



ISP

ONE PARTNER. TOTAL PEACE OF MIND.

Services Summary



NOC & MONITORING

24/7/365 FULLY-MANAGED COVERAGE

The expectations for your network have never been higher. NOC & Monitoring gives you 24/7 coverage without making your team build, babysit, or staff the platform. Your engineers can run the network, your support team stops absorbing the chaos, and your leadership can focus on growth.

THE REALITY

Coverage gaps cost more than uptime.

Tools sprawl across Adtran, Calix, Nokia, fixed wireless, DOCSIS environments, and anything else with an IP address. Monitoring tools send an email at 3 AM into an inbox no one's checking. By the time the first call comes in, the issue has already been live for 30+ minutes, and your reputation is already on the line.

WHAT CHANGES WITH NOC & MONITORING

One pane of glass. One phone call.

We consolidate your environment onto a single dashboard, staffed by US-based broadband engineers, and pick up the phone the minute we see a flag. **Issues are caught instantly and proactively rather than after your subscribers feel them.** Your team owns the network. We own the platform and the overnight watch.



What makes us different

- ✓ **Anything with an IP address.** CMTS, OLTs, ONTs, generators with run state and oil level, UPS, switches, firewalls — if we can talk to it, we can monitor it.
- ✓ **Fully integrated NOC + Subscriber Support.** Having NOC & Monitoring and Subscriber Support with a single trusted partner creates a seamless network management and customer support experience.
- ✓ **Flexes to your maturity.** Fully managed, monitoring + alerting, or alerts-only for mature NOCs. You never manage the platform, that's always on us.

Our Process

1. WORK TOGETHER.

Collaborate on scope

Devices, thresholds, segments, escalation paths.

2. WE BUILD IT.

Configure & deploy

We handle integration, tuning, and ongoing maintenance.

3. WE WATCH IT.

24/7 NOC coverage

Human eyes on every alert. Real triage, not auto-forwards.

4. WE CALL YOU.

When it matters

A phone call, not an email vanishing into a queue.

5. WE MANAGE IT.

Admin & updates

We manage the platform, handling updates and tuning, so you don't have to.

450+

Community-focused and rural broadband providers trust ISP

97%+

ISP Customer retention rate

40%

Fewer subscriber-impacting tickets

(Source: Big Bend Telephone)

NPS 80

Customer-reported Net Promoter Score

WHAT THIS MEANS FOR YOU

NOC & Monitoring shows up differently depending on where you sit. Here's the value lens for the three people who feel the impact most directly.

NETWORK OPS LEADER

Coverage & Control

Your network has grown faster than your operational model, and you're filling gaps with on-call technicians.

WHAT MOVES FOR YOU

- **True 24/7 coverage.** Human eyes on every alert. Real triage, not auto-forwards.
- **One pane of glass.** Adtran, Calix, DOCSIS, fiber, all consolidated in one view.
- **Engineers focused.** Your team runs the network, not a monitoring tool.

YOU MAY BE SAYING

"We already have monitoring tools."

Most operators do. Often the gap usually isn't tooling, it's the coverage model. Tools don't watch the network at 2 AM. People do.

CX LEADER

Subscriber Experience

Your agents find out about network problems from angry subscribers, not from your ops team.

WHAT MOVES FOR YOU

- **Fewer outage calls.** Issues resolved before they generate a flood of tickets.
- **Faster resolution.** Agents get a heads-up early, not the angry call first.
- **Less agent burnout.** Your team stops absorbing the operational chaos.

YOU MAY BE ASKING

"Isn't this an Ops decision, not mine?"

Technically yes, but the metrics it moves are yours. Your voice in the conversation matters because no one else feels the cost of a missed alert the way your team does.

GM & CEO

Reputation & Growth

You're growing faster than your operation can support, and that gap shows up in churn, customer experience, and reputation.

WHAT MOVES FOR YOU

- **Fewer brand-impacting events.** Issues caught and acted on before subscribers feel them.
- **Scale without hiring.** Add subscribers and footprint without rebuilding the org chart.
- **Local identity intact.** Customers never feel like they're talking to a third party.

YOU MAY BE SAYING

"Our community expects local support."

They should, and they'll keep getting it. We extend your team, not replace it. Subscribers feel the same local service, with discipline behind it that's hard to staff internally. One partner. Total peace of mind.

