

FIBER BUILD PROJECT MANAGEMENT

User Guide

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INSIGHT PROJECT MANAGEMENT APPLICATION

User Guide

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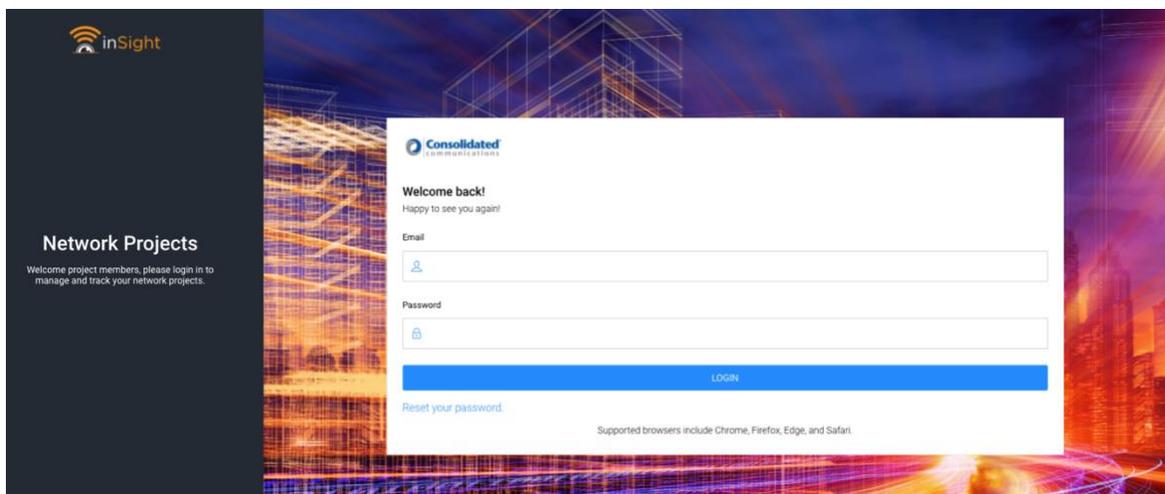
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Application Access

To access the system please use one of the supported browsers below from your computer or tablet. The preferred browser is **Google Chrome**. This application was developed as a hosted platform to help manage the buildout stages for delivering fiber optics. As a hosted solution the system is accessible anywhere, anytime.

If you do not have access, then contact the system administrator to the application. A welcome email will be sent to you with a link to initialize your password. If you do not see the email, then please check your junk folder.



- URL is <https://www.insight-cci.com/>
- Login id is your email address.
- Password must have a minimum of 7 characters.
- Supported browsers include Google Chrome, Firefox, Edge, and Safari.

Application Layout

1. Menu, based on your access the menu may look different.

2. Click down arrow to expand or contract the schedule

3. Special navigational links to help jump to a particular schedule.

4. Use the Log Out before closing the browser.

5. Project filter will appear on all pages.

6. Toggle to view open or closed projects.

7. Add notes to help explain status. When adding a note user can set the color to Red, Amber, or Green.

8. Popup menu for additional functions for the row.

9. Click to open the add task window.

10. Task start date can be set by clicking on the 'Select Date' box or the system will set this automatically when entering a % Complete the first time.

Project Schedules

Engineering Construction Splicing Testing CO Turn Up Provisioning FPC

State: TX MSA: All Market: Conroe Wire Center: CONRTX85

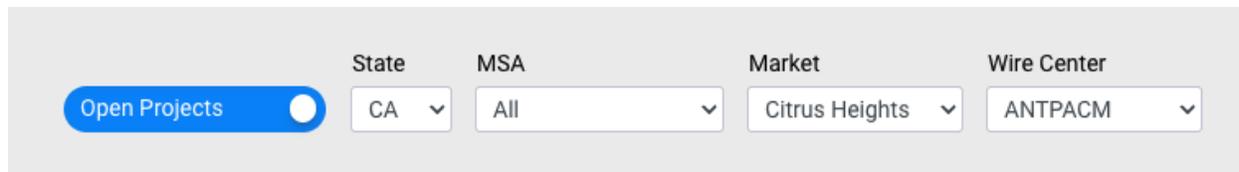
Wire Center	Task	Start Date	Status	% Complete	Complete Date
CONRTX85	OSP PS Approvals & Released to Ops	Select Date	Not Started	0%	
CONRTX85	Prints	Select Date	Not Started	0%	
CONRTX85	Service Address List - FM85FX03	03/03/21	Complete	100%	05/14/21
CONRTX85	CO Engineered	06/03/21	Complete	100%	06/03/21
CONRTX85	CO PS Approvals & Released to Ops	11/18/21	Complete	100%	11/18/21

+ ADD TASK

Wire Center Components



Project Filters



Across all pages the above criteria will help filter project schedules, tasks, reports and even project related documents down to the wire center. Please note if 'All' is selected in any of the criteria then this could slow down the page refreshing.

