



# NEWS

## & Events Jan 2019

### 2019 ESP—Enhanced Subscription Plan

Thank you for being a valued customer and partner in the on going mission to deliver the best local, modern, cost effective internet available in Northern Michigan. Cherry Capital Communications has been blessed with the most supportive understanding customers a company could ask for. Support that has funded the deployment of fixed point wireless service in one of the most challenging spots in the world. CCC has grown to service 12 counties and over 1,200 customers. We all should be proud of this accomplishment. This is a BIG DEAL!!!

**IMPORTANT NEWS:** Starting in February 2019 all 5 meg customers will be switched to the 6 meg plan. This change is required to keep up with the added expenses of upgrading a network that is relied on by everyone who uses it. All additional revenue will be used to better support you and the network you connect to. This is not technically a rate increase even though it might feel that way. CCC is providing more internet speeds while at the same time eliminating any unexpected monthly costs.

**The CCC Pledge:** “To meet or exceed your expectations for High Speed Internet Access.”

Starting on October 1, 2018 the CCC team started offering the **Enhanced Subscription Plan (ESP)** to new and existing customers. The response has been overwhelmingly positive.

**ESP** allows budget conscious customers to have predictable monthly expenses. Gone are the days of having to worry about upgrades, site visits, or damaged equipment.

Please fill out a new reservation form. This is required to start receiving the full benefits of **ESP**.

CCC will work with each of you during the 2019 season to get your new reservations on file.

#### 2019 monthly pricing

- 6M rate starts at \$66 per month with a one time \$99 dollar fee.
- **8M rate starts at \$88 per month (recommended plan)**
- 10M rate starts at \$120 per month
- 15M rate starts at \$180 per month
- 20M, 30M, 40M and 50M pricing is on a published plan sheet.

**ESP** subscriptions (M) includes bandwidth level, installation of radio receiver/router (outside demark), cat5E wire, POE, and managed Wi-Fi enabled router (inside demark). For each additional device installed by CCC there will be a \$3.00 per month charge assessed to your monthly ESP subscription.

**ESP** terms and pricings are available at [www.cherrycapitalcommunications.com](http://www.cherrycapitalcommunications.com)

Please see the frequently asked questions page. If you still have questions or would like to leave us feedback. Please email us at [esp@cherrycapitalconnection.com](mailto:esp@cherrycapitalconnection.com)

**Questions: Please call support option 2 or email: [esp@cherrycapitalconnection.com](mailto:esp@cherrycapitalconnection.com) we will respond within 24 hours.**



# Frequently Asked

## Questions

*Jan 2019*

### **2019 ESP—Enhanced Subscription Plan**

#### **What were some of the charges before the ESP program?**

- Site visit charges \$65 per hour
- Upgrade equipment average \$250
- Replacement of damaged equipment \$30 to \$250

#### **Why does CCC need to continually upgrade or work on the network?**

- Technology changes that provide new features.
- Habits, usage, and volume of subscribers have increased and the network needs to respond in kind.
- Electronics fail and need to be replaced, mother nature has some unkind moments.

#### **What are subscribers in good standing eligible for?**

- Replacement of all equipment when failures occur.
- Coverage of all hardware, travel, and labor.
- Upgrading hardware, software and firmware.
- Continue to receive new features and tools to enhance the Quality of Experience (QOE).
- Managed routing service that allows for better support and protection.

(\* and \*\* see limits and restrictions on web site)

#### **Are there any additional charges per month?**

Yes. If you have additional equipment other than the equipment provided in a basic install. For each additional device installed and supported by CCC there will be a additional \$3 per month assessed to your subscription.

#### **What was included in a basic install?**

- Subscription level
- 1 Radio receiver/router (outside demark) and cat5e wire
- Power over Ethernet (POE)
- 1 Wi-Fi enabled managed router (inside demark)

#### **What if I have upgraded my equipment in the last year? Do I still have to pay the \$99 dollar buy in on the 6M plan?**

No. If you have upgraded in the last 12 months you do not have to pay the \$99 dollar buy in. The buy in is for subscribers that have not upgraded in awhile. This one time cost helps off set the cost of all the upgrades that will need to be done.