▶ The bottom line:

Across 450+ broadband providers, the operators who win during expansion are the ones who decided not to scale support and operations the hard way. We help you grow without putting reputation, CX, or your team at risk.

97%
CUSTOMER
RETENTION



Ready to talk about what this could look like for your team?

Scan to book a 30-minute discovery call. An honest evaluation on whether NOC Monitoring fits your operation.



SUBSCRIBER SUPPORT

24/7 WHITE-LABEL SUBSCRIBER SUPPORT

Outages and support calls don't just follow business hours — they happen around the clock. Subscriber Support gives you 24/7 white-label coverage that sounds like your team, knows your community, and resolves 70% of calls on the first try. Experience total peace of mind by choosing a partner that has 31 years of experience working with 450+ rural broadband providers.

THE REALITY

When the phones stop, churn starts.

Your reps cover everything from 8 to 5. Nights and weekends route to voicemail or a generic answering service. A subscriber's internet drops at 9 PM and they're left waiting until tomorrow, but they're shopping for a competitor by lunch. Hiring is slow, training is longer, and a single retirement leaves you scrambling for months.



WHAT CHANGES WITH SUBSCRIBER SUPPORT

Local feel. National scale. White-glove coverage.

200+ US-based agents answer calls 24/7/365, fully white-labeled to sound exactly like your team. **Custom playbooks covering both technical and customer support.** Live billing platform integration. Subscribers never know and never have to wait. Your team gets their evenings back, your reputation stays clean, and your customers are left feeling supported. Growth stops being capped by your hiring pipeline.

What makes us different

- ✓ **Real people. Every time.** 100% US-based agents and no phone trees, offshore handoffs, or AI dressed up as support. Subscribers get someone who knows your service, your community, and your runbook.
- ✓ **The math you can't beat by hiring.** 24/7/365 coverage at the cost of roughly half a single full-time hire with full-team output. No recruiting, ramp time, or rural labor pool to fight over.
- ✓ **Full visibility, not a black box.** Every call recorded and every ticket logged. On-demand reporting on volume, resolution rates, and trends. You see what we do, which is what your subscribers actually need.

Our Process

1. WE LEARN YOU. Custom playbooks

Your tone, your processes, and your products built into how every call is handled.

2. WE INTEGRATE. Billing platform sync

Compatible with leading billing platforms. Agents see live customer data on every call.

3. WE ANSWER. 24/7 white-label

Live US-based agents pick up and sound exactly like your team.

4. WE RESOLVE. First-call fixes

70% of issues resolved on the first call. Tickets logged with full visibility for your team.

70%

First-call resolution on subscriber issues

<90s

Hold time SLA — typically 38–60 seconds

200+

US-based agents answering 24/7/365

97%+

ISP customer retention rate

WHAT THIS MEANS FOR YOU

Subscriber Support shows up differently depending on where you sit. Here's the value lens for the four people whose metrics it moves most directly.

CX LEADER & IT LEADER Coverage & Quality

Your team is doing great work from 8 to 5. But subscribers don't have problems on a schedule, and your reps can't keep absorbing nights, weekends, and overflow forever.

WHAT MOVES FOR YOU

- **FCR jumps to 70%.** Most providers start near 40% and don't realize how much room they have.
- **Hold times drop.** Live agent in under 90 seconds, typically 38–60 sec.
- **Your team gets relief.** No more 2 AM calls to Joe. No more burnout-driven turnover.

YOU MAY BE SAYING

"We've tried outsourcing before, and it didn't work."

Most BPOs route subscribers offshore and escalate everything back to you. We don't. 100% US-based, runbook-trained, fully integrated with your billing platform. The difference shows up in the first call.

MARKETING LEADER Retention & Reputation

You're investing in subscriber acquisition, but every unanswered call after hours is a future churn event and a lost referral. In a rural footprint, the wrong experience travels fast.

WHAT MOVES FOR YOU

- **Churn driver reduced.** Support gaps stop quietly canceling out your acquisition wins.
- **Brand reputation protected.** No subscriber ever tells a neighbor they couldn't reach you.
- **Referral engine intact.** Word-of-mouth in rural markets is the cheapest acquisition channel. Don't break it.

YOU MAY BE ASKING

"Isn't this an Ops or CX call?"

It is, but the metrics it protects are yours: churn, NPS, brand perception in your community, and the referral pipeline you've spent years building. Your voice in the conversation matters.

