Executive Summary

The Town of Enfante takes a unique, progressive approach toward developing your city. You identified residents’ needs through a variety of social and traditional media; then you focused on qualifying and implementing changes that improved each resident and visitor’s quality of life. This is why you are the #1 tourist destination across the state of Colorado.

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## Understanding Town of Enfante’s Vision

The Town of Enfante has transformed a remote and challenging setting into a prime destination for people from all over the U.S. For winter sports, you’ve constructed Olympic-worthy venues. For spring and summer sports, you’ve developed PGA-championship-caliber golf courses and training facilities. In the Town Center, you’ve created a world-class venue for not one, but two major film festivals. To support the hundreds of thousands of annual visitors, you’ve built and maintained roads, rail, and unique people-mover technologies along with the human resources and employment services to sustain them. Along with these infrastructure initiatives, you coordinate the heralded Public Artists program—spanning all art forms from sculpture and music to performing arts, and encourage residents and visitors to participate. Through these and other initiatives, you’ve positively influenced the lives of all your residents and those of surrounding counties.

The Town of Enfante is a community trailblazer, and as such, you require a system that helps successfully communicate with your businesses, government offices, and your residents. You’re exploring communication technologies that will serve your residents and support your city’s continued growth with the release of this RFP.

## Examining Your Business Drivers and Needs

As the Town of Enfante moves forward, your potential for steady growth is strong. And the more you expand your presence, the more you’ll need an efficient set of communication solutions. You told us you have four key needs:

* **Flexible Remote Data Access**—your residents and visitors are always on the move. They need remote access solutions that allow them to log into the Internet from virtually everywhere.
* **Clear, Reliable Voice Communications**—your service and emergency personnel still rely on voice communication—they set logistics, conduct business, and manage life-and-death situations. Your teams work non- stop, so your voice network must function no matter the terrain or weather conditions.
* **Future-Proof Technology**—the public expects both convenient access to information and superior technology now and in the future. Giving your best to users becomes more difficult as your technology infrastructure ages. Your equipment and services must keep up with your growth and you must continue to meet the expectations of your tech-savvy visitors, who demand the widest range of services and the highest degree of responsiveness available.
* **Cost Control**—you advocate to control your residents’ costs as well as your own. You need a communication solution that will be fair to residents while supporting the needs of visitors. You also must maintain a healthy budget and keep technology costs under control, knowing that today’s technology will evolve in months, not years.

To help you address these unique growth imperatives and needs, we’ve designed a communication solution specifically for the Town of Enfante.

## Developing Town of Enfante’s Solution

You know you need effective communication technologies, but you want to minimize the pains that often accompany change. You can ease these pains with a well-planned and well-supported communication solution specifically designed for the size and scope of activities within your town—and for Enfante, that size and scope is considerable. Therefore, we recommend a wireless solution that combines these four elements:

* **Data Access –** to meet the wide-ranging needs of your residents and visitors (while also addressing your need for cost control), we offer two tiers of access.
  + **Free Data Access** will be available to any user on a limited basis. Geste will not distinguish between residential or visitors and will not restrict the use of the free network to a particular end-user. We will subsidize free access through advertisements and grant limited throughput access equal to dialup speeds of 10 mbps. This will provide intermittent users with an option to connect to the Internet while visiting, residing, or commuting into town for work.
  + **Fee-based Data Access** will be available through subscription and pay-as-you-go plans for 100 mbps data access and voice based access through our IP Talk service. We base the fees on usage profiles that align with our joint analysis of the market.
* **Unified Communications –** Geste Communications IP Talk® Service is a digital voice service based on Voice over IP (VoIP) technology. It combines the power of a standard corded or cordless phone with your broadband service to provide you with one to two additional lines. It also integrates seamlessly with the latest in mobile and smartphone technology, so all your employees are reachable wherever they are.
* **Automatic Equipment Upgrades–**you need not fear technological obsolescence with Geste’s Evergreen Program. We provide five and ten-year plans for switch, router, and premises equipment upgrades.
* **Clear, Usage-based Pricing with Volume Discounts –** Geste offers competitive rates, but we also build in considerable volume discounts. During peak seasons, you’ll receive discounts up to 40% over our already industry leading prices for data, voice, and unified services.

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## Leveraging our Alliances

We have long-standing relationships and strategic alliances with industry leaders, including systems integrators, information technology, software application providers, as well as independent software vendors. For this opportunity, we’re partnering with PartnerCom to deliver a solution that is the best fit for you based on your stated requirements. We provide an overview of PartnerCom in the sidebar.

**PartnerCom Overview**

By joining forces with PartnerCom, Geste offers a solution that meets your immediate requirements for deploying a complete standalone network. With PartnerCom as the wireless network provider, your solution includes the Wi-Fi Mesh nodes as well as the associated installation services and managed services. As you review this response, you’ll see that the solution focuses on lowest total cost of ownership, which includes reliability, flexibility, and design integrity. We believe that our solution provides all of the technical strength that only PartnerCom can bring to a project of this scope and degree of importance.

## Realizing the Extra Benefits

Our solution will provide you with everything you need to meet your RFP’s goals and, as we’ve noted, goes beyond to provide added value that your specialists need. Along with the benefits you’ve already seen, Geste will go the extra mile with two benefits that set us apart from other providers.

First, our solution offers inherent security benefits. While some providers claim to offer “free” service, many of them fail to offer security options. Without proper security, “free” service could quickly become a major financial burden to your city. Hackers could tap into the wireless network and create privacy and safety breaches for your residents. Our solution includes an exceptional security package that is built in to our pricing. It’s never been hacked.

Second, Geste is a long-standing, stable company. Here’s why you should always work with a financially stable provider. Just last year, a southern town with similar needs as yours implemented a wireless network with another provider. Without warning, the provider went out of business, leaving the police department’s Wi-Fi data network unreachable and the town with little recourse. Unfortunately, as the attached documentation shows, this is not an isolated incident.

So, when you consider network providers, choose one with a long history of reliable service, and one with the ability to accurately forecast the amount of your investment. Choose Geste, and you can trust us to provide you with on-time, on-budget service that will stand the test of time.