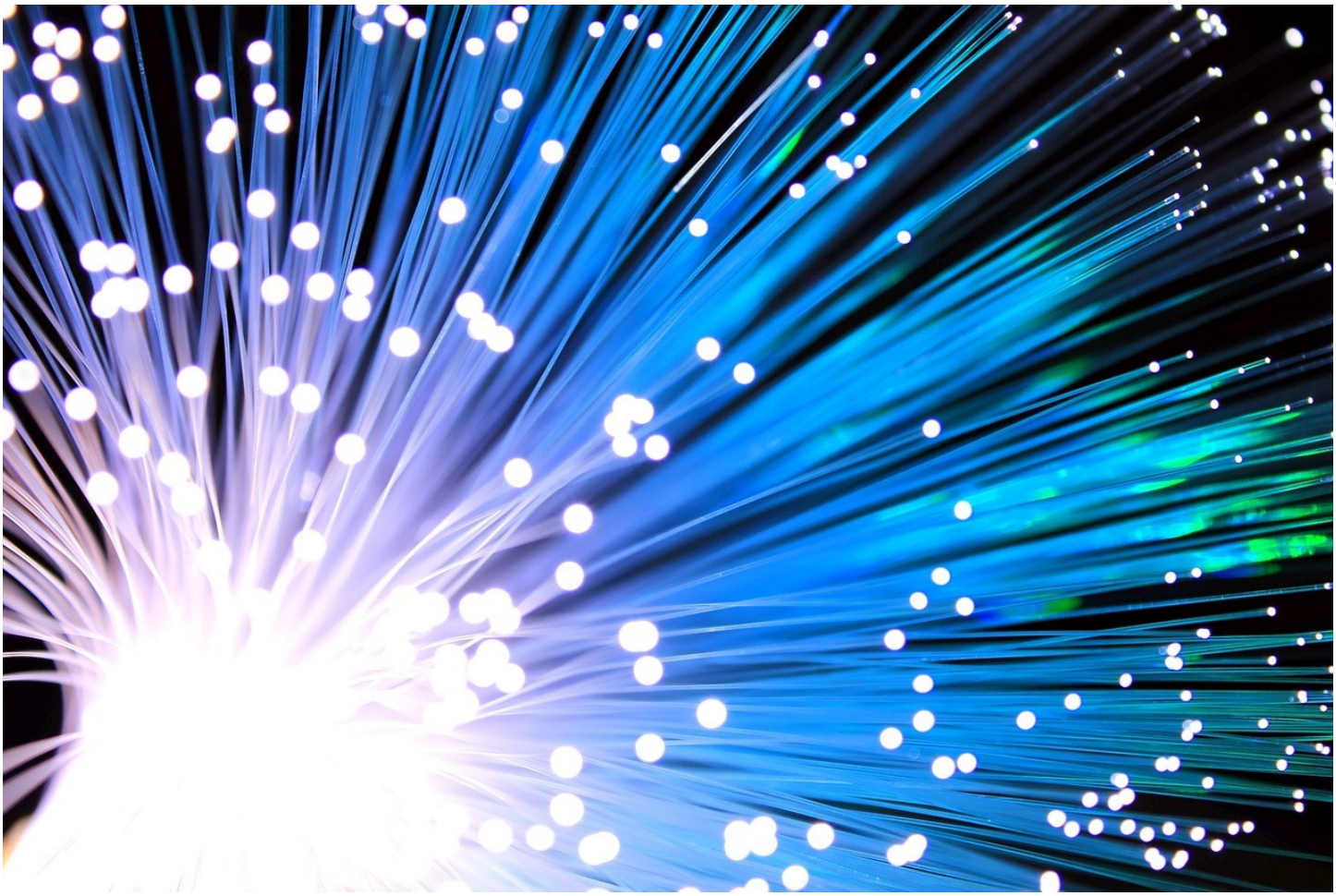


# *Future-Proofing State Infrastructure with the Power of Fiber Internet*

***Ting's fiber internet — now in California — is opening new opportunities for residents and businesses alike. The company's SoCal growth comes at a time when communities are crying out for better internet service and the operational resiliency that it offers.***

From the technological vantage of click, scroll and stream, the COVID pandemic shone a light on one of our biggest national shortcomings — the need for fast and reliable internet, for enterprises, businesses and residents alike.