GM & CEO Reputation & Growth

You're being asked to grow, but every retirement, every burned-out rep, and every unanswered call is a future churn event.

WHAT MOVES FOR YOU

- **Churn risk drops.** Subscribers reach a real person, not voicemail, robot, or a competitor.
- **Hiring pressure eases.** 24/7 coverage at the cost of half a hire. No rural recruiting battle.
- **Local identity intact.** Subscribers never know they're talking to a partner and never need to.

YOU MAY BE SAYING

"Our community expects local support."

They'll keep getting it. Every call is white-labeled with your runbook, your tone, and your processes. Subscribers feel like they're calling down the street because in every way that matters, they are.

► The bottom line:

You can't hire your way to 24/7 support at the cost ISPN delivers it, especially not in a rural labor market. Subscriber Support gives you the coverage, the quality, and the reputation protection your team can't sustainably build alone.

70%

FIRST-CALL RESOLUTION



Ready to talk about 24/7 Subscriber Support?

Scan to book a 30-minute conversation about your coverage gaps and whether Subscriber Support is the right fit.



MANAGED NETWORK SERVICES

FIVE MANAGED SERVICES. ONE PARTNER.

Email. Web hosting. DNS. DHCP. RADIUS authentication. These are the infrastructure your network depends on every minute of every day. Managed Network Services from ISP Network Partners gives you fully redundant, actively managed infrastructure backed by a team that has been doing this for community-based broadband providers for decades. Stop running a server room and start running your network.

THE REALITY

Running servers isn't your business. Running broadband is.

Your team is patching email servers, chasing DNS resolution issues, and manually configuring IP assignments. But every hour your engineers spend on back-of-house infrastructure is an hour not spent on growing the network, or on supporting the subscribers who actually generate revenue.

WHAT CHANGES WITH MANAGED NETWORK SERVICES

One partner. Zero server-room overhead.

Hosted email and web hosting your subscribers actually want to keep. DNS, DHCP, and RADIUS infrastructure that just works and is redundant, secure, and built to scale with you. All managed by a team that does this every day, integrated with the billing and operations platforms you already run. Your engineers get their time back, your subscribers get a better experience, and your infrastructure stops being a single point of failure waiting to surface.

What makes us different

- ✓ **We don't sunset services.** When other providers discontinue DNS, email, or hosting for strategic reasons, operators are left scrambling. Our Managed Network Services are stable, supported, and built to be here for the long term because they are core to our business, not a sideline.
- ✓ **Built for broadband, not retrofitted to it.** Calix-integrated DHCP. API connections to your billing system. RADIUS support for PPP/PPPoE and BNG environments. We have been running these services for community-based and rural broadband providers long enough to know what actually matters in your stack.
- ✓ **One partner. Five services. Real consolidation.** Hosted email, web hosting, DNS, DHCP, and RADIUS. All under one team, one contract, and one set of SLAs. Stop coordinating across five vendors when one will do.

Our Process

1. HOSTED EMAIL

For your subscribers

Secure, reliable email with spam, virus, and mobile support. POP, IMAP, SMTP, webmail.

2. HOSTED WEBSITE

cPanel hosting

Reliable, scalable web hosting your subscribers can resell to their small business customers.

3. DNS

Always-on resolution

1,000+ domains managed across four geographically dispersed servers. Built-in redundancy.

4. DHCP & RADIUS Infrastructure plumbing

Automated IP assignment, MAC auth, RADIUS for PPPoE and BNG. Integrated with industry partners and billing systems.

5

Managed services.
One partner.
Total peace of mind.

1,000+

Domains managed across
four geographically
dispersed servers

450+

Community-focused
and rural broadband
providers trust ISP Network Partners

97%

Customer
retention rate

WHAT THIS MEANS FOR YOU

Managed Network Services touches the network you run and the experience your subscribers feel. Here's the value lens for the two people who absorb that infrastructure burden most directly.

NETWORK OPS LEADER

Stop Patching. Start Engineering.

Your team is spending hours every week on infrastructure that doesn't differentiate your business: patching email servers, troubleshooting DNS, manually configuring IP assignments. None of it makes the network better. All of it is on you.

