at rates which are more competitive than those offered by other cable providers.

Offering bulk internet and video is a selling feature for a community. You see this trend especially in the hotel industry. People look for properties offering high-speed internet services and premium video services to make choices in where they want to stay. Other selling points include: Wifi your building, HD in the clubhouse, security cameras using IP-video and services that help offer unique benefits/upgrades to your common-area.

## The Benefits

OpticalTel's wide range of video, internet and phone bundles provide the following benefits for the residents of La Paloma:

1. Reduction in costs
2. Reduction in annual and repeated hook up costs
3. No yearly hassle for scheduling a hook up time within a 4-6 hour window
4. Offer a facility specific design that is customizable
5. Create a direct customer service liaison
6. Avoid service fees
7. Avoid teaser rates that skyrocket after 6 months
8. Residents avoid giving out social security number

## The Results for Residents at La Paloma

The residents of La Paloma wanted access to higher internet speeds and a wider range of television programming. The first step was to upgrade their infrastructure, which OpticalTel provided by deploying a hybrid fiber network into La Paloma. They were then able to offer residents internet speeds of 6 meg and up, plus local and international call-

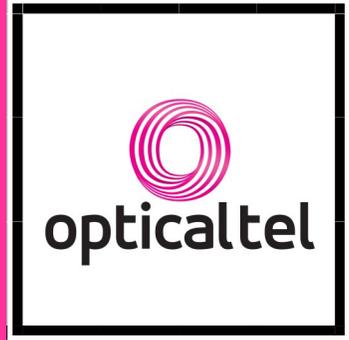
ing plans and TV channels dedicated to the residents' desire for specific programming.

Each resident experienced a 40% reduction in their monthly internet and cable bill thanks to bulk service, which is included as part of their monthly maintenance fee. The monthly fee stays the same, never sky rocketing

after a initial 6 month trial period. Residents can feel safe knowing the rates will stay the same month after month.

"They really build a relationship without pressure or false expectations and work with you to offer quality service and support to each homeowner", said

Ginette Russell, PM at La Paloma



## Why Bulk Internet & Cable Services

- A property who buys wholesale in bulk service gets the best price
- Offering bulk internet & video is selling feature
- Avoid a huge bill, after a teaser 6 month trial rate.

## Case Study Sections

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### More Savings with Bundles

Instead of choosing a basic service provider, the HOA of La Paloma decided to invest in going with a telecable company that could offer a wider range of services and upgrade possibilities to their residents, thus eliminating the need for a costly, third party provider. The bulk service also includes access to a easy-to-use customer web interface, where residents can order services, make changes to their accounts, check voice mails & emails, pay their bill and take advantage of the many phone service features including call forwarding and simultaneous ring, and all from the comfort of their home.

With OpticalTel, La Paloma has already saved 20-50% on start-up costs compared to competitors' quotes. They've also cut month-to-month costs up to 40%, primarily because of savings on expanded cable and internet.

**OpticalTel**

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### Focus on Simplicity and Partnership

OpticalTels' comprehensive service portfolio and exceptional customer support have given the community of La Paloma the peace of mind to choose a single provider for all of their video, internet and voice needs.

"If you want to grow with a provider pick OpticalTel," says La Paloma's PM,

Gintette "Russell.

"They really focus on building a relationship, without pressure or false expectations, and work hard to help you service your residents"

### OpticalTel's Total Care Commitment

OpticalTel's customer care center is friendly, courteous and committed to providing the highest-level of professional service to both you and your family. Our customer care specialists are highly-trained and in the field enabling them to address any of your account needs. Our promise to you is simple: We promise to address every question, every inquiry, and every request from our customers all the time, every

