



PHOTOGRAPH BY KEVIN KANE

## Time Warner Cable Business Class

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 Time Warner Cable Business Class East Region:

Ken Fitzpatrick (pictured left)

# Cost-effective Communication

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

Time Warner Cable Business Class (TWCBC), 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, East Region. "That's a group that has been underserved—until now.

"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." TWCBC's products and services encompass phone, Internet, ethernet, cable TV, mobile Internet and a suite of value-added services including managed security services, web hosting and online backup.

TWCBC 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."

TWCBC has special expertise in several areas:

**Retail:** In addition to providing retailers service for their phones,

faxes and credit card machines, TWCBC also provides a reliable, secure and fast connection to the Internet. With TWCBC web hosting, retailers can register their domain name, host and build their web site and manage their online store.

**Bars and restaurants:** TWCBC offers an exciting lineup of cable TV sports, entertainment and news designed especially for bars and restaurants.

**Hospitality:** "Hotels are finding that business travelers expect the same high-quality experience they have in the home," says Fitzpatrick. Hotels now have a cost-effective way to deliver guests reliable, high-definition (HD) TV programming with the launch of TWCBC's HD Video for Hospitality—a dedicated video service that offers 60 HD channels through the company's reliable, high-speed, wholly owned network.

**Healthcare:** The healthcare community needs a HIPAA-compliant environment for use in transferring patient records. TWCBC's Managed Security Services solution provides a comprehensive suite of security services to help keep a company's infrastructure up and running and confidential information uncompromised.

**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. TWCBC's next-generation wideband service utilizes a Hybrid Fiber Coax (HFC) infrastructure that is much faster than DSL or T1.

For the Hispanic market, Time Warner Cable Business Class offers businesses El Paquetazo, a cable TV package with over 140 Spanish and English channels.

For the rest of 2011 and beyond, Fitzpatrick sees a big increase in TWCBC's mobile services. "Lots of businesses 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.

"We're a stable company that owns and operates its own network. Everything we do enables our frontline employees to be flexible and meet the needs of the customer," says Fitzpatrick. "Entrepreneurs have really responded to that and that's why we've grown at greater than 21 percent year over year."