WHAT MOVES FOR YOU

- **Server-room maintenance disappears.** Patching, updates, redundancy, and failover are all handled. Your engineers work on the network instead.
- **Real redundancy on critical services.** DNS across four geographically dispersed servers. DHCP high availability. RADIUS with built-in failover.
- **Integrated with your stack.** Calix-ready DHCP. API connections to your billing system. RADIUS for PPP/PPPoE and BNG. No custom glue code.
- **One number to call.** Five services, one support channel, one set of SLAs. No more triaging which vendor owns which problem.

YOU MAY BE SAYING

"We've run our infrastructure for years. Why change now?"

That's fair, but keep in mind the things that cause you to scramble: a key engineer retires, a third-party provider sunsets a service, an outage exposes a redundancy gap, or you realize how many hours per week your senior staff spends on infrastructure that does not move the business forward. Let's talk about which of those is true for you, and which is not.

GM & CEO

Subscriber Retention & Operational Focus

You are carrying the operational weight of services your subscribers expect to just work: email, hosting, the back-of-house infrastructure that holds it all together. But none of it is growing the business. Every dollar spent maintaining it is a dollar not spent on competitive advantage.

WHAT MOVES FOR YOU

- **Subscriber-facing services as a retention play.** Hosted email keeps subscribers tied to your brand for years. A working email account is harder to leave than a working connection.
- **Capex into opex, predictably.** No server refresh cycles. No surprise hardware costs. No scrambling when something fails. Just a predictable monthly partnership.
- **Risk consolidation, not risk distribution.** One partner you can hold accountable beats five vendors pointing fingers when something breaks.
- **Your team stays focused on business.** Senior staff time spent on infrastructure maintenance is the most expensive labor in your operation. Free them for what only they can do.

YOU MAY BE ASKING

"Won't we lose control of critical services?"

You will not lose control. You will lose the maintenance burden. We manage the infrastructure; you keep full visibility, full administrative access, and full ownership of the subscriber relationship. The runbooks, the policies, and the SLAs are yours. The 2 a.m. patching is ours.

► The bottom line:

Your network is what differentiates your business. Server-room infrastructure is not, but somebody on your team is spending hours every week on it. We have been running these services for community-based and rural broadband providers for decades. We're not going anywhere.

5

**SERVICES,
ONE PARTNER**



Ready to consolidate the back-of-house?

Scan to book a 30-minute call to talk through your current infrastructure, your team's time sink, and what consolidation could look like service by service.



CYBERSECURITY

24/7 MANAGED SOC + ENDPOINT PROTECTION

Cyberattacks hit both your business and the core IP services your subscribers depend on. Cybersecurity services from ISP give you a 24/7 Security Operations Center, managed endpoint protection, and the cybersecurity posture BEAD funding now requires, all without standing up an internal security team you can't realistically staff or retain.

THE COST OF DOING NOTHING

Breaches don't ask if you're ready.

The average cyberattack on a small or midsize business costs upwards of \$250,000 — and that's before the regulatory exposure, the subscriber churn, and the reputation damage in a community where everyone talks. For broadband providers, the stakes are doubled: an attack on you is an attack on the services your subscribers run their lives through. Plus, BEAD funding now requires a cybersecurity program to qualify.

WHAT CHANGES WITH CYBERSECURITY

A SOC team you couldn't afford to hire.

24/7/365 monitoring from a Security Operations Center staffed by dedicated cybersecurity experts. Real-time threat detection, active threat hunting, false-positive mitigation, and one-on-one guidance to remediate issues fast. Combined with managed endpoint protection across laptops, mobile devices, and infrastructure, so your network and your subscribers stay protected on every device at every entry point.

What makes us different

- ✓ **A real SOC, not a software dashboard.** Live security analysts triaging alerts, hunting threats, and mitigating false positives 24/7/365. The kind of team that is hard and expensive to hire, build, and retain.
- ✓ **Network and endpoints, both covered.** Most providers protect one or the other. We protect both your core infrastructure and every laptop, mobile device, and BYOD endpoint connected to your network.
- ✓ **BEAD-ready cybersecurity posture.** Federal funding now requires a real cybersecurity program. We deliver the program and the documentation that lets you qualify and stay in compliance.

Our Process

1. DETECT

24/7 monitoring

Live threat detection across your network and every endpoint connected to it.

2. INVESTIGATE

Triage & threat hunt

Real analysts confirm what's real, mitigate false positives, and hunt what's hiding.

3. REMEDIATE

Action, not alerts

Active remediation guidance and one-on-one support from your security specialist.

