



Time Warner Cable

120 East 23rd St., New York, NY, 10010

1-888-TWC-4588

twcbc.com/NYC

NYC.BusinessSales@twcable.com

Year Founded: 1967

Number of Employees in NYC Market: 4,300

President of Business Class: Ken Fitzpatrick (pictured left)

Time Warner Cable's East Region

Cost-effective Communication

Time Warner Cable Business Class aims to make small business connectivity fast, flexible and worry-free

Time Warner Cable Business Class, the B2B arm of Time Warner Cable, is the company's fastest-growing area. The reason: small business. "Our sweet spot is businesses with anywhere from one to 15 employees," says Ken Fitzpatrick, President, Business Class, Time Warner Cable East Region. "That's a group that has been underserved—until now."

And what does small business want? "What we're hearing is that they want to be able to reduce costs and get a solution tailored for their specific needs," says Fitzpatrick. "So we offer very aggressive pricing, especially if you're looking at bundles." Time Warner Cable Business Class's products and services encompass phone, internet (including managed security solutions), ethernet, cable TV, and mobile.

These can be customized to a business's current needs, rapidly upgraded for events (such as sales promotions) that require extra capacity, and expanded as a company grows.

Time Warner Cable Business Class leverages its big-company advantages—like the ability to invest in its markets and network—with personal service, small-company style. "Our Metro New York customer service people are right at 23rd Street and Park Avenue South," Fitzpatrick says. "Our employees are available when clients need them."

While able to service a wide variety of businesses, Time Warner Cable Business Class claims special expertise in several areas:

Retail: In addition to phones, faxes, and credit card swipe machines, Time Warner Cable Business Class provides cable TV packages with real-time access to news, entertainment, and/or music for lobbies and lounges, tailored to a company's clientele and the image it wants to present.

Hospitality: "Hotels are finding that business travelers expect the same experience they have in their home, with high-definition channels and cable lines," says Fitzpatrick.

Medical: The medical community includes hospitals, clinics, doctors' offices, and in-home patient care—and they all need a HIPAA-compliant environment for use in transferring patient

records.

Financial services: Along with the ability to meet ever more stringent compliance requirements, firms need the capacity for high-speed transactions and to give customers instant access to their accounts. A secure teleworking solution allows employees to have network connectivity 24/7.

Businesses in all industries are looking for ever-greater levels of bandwidth and speed. Time Warner Cable Business Class's next-generation wideband service utilizes a Hybrid Fiber Coax (HFC) infrastructure that is much faster than DSL or T1 (it's capable of delivering bandwidth speeds up to 50 Mbps).

For 2011 and beyond, Fitzpatrick sees a big increase in Time Warner Cable Business Class's mobile services. "Lots of businesses are becoming much more mobile in nature, and they need to take on the road the very fast speeds that they're used to in the office. For \$50 a month, using one of our Business Class Hot Spots, you can have up to five devices—iPhone, iPad, computer—hooked up to 4G speed. I, myself, commute from Connecticut and use this service on the train to get unbelievable speed on my laptop."

Time Warner Cable Business Class is also poised to capitalize on the growth of the Hispanic market with its launch of El Paquetazo for business, including over 140 Spanish and English channels. Combined with Business Class Phone or Internet, customers get secure, reliable service that grows with their business.

"Look at the competitive landscape," says Fitzpatrick. "If a business wants to work with a stable company that owns and operates its own network, the choices are few. Everything we do enables our frontline employees to be flexible and meet the needs of the customer."

"Entrepreneurs have really responded to that and that's why we've grown at greater than 21 percent year over year."



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