#### **What if I sign up for a plan other than the 6M plan? Do I still have to pay the \$99 dollar buy in?**

**No. All other plans have no need for a one time buy in fee. In fact the other plans have not increased very much per month either!**

#### **Why do I have to fill out a new reservation form?**

- Keeping contact information up to date
- CCC does not do contracts but we do 12 month commitments. This commitment allows us to keep your monthly cost lower.
- CCC learns new things every day. Every year we learn how to service you better. The reservation form is a reflection of that. Each year there will be a new better commitment to you.

#### **What is the biggest difference between CCC and every other provider?**

- Local    - Modern    - Cost Effective
- No Data Limits    -Customer Orientated

**Questions: Please call support option 2 or email: [esp@cherrycapitalconnection.com](mailto:esp@cherrycapitalconnection.com) we will respond within 24 hours.**

# Letter from Tim Maylone CEO - Cherry Capital Connection, LLC

## dba: Cherry Capital Communications (CCC)

It is a pleasure to serve your telecommunications needs such as high-speed internet access, telephone and network management. Many CCC customers have multiple choices for service. You have chosen us to be your provider and we are honored.

In 2017 I transitioned away from Operations to being a full time CEO. Efforts of the past two years have provided the needed foundation to transform CCC into a "Modern Michigan based Telecommunications Provider".

In Early 2017 we purchased new vehicles and had them lettered with our logo. The team chose "Great Customer Service" as our tag line. Our operations manager has defined Great Customer Service as; "meeting and exceeding customer expectations within the scope of the subscription".

**Our challenge is, how do we meet and exceed in a dynamic operational environment, where the consumer needs change with evolutionary technology?**

Easy to state goals, however, much more difficult to achieve as a team in this world of instant access and increasing dependency on access. With the goal defined we began to evaluate every aspect of the company. From this analysis we determined:

**We installed several cloud-based and locally hosted systems** to address operational flow and to provide opportunities to improve the overall customer experience.

**SIMPLer:** A customer relations management system that provides a communication portal for our customers.

**PREESEM:** A network monitoring system that focuses on managing the consumers experience rather than managing the actual activity. This does not have a customer portal. However the information provided enables us to identify areas that require attention.

**AEREZ:** A tool for managing your inside Wi-Fi. This product provides the consumer the ability to manage devices, provide many parental controls and enables you to see your inside network with a simple tool installed on your Android or I-phone. This allows you to view your network usage and set controls even when you are out of town. Estimated time to be

available is by the end of April 2019.  
([www.aerez.net](http://www.aerez.net))

**COS:** A tool that will enable consumers to track project progress, take surveys and sign up for our "Network Neighborhood" effort (Fixed Point) and our "Network Fiber-hood" effort (Fiber). Available by end of January 2019 at [ccc.servicezones.net](http://ccc.servicezones.net)

**VOIP Innovations and BICOM:** A dynamic combination of hardware and software that provides:

- Full control of acquiring and porting phone numbers to be forwarded to our fiber-based SIP trunks and
- Provides a cost effect Virtual platform "referred to as a Tenant" that offers our small business customers a cost-effective full functioning PBX platform. This includes Aps (downloadable) softphones to enable your Android or I-Phone to respond as one of your office extensions.

**ESP:** We introduced our Enhanced Subscription Plan that warranties all parts and labor. No more worries or surprise charges to fix and upgrade hardware. **ESP and AutoPay** are a dynamic combination.

**We made a few staff additions and other changes.**

### The current CCC TEAM

Justin Maylone — Operations  
Faron Mayer — Outside plant  
Vicki Wygonik — Bookkeeper  
Alex Lockhart — IT Service  
Brian Sutter — IT Service and Special Projects  
Gerome Langworthy — Field Team and Inventory  
Shaemas O'Donnell — Field Team  
Mike Michanowicz — Field Team  
Matthew Herbon — Field Team  
Bruce Vaughn — Sales

Our pledge to you is to continue to improve our operational infrastructure with the purposeful intent of meeting or exceeding your expectations.

Thank you.

Tim Maylone  
CEO and Managing Member  
Cherry Capital Connection, LLC  
Dba: Cherry Capital Communications