4. REPORT

Visibility for leaders

Weekly and monthly reports your GM, board, and BEAD reviewers can actually use.

NIST

Compliance Assistance and Reporting

24/7/365

Live monitoring & response from a real SOC team

11+

Active SOC services included in every package

WHAT THIS MEANS FOR YOU

Cybersecurity isn't an IT line item. Going without is a risk. Here's the value lens for the two people who own that risk most directly, and what changes the day a SOC team starts watching your network.

GM & CEO

Risk, Reputation & Funding

You're being asked to grow your network, qualify for federal funding, and protect a community-facing brand, and yet a single breach could undo years of work in one weekend.

WHAT MOVES FOR YOU

- **BEAD eligibility protected.** Cybersecurity requirements are met with documentation reviewers can actually accept.
- **Brand exposure reduced.** A breach in your community travels faster than the network you built. We help make sure it doesn't happen.
- **Capex into opex.** Don't stand up a security team you can't sustain. Predictable monthly cost, enterprise-grade outcome.
- **Board-ready reporting.** Weekly and monthly reports that translate technical risk into business language.

YOU MAY BE ASKING

"Aren't we too small to be a target?"

That's exactly why you are one. 43% of cyberattacks target small businesses because larger organizations have already invested in defenses. Broadband providers carry extra weight, too: a breach on you is a breach on your subscribers' service, their data, and the trust they've placed in your name. Attackers know that. So do regulators.

NETWORK OPS LEADER

Coverage Without Adding Headcount

You're already running a network. Now you're being asked to also run a SOC without the analysts, the playbooks, the threat intel, or the 24/7 coverage that makes one effective. The math doesn't work.

WHAT MOVES FOR YOU

- **A real SOC behind you.** Triage, threat hunting, false-positive mitigation, and remediation guidance handled by analysts, not your engineers.
- **Network + endpoint coverage.** Core infrastructure and every BYOD device, all monitored from one operations center.
- **Patch management included.** Unpatched software and OS vulnerabilities addressed with one-step remediation, meaning no more chasing CVEs across the environment.
- **Your team stays focused.** Engineers run the network, and security specialists run the SOC. No one is doing two jobs at once and risking missed steps.

YOU MAY BE SAYING

"We already have a firewall and antivirus."

Most operators do, and most attackers know how to walk past both. Modern threats target endpoints, exploit unpatched software, and live inside networks for months before triggering. A SOC's job isn't replacing your tools. It's putting human eyes on what those tools see, finding what they miss, and acting before something becomes a headline.

▶ The bottom line:

Cybersecurity isn't a question of if anymore. It's a question of when, and whether you'll be ready. The cost of a breach is documented. The cost of doing nothing is a community-facing brand built over decades, lost in a single weekend. We help broadband providers stay ahead of both.



Find out what's exposed before someone else does.

Scan to book a 30-minute discovery call. We'll walk through your current security posture, BEAD readiness, and where the actual gaps are.



ENGINEERING SUPPORT

PROJECT-BASED ENGINEERING EXPERTISE ON DEMAND

BEAD-funded buildouts. Fiber overbuilds. IPv6 migrations. Post-acquisition network integration. The engineering work is real, but the qualified engineers aren't sitting in your local labor market. Engineering Support gives you on-demand access to senior broadband engineers — by the project, by the hour, or for whatever scope you need — without the hiring cycle, the ramp time, or the long-term overhead of a permanent bench.

THE REALITY

The work is here. The engineers aren't.

You've got a fiber buildout to design, a CMTS to reconfigure, an IPv6 migration that's been on the roadmap for two years, and a router replacement that nobody on staff has done before. Hiring a senior network engineer in a rural market takes 6+ months, if you can find one. Meanwhile, every quarter the project stays on the whiteboard is a quarter your competitors are pulling ahead.

WHAT CHANGES WITH ENGINEERING SUPPORT

A senior bench without the headcount.

Senior engineers experienced in cable, DSL, fiber, fixed wireless, DOCSIS, and IP networking, available by the project, by the hour, or for whatever scope you need. From planning and design through configuration, deployment, and unexpected troubleshooting, we see the work through to completion while your roadmap stays on track.