As people flocked to working, learning and entertaining themselves at home throughout the pandemic, there was a stark realization that the unreliability of traditional cable internet was often hindering the capabilities of users. This problem was particularly emphasized across California, with outcries across the State for investment in next generation, fiber



***Jill Szuchmacher, Ting Internet's chief strategy officer and executive vice president.***

internet infrastructure.

With the goal of opening new opportunities through fiber, Ting Internet has been slowly expanding across SoCal — laying a future-ready foundation that will empower internet-users for decades to come.

“We believe that fiber is the future of internet technology, now more so than ever. In a post-pandemic world, fiber internet access will be critical to reliable at-home internet use and business productivity and resiliency,” explained Jill Szuchmacher, Ting Internet's chief strategy officer and executive vice president.

As part of Tucows — a global technology company dedicated to making the internet better — Ting Internet is an emerging fiber provider, operating in 13 markets across the country, serving thousands of residences and businesses of all sizes.

Ting has committed its fiber service in four markets across California: Culver City, Fullerton, Solana Beach, and now Encinitas. The company offers “lightning-fast, low latency, ultra-reliable internet access to give customers an exceptional experience — something that we’re thrilled to introduce in California,” Szuchmacher says.

To understand the benefits of fiber, one must understand the limitations of traditional internet service, which is prevalent in smaller communities where infrastructure development has been more challenging.

Traditional cable internet transmits data through copper-fiber hybrid wiring, which is prone to corrosion and is typically installed as a shared service with neighbors — often slowing internet service and causing network interruptions, which is especially noticeable on video calls, which became fundamental to most businesses during the pandemic. On the other hand, fiber internet networks are installed through a dedicated line directly to your home or business, which guarantees higher speeds, service reliability and bandwidth.

These differentiators are what help position fiber as a particularly compelling solution for enterprises; the reliability of fiber helps ensure optimal business continuity planning, from unexpected closures to natural disasters — and plenty in-between.

From an enterprise perspective, Ting has been working with partners of all sizes across the country “to ensure we’re able to tailor a solution specifically for each business’ needs,” Szuchmacher says. “It’s important to note that fiber internet allows for symmetrical speeds, and that's a key differentiating feature from other services out there, where they often can provide high download speeds but struggle on the upload. With Ting, we provide more than adequate bandwidth for all.”

The company’s methodical expansion has been ramping up for the past six years, working with municipalities nationwide to install necessary fiber in-




*Ting Internet in Encinitas*

ternet infrastructure and bring new opportunities to a region.

“In our early days, we would partner with communities who specifically invited us to build," Szuchmacher says. "But as of late, we’ve seen a significant increase in new market requests coming directly from local businesses and residents who are demanding better internet access. Vocalizing these concerns has definitely had an impact on how and when municipalities bring us into their community.”

Work in the Golden State isn't simply evidence of Ting Internet’s speed; it's further offering the firm's genuine motivation to make the construction process as unencumbered as possible.

Across SoCal, the company deployed micro-trenching technology to lay the necessary fiber internet infrastructure. This construction method minimizes disruption in the community; using a shallow cut, this process allows the Ting team to install their fiber in a fraction of the time and without inflicting messy debris or traffic disruption.

“Many of our municipal partners have confirmed that micro-trenching has become their preferred style of deployment,” Szuchmacher says. “It's clear that every city, household, business and government needs and deserves this kind of service.”

Ting offers three tiers of residential pricing and customizable packages for businesses and enterprise clients, including those looking for bulk fiber bundles — such as multi-dwelling units (MDUs) and homeowners’ associations (HOAs).

"California represents innovation, and it's not just residents who want the high-speed experience, but also businesses of all sizes who want more robust and reliable internet," Szuchmacher says of Ting Internet's SoCal presence. "There is a lot of opportunity in California and we're eager to play our part here."

If you’re interested in discussing fiber internet services or are interested in bringing Ting Internet to your city, please visit the company’s website at ting.com/internet. — By Judd Spicer, California Business Journal

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