

Selling Network Services: A Smart Move

COMCAST
BUSINESS

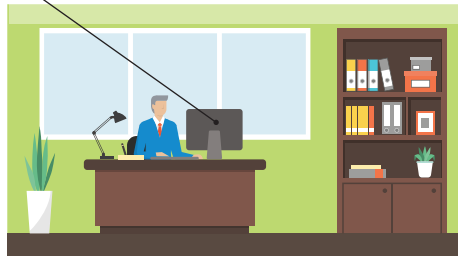
SOLUTIONS PROVIDER
PROGRAM

The channel is changing dramatically. Hardware and software margins are shrinking as computing morphs from the desktop to the cloud. And the growth of the cloud, as well as other technology apps, has put a huge demand on bandwidth. Companies not currently offering network services as part of their portfolio are missing out on a huge opportunity.

Demand for Network Services is Growing

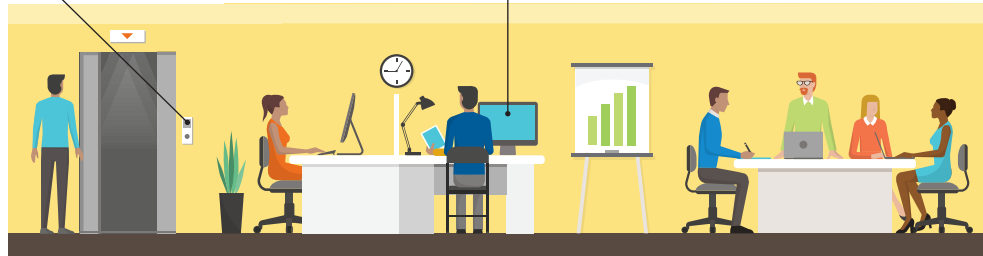
CONNECTING MORE DEVICES

There will be more than 55 billion Internet of Things (IoT) devices by 2025, up from about 9 billion in 2017.¹



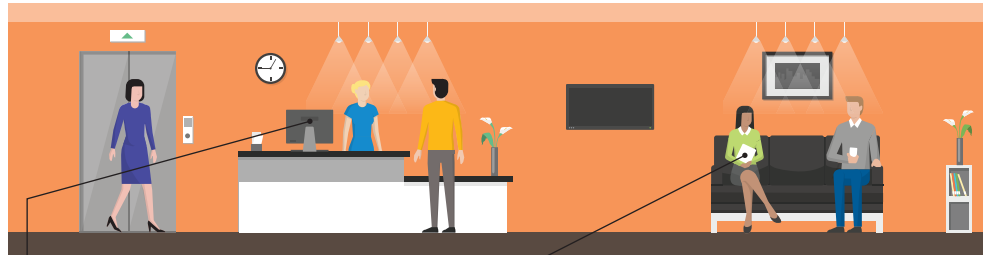
INTERNET OF THINGS

IoT is expected to grow from \$800 billion in 2017 to \$1.4 trillion by 2021.²



CLOUD COMPUTING BOOMING

Global IP traffic will increase nearly threefold over the next five years, and will have increased 127-fold from 2005 to 2021.³



WiFi SURPASSING WIRED

By 2021, wired devices will account for 37% of IP traffic, while WiFi and mobile devices will account for 63% of IP traffic.³



DIGITAL UNIVERSE

By 2020 the digital universe will contain nearly as many digital bits as there are stars in the universe – it is doubling in size every two years.⁴

MORE DEVICES THAN PEOPLE

By 2021 there will be 1.5 mobile devices per capita. There will be 11.6 billion mobile-connected devices by 2021.⁵

3 Reasons to Start Offering Network Services

- 1 It's Lucrative.** Sell one time and reap the rewards through recurring revenue.
- 2 There's Product Diversity.** Can sell Hosted Voice*, Cloud Services*, Business Ethernet*, Telecom, Data Center Access and Regional/Custom Fiber.
* Top services deemed important for growth by over 80% of Channel Partners.
- 3 It's High Quality.** In relation to telecom providers, the quality of network services from cablecos is viewed as equal or better 77% of the time.⁶

Join the Comcast Business Solutions Provider Program!

Earn the rewards of being a part of an established and respected industry program:

- **Giving customers access** to a reliable network and visible brand in the network services market.
- **Providing a complete solutions sale for customers** and get the revenue rewards.
- **Getting involved** with a program that gives you all the support you need to be successful.

For more information:

Email Comcast_SPP@cable.comcast.com or visit business.comcast.com/solutions-provider.

1 Business Intelligence, The Internet of Things 2018

2 Worldwide Semiannual Internet of Things Spending Guide 2017

3 Cisco Visual Networking Index 2016

4 IDC Digital Universe of Opportunities 2014

5 Cisco Visual Networking Index 2016-2021

6 Channel Partners' Cablecos & The Channel: State of the Market Survey, March 2017