What makes us different

- ✓ **Senior engineers. Not generalists.** Every team member has the experience to see your project through to completion. No one's learning on your network.
- ✓ **Engagement that fits the work.** Project-based for fiber buildouts and migrations. Hourly for unexpected problems and short engagements. Ongoing for sustained capacity. You only pay for what you need.
- ✓ **Broadband-specific expertise.** Fiber, cable, wireless, DSL, DOCSIS, IP networking. We've worked across all operator types, both private and public sector, and solved the same problems before.

Our Process

1. SCOPE

Define the Work

Project, hourly, or ongoing. We size the engagement to what you actually need.

2. PLAN

Design & Architect

Document network design, capacity planning, IPv6 strategy, equipment specs, and additional details.

3. DEPLOY

Configure & Deliver

Configure and deploy Routers, switches, CMTS, and OLTs.

4. HANDOFF

Document & Transfer

Your team takes the keys. We're available for the next project and on-call when needed.

450+

Community-focused and rural broadband providers trust ISP

97%+

ISP Customer retention rate

6

Network technologies covered: fiber, cable, wireless, DSL, DOCSIS, IP

NPS 80

Customer-reported Net Promoter Score

WHAT THIS MEANS FOR YOU

When engineering capacity becomes the constraint, projects slip — and so does the business case behind them. Here's the value for the two people who feel that constraint most directly.

NETWORK OPS LEADER

Capacity for the Real Work

You've got the roadmap. You know what needs to happen. The problem is you don't have the engineering hours, you can't hire fast enough, and your team is already running flat out keeping the network up.

WHAT MOVES FOR YOU

- **Senior expertise on demand.** Engineers who've configured the gear you're configuring, in the topology you're working in.
- **Projects ship on time.** Fiber design, IPv6 migration, and equipment configuration are all out the door by your deadline.
- **Your team learns without burning out.** Documented handoff means your people grow with the project, not just survive it.
- **No long-term overhead.** Project, hourly, or ongoing. Scale up for a build, scale down when it ships.

YOU MAY BE ASKING

"Won't this team need to learn our network?"

Yes, but less than you'd think. Our engineers have worked across fiber, cable, wireless, DSL, DOCSIS, and IP environments at hundreds of operators. The patterns are familiar. We document as we go, ramp on the specifics that matter, and come up to speed faster than a new hire would. Then we hand it back clean.

GM & CEO

Roadmap Velocity & ROI

You've got BEAD funding to deploy, fiber to build, and competitors moving on your footprint. Every project that slips is revenue that doesn't materialize and a team that gets blamed for execution problems they couldn't realistically solve alone.

WHAT MOVES FOR YOU

- **BEAD execution stays on schedule.** Federal funding has timelines. Engineering capacity shouldn't be why you miss them.
- **CapEx into OpEx, again.** No permanent senior-engineer headcount you'll struggle to keep busy after the build is done.
- **Risk reduction on critical work.** A senior engineer with experience reduces the chance of a costly redo — or worse, a buildout that doesn't work the way it should.
- **Your team gets a teammate, not a babysitter.** ISP engineers work alongside your people. There are no turf battles or us-vs-them. One partner for total peace of mind.

YOU MAY BE ASKING

"Why not just hire another engineer?"

You can, and for sustained, predictable workloads, you should. But the work in front of you right now is uneven: a fiber buildout that ends, a migration that finishes, a buildout that ramps next year. A permanent hire is permanent overhead. Engineering Support flexes with the work. Use us for the spikes, and hire for the baseline.

▶ The bottom line:

The next two years will reshape who wins in community broadband, and engineering velocity is the lever underneath all of it. The operators who execute on BEAD, fiber, and IPv6 are the ones who don't let hiring constraints become roadmap constraints. We help you stay out of that trap.

450+

PROVIDERS TRUST ISP



Got a project that's been sitting too long? Let's talk.

Scan to book a 30-minute conversation about scope, timeline, and what an engagement could look like for your team.



ISP

HARPER

THE BROADBAND MARKETING LIBRARY

Most rural broadband marketing teams are one or two people juggling multiple roles. The Harper Broadband Marketing Library provides stretched teams with a full library, updated monthly, of customizable content calendars, campaigns, video, social, blog, and print assets, all created by people who understand broadband and rural communities.

THE REALITY

Reactive marketing is a losing game.

Last-minute scrambles for content on National Data Privacy Day. Generic agencies that take weeks to understand your market or your services. Meanwhile, your competitors, the national providers, are running real campaigns that are chipping away at your subscriber base while your strategy plays catch-up.

