




An Enterprise of the Salt River Pima-Maricopa Indian Community

SADDLEBACK COMMUNICATIONS



Company Profile


- Governed by Board and Tribal Council
 - Oversight: FCC, not State Commission
 - Exclusive Provider of dial tone and transport services within the SRP-MIC
 - 55 Square miles
 - Bordered by Scottsdale, Mesa, Tempe and Fountain Hills
 - Economic Development zone on either side of the 101 Freeway for 8 miles
 - Worker population in this zone will exceed 100,000 over time
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History

- 1997: Infrastructure deficit
 - 25% of Community Member Homes not served
 - Voice quality was poor
 - Infrastructure could not support broadband
- 1997 – 2001: Provided wireless dial tone to households lacking wireline services
- 2002: Acquired Qwest Grid and 49% of CLEC
- 2003- 2007: Sold cabling, surveillance, PBX's



History

- 2006: Sold 49% CLEC ownership
 - 2007: Paid off all debt
 - 2007: Built IP Infrastructure, upgraded all DSL to 2 Mbs, ramped soft switch to 40,000 calls per day, BETA testing SIP, purchased next generation data infrastructure (DWDM)
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Customers


- 2500 residential voice customers
- 700 2 Mbs DSL customers (Averaging 80% throughput)
- Approximately 200 business customers
- Commercial revenues exceed residential revenues
- Commercial accounts include HQ locations for Fender Guitar, Cold Stone Creamery, Rural Metro and Medicis Pharmaceuticals

Marketing Challenge

- Developers and Leasing Agents drive our growth
- Position Saddleback as equal to or superior to Qwest, Cox, and the CLEC's
 - Technology
 - DWDM, Soft Switch, etc.
 - **Service**
 - “Probably the Most Responsive Telco I’ve worked with”.. Medicis
 - Price



The Mission

- Generate Profit
 - Improve the Quality of Life for our Community Members
 - Economic Development
 - Saddleback growth, property and transaction taxes, land lease revenues, retail sales revenues
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The Vision

- Be recognized as an Exceptional small Telco
 - Brand and Make the “101” a High Tech Destination in Phoenix
 - All commercial services IP based and easily scalable
 - Minimum of 25 Mbs to the home
 - Inspire Community students to achieve technology training, degrees and jobs
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