

Offering Broadband Services to Business and  
Consumer Markets  
(Fixed/Mobile Broadband)

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# About Centennial Puerto Rico

- Centennial Puerto Rico is the only independent carrier operating in the island, and the only with its own fiber optic network.
- As a fully integrated telecommunications company it provides Wireless, Wireline and internet services to individuals, residential and business customers.
- On the Wireless side, Centennial has the largest and most modern network with more than 400 cell sites for voice and data.
- The company serves more than 400,000 customers with 16 stores and more than 80 kiosks throughout the island.
- By focusing on providing a superior network and the ultimate customer experience, the company has been able to command the second place in the post-paid market against multinational competitors like Verizon, Cingular and Sprint.

# Centennial's approach to Wireless Broadband

- Centennial was pioneer in the Island in providing an Internet access product focused on Residential market.
  - Positioned as a Wireline replacement (along with the cellular)
  - High speed service solution to work in desktop PC's
  - Wireless / mobile high-speed solution for laptop
- Viable alternative for Residential users and Small/Medium businesses.
  - Key end-benefits: availability and simplicity at a competitive price.
  - Opportunity found: customers activating the service were new to Centennial.

# Residential Wireless High-Speed Internet

**Internet sin cables, sin espera, dondequiera.**



**Consíguelo todo en un día.**  
+ Sin cables + Sin teléfono + Al instante  
+ Conexión de alta velocidad (hasta 2.4 MPS\*\*)

El único servicio de internet de alta velocidad que te permite usarlo en cualquier parte, sin cables. Simplemente conecta y disfruta de su amplia cobertura alrededor de la Isla.

**\$59.99**  
RESIDENCIAL

Modem **¡GRATIS!**

La mejor cobertura en PR



**instant internet**  
High Speed Connection  
#CENTENNIAL3

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www.centennialpr.com

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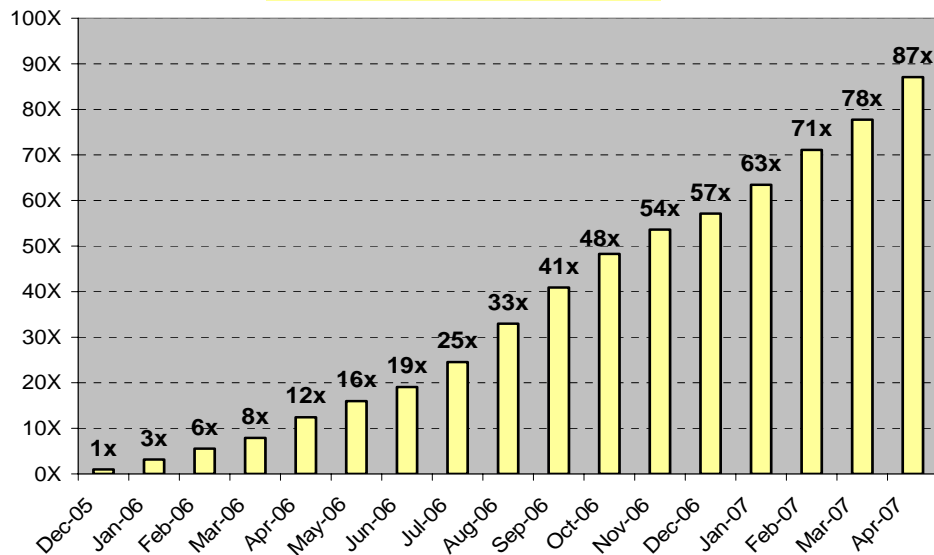
- Unlimited access to Internet for the desktop PC.
- EVDO Rev.0 speed (average speeds of 400 to 700Kbps)
- The largest EVDO network in PR (over 85% POPs)
- Modem is pre-configured to ensure plug-&-play experience for the end-user.
- Distribution at all Centennial locations

**Key end-user benefits: availability and simplicity at a competitive price**

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# Customer values a service that works whenever and wherever they want it

Wireless Internet monthly EOP Subs



- Market response was tremendous since day 1.
  - Response justified the acceleration of additional coverage.
  - Sales are high even in main Metro area where DSL and Cable have strong offers.
- Main attributes of product are the easiness to use and immediate availability (attributes that actually support the brand name)
  - Customer benchmarks the service against the DSL or cable options.
  - Residential customers are “ok” with the speeds of 400K to 700 Kbps in average.
  - Terminals needed to be preconfigured to facilitate (1) sales process and (2) customer at home connection.

# What we have learned

- It's all about coverage... indoors also.
- Unlimited means indeed “unlimited traffic”.
- Terminal availability is an important challenge.
  - Not many options out there (fixed, Ethernet, good reception)
  - Clearly, can't carry many models... still picking is slim.
- SME segment also is targeted however they require services different from the residential one.
  - Support is more specialized.
  - Some require fixed IP addresses.
  - Uplink of Rev 0. is slow (157Kbps) and delays often times-out applications.



# What's next?

- Path is towards EVDO Rev.A
  - Increased throughput, uplink is drastically better
  - Allows QoS.
- Greater opportunity to tap the SME (+above) market.
- Entry point for VoIP services.