WHAT CHANGES WITH HARPER

A full creative solution at your fingertips.

Harper's library is built to help you gain and retain subscribers, with 30+ ready-to-use marketing assets added every month. Every asset is created by marketers with real broadband experience. Auto-customization means your brand loads automatically when you open an asset, and you can further customize, export, and publish from there. Creating and scheduling a month of content takes a few hours instead of a couple of weeks.

What makes us different

- ✓ **Content created by broadband marketers.** Every asset in the Harper library is built by real people with hands-on broadband marketing experience.
- ✓ **A full team without the headcount.** A Harper subscription gives you access to the library and the team behind it. That includes a free monthly consulting session for strategy, planning, and creative guidance, plus on-demand content requests.
- ✓ **Full control of your content and your brand.** Harper's built-in editor gives you complete control over every asset. Your branding loads automatically when you open a piece of content, and editing tools plus generative AI give you additional flexibility to customize copy and messaging without starting from scratch. *For teams with an in-house designer, the library serves as a ready-made idea bank of resources, campaign concepts, and content themes.*

How it Works

1. LOG IN

Open the library

Browse a constantly growing library of broadband-specific content.

2. SELECT

Pick what you need

Campaigns, video, social media, blog, print, email newsletters, and more. Assets open with your branding already applied.

3. CUSTOMIZE

Make it yours

Edit copy, swap images, and add graphics using the built-in editor.

4. EXPORT

Publish and ship it

Post directly to social media platforms, download for any other channel, or ship direct mail pieces straight from Harper with low minimum quantities.

5. MAKE A REQUEST

Need something else?

Content additions are included at no extra cost when they can be added to the platform.

30+

New marketing assets delivered every month

10X

Value of video assets vs. independent production cost

1-2 HRS

To schedule an entire month of content

50%

Of content requested by the broadband marketers using it



WHAT THIS MEANS FOR YOU

Harper's impact shows up differently depending on where you sit. Here's the value lens for the two roles with the most at stake.

MARKETING LEADER

Strategy & Execution

You're being asked to drive growth with a small team while handling all of the "other duties as assigned."

WHAT MOVES FOR YOU

- **Creator's block ends.** A constantly growing library of ready-to-customize assets means your content calendar stops being a source of stress and starts being a strategic tool.
- **Multi-channel coverage.** Run a build rollout, a product launch, and an upgrade push in parallel without adding headcount.
- **Consistent messaging across every touchpoint.** Subscribers hear the same story across email, social, and print, reinforcing your brand at every interaction.
- **Subscriber education.** Pre-built how-to content and explainer videos give your subscribers somewhere to turn, reducing repeat calls and support burden before they start.
- **Time back for real strategy.** Creating and scheduling a full month of content takes just a few hours.

YOU MAY BE SAYING

"We already have an agency."

Most agencies don't understand broadband. They spend weeks ramping on your market, and you end up educating them on your own industry. Harper is built for broadband providers from day one and works alongside your agency rather than replacing it.

GM & CEO

The Business Case

Your competitors are investing in marketing as a growth driver while your team is one person stretched thin and a Canva subscription.

WHAT MOVES FOR YOU

- **A force multiplier for your local team.** A single subscription delivers the combined output of a full creative department, giving your existing staff the resources to do more without adding headcount.
- **Brand consistency across every channel.** Every asset is built to your brand standards, so your identity stays locally rooted and consistent.
- **A predictable, strategic content calendar.** Your marketing stops reacting to competitors' moves and starts getting ahead of them.
- **Retention starts with communication.** Subscribers who feel informed and engaged are less likely to churn.

YOU MAY BE SAYING

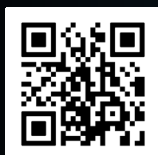
"This feels like one more subscription to manage."

Harper isn't a tool that needs managing. Your team logs in, finds content already built, and publishes it. The monthly consulting session means you have a strategic partner helping you get the most out of the platform, not another piece of software sitting in a tab no one opens.

▶ The bottom line:

Rural providers are being forced to compete with national carriers and well-funded overbuilders are moving into rural markets. Harper gives your existing staff the content, tools, and strategic support to build a marketing operation that acquires and retains subscribers and strengthens your community presence.

30+
ASSETS
PER MONTH



Launch faster and reach further with Harper.

Book a 30-minute walkthrough of the platform to see the assets, resources, and tools designed for rural broadband providers like you.



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