The filter has a left-to-right hierarchy: **State** > **MSA** > **Market** > **Wire Center**. For example, the valid values listed in the MSA dropdown will be based on the state, valid values listed in the Market dropdown will depend on the State and MSA, and the values subsequently seen in the Wire Center dropdown will be based on the State, MSA, and Market selected.

Navigating

The system is designed to provide several natural ways to navigate around the projects.

1. From the **project summary** page, click on a row
 - Based on the row selected the project filters will prepopulate with values
 - The project schedules will list
2. **Menu** items listed on the left will navigate/open that window directly (explanation found on the next page).
2. From the **marketing summary** page click on the awareness box or marketing direct cell. This will navigate and open the applicable marketing page (marketing awareness or marketing direct window).
3. When viewing the core upgrade tasks, clicking on a specific wire center name in column 2 will navigate to the project schedules page, listing all engineering and build schedules for that wire center.
4. At the top of project schedules window there are navigation boxes to quickly jump you to that schedule (Engineering, Construction, Splicing, Testing, CO Turn Up, Provisioning, and FPC).

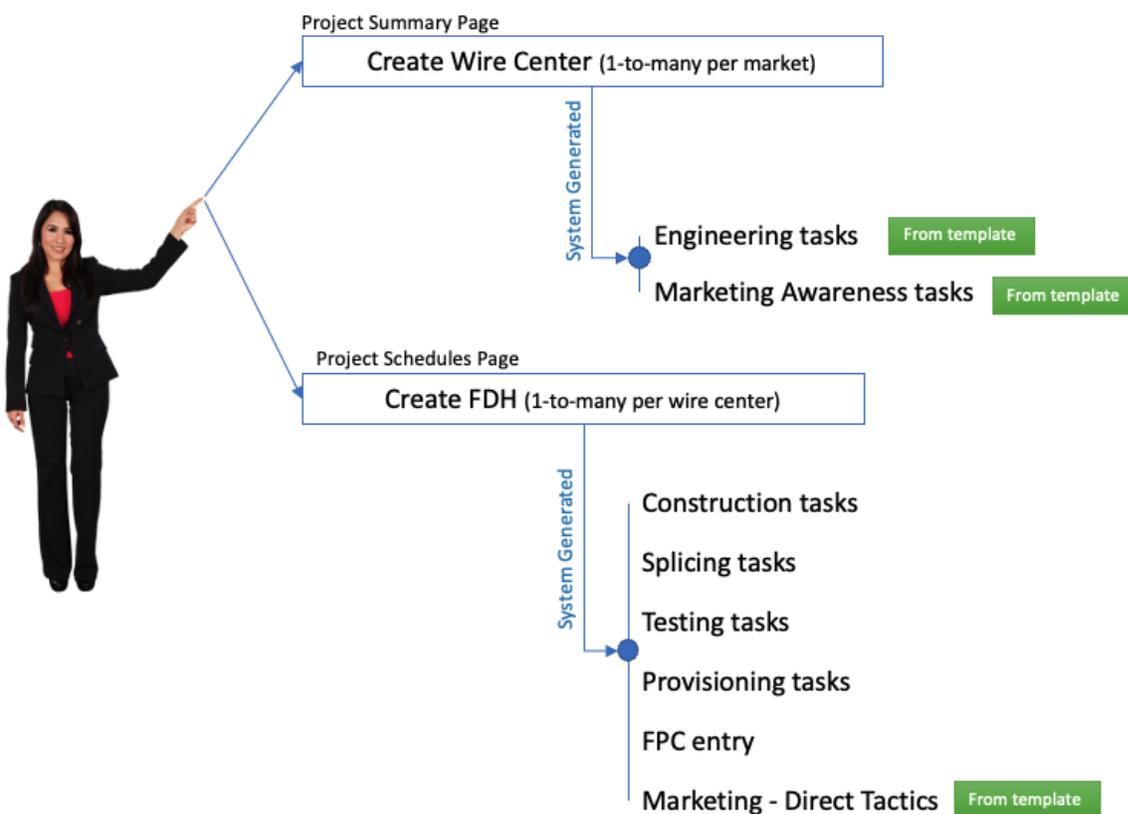
The application menu on the left will display functionality based on your access level. Contact your application admin if you do not see a needed menu item. All available menu items available as of this publication are listed below:

