



# **FNC ARRA/RUS BB Marketing Program Plan**

# Key Message Platforms



## *RUS Experience & Proven Win Rate*

- Approved RUS Portfolio and 12-years+ experience in developing Rural Broadband infrastructure proposals with a proven win rate (1 in 5 on average)

## *Portfolio & BB Capabilities*

- Wireline Portfolio provides scalable data aggregation and packet transport to meet increasing bandwidth requirements for underserved/unserved areas
- WiMAX is ideal for deployment in rural areas because of its simplicity of deployment, affordability, and features such as non-line-of-sight (NLOS) technology.

## *Technical Services Expertise*

- We provide turn-key services solutions including Professional Services, Deployment Services, Maintenance Services and, Solutions Integration. Our vendor independent NOC services provide dual redundancy with facilities in Richardson and Sunnyvale. Fujitsu and its partners have regional office facilities and distribution centers around the country to provide in-market support and equipment logistics.

## *Financial Stability*

- Fujitsu is one of the few financially stable technology solution vendors in uncertain times. On January 15, Moody's Investors Service assigns A3 "Stable" rating for Fujitsu long-term debt.

# NG Transport for Rural Telcos



Network	Legacy	Current NGN	Future NGN
Connectionless Packet	IP	IP	IP
Connection Oriented	ATM, FR, MPLS, Ethernet	Ethernet, VLAN, MPLS	T-MPLS, PBB-TE
Circuit Switched	SONET	Ethernet over Sonet	OTN
Bandwidth	100Mb	1-10 GE	40, 80, 100 GE?



Committed to the future of rural communities.

# Fujitsu Network Communications

## Our RUS Approved Portfolio







 US Materials List 1--  
 30--09

### Services Aggregation and Transport

### Network Design & Management

#### SONET/SDH



-  FLASHWAVE 4500
-  FLASHWAVE 4300
-  FLASHWAVE 4100




#### Packet Optical Networking



FLASHWAVE 9500

#### ROADM/DWDM



-  FLASHWAVE 7500
-  FLASHWAVE 7420
-  FLASHWAVE 7120





- NETSMART 2000
- NETSMART 1500
- NETSMART 500

### Services Access

#### SONET Access



-  FLASHWAVE 4100 ES
-  FLASHWAVE 4010

#### Packet Optical Networking



FLASHWAVE CDS

#### Ethernet Demarcation






- FLASHWAVE 9400 Family
- FLASHWAVE 5150 Family
- FSP 150 Family

#### WiMAX/LTE



*Mobile Base Station*  
BroadOne LS

- Fixed Base Station*
-  HiperMAX
-  HiperMAX Micro
-  MicroMAX

- End-User*
- EasyST
- MiMAX
- ProST-2