Menu Item	Brief description
Project Summary	All Wire Center projects will be listed based on the common filter criteria. On this page you can add new wire center projects in addition to editing existing wire centers. This page is also used to navigate to a specific wire center, to access the other menu items listed below.
Project Schedules	When a wire center project is selected from the project summary page, the system will navigate and open all of the project schedules for the selected wire center: Engineering, Construction, Splicing, Testing, CO Turn Up, Provisioning, and FPC.
Core Upgrades	Core upgrades are CO tasks which are linked across multiple wire centers. The core upgrade task can be managed once on this page and status changes will be reflected automatically in each wire center's project schedule.
Marketing Summary	High-level list of the marketing plans based on the filter criteria. From here there's a link to view the detail awareness tasks and the direct marketing tactics.
Marketing Awareness	List all awareness tactics and status.
Marketing Direct	List all direct marketing initiatives and status.
Documents	View and upload project documents associated with a wire center.
User Credentials	Page to view and manage users with access to the system.
Contracting Firms	Setup contracting firms. Users flagged as a contractor need to be associated with a firm within the application.
Reports	All project status reports are listed here.

Project Hierarchy

1. A project administrator will create a new **Wire Center** project from the project summary page. When this is saved the system will auto-generate the engineering tasks from a template and a set of marketing awareness tasks also from a template.
2. Next the project administrator will create one or more **FDHs** within the wire center. The system will auto-generate tasks for each FDH created: construction, splicing, testing, provisioning, and FPC. The system will also auto-generate direct marketing tactics from a template for each FDH.

Please note the templates are found in the appendix.



Project Summary Page

This is the default first page to open when you log into the application. Modify the filters at the top to find the wire center projects. Clicking on a row will navigate you to the view/modify the project schedules.

The screenshot shows the 'Project Summary' page. At the top, there are filters for State (MA), MSA (All), Market (All), and Wire Center (All). Below the filters is a table with the following columns: State, MSA, Market, Wire Center, FPC Delta from Target, and Homes Passed. The table contains two rows of data. Below the table is a large green button labeled '+ ADD WIRE CENTER'. Red callout boxes are placed over the interface: box 1 points to the '+ ADD WIRE CENTER' button, box 2 points to the alert icons in the left margin, and box 3 points to the edit icons in the 'Wire Center' column.

State	MSA	Market	Wire Center	FPC Delta from Target	Homes Passed
MA	BACK BAY, MA	BACK BAY	BOSTON	0	36123
MA	CAPE COD, MA	CAPE COD	SAGAMORE	0	0

1 Add Wire Center

From the **project summary** page select the large horizontal add wire center button. You can edit an existing wire center by selecting the pencil icon.

2 Project alert preferences.

Any person with access to the application can setup their own project alerts for a wire center. Alert emails are sent out overnight.

3 Contractor access settings.

Contractors will not have access to update a project until the admin grants access for their contracting firm name.

Creating Wire Centers

When creating a new wire center project, the system will populate default values.

Default values:

- Aerial Miles: **0.95 miles per day**
- Underground Miles: **0.25 miles per day**
- Test Days: **14 days**
- CO Turn Up Days: **45 days**
- Target Factor: **25%**
- Project Start Year: **Current year**
- FPC Dates: **Manually calculated**

Report only fields:

- Project Start Year
- Market Construction Start Date

Project Complete checkbox:

If this box is checked, then the wire center project will no longer be listed as an open project. Use the toggle (shown below) to switch views between open and closed projects (found with the common filters).

Open Projects

Complete Projects

Add New Wire Center close ✕

Wire Center	<input type="text"/>
Market	<input type="text"/>
MSA	<input type="text"/>
State	<input type="text"/>
Wire Center Address	<input type="text"/>
Aerial miles / day	<input type="text" value="0.95"/>
Underground miles / day	<input type="text" value="0.25"/>
Test days	<input type="text" value="14"/>
CO Task days	<input type="text" value="45"/>
Target Factor	<input type="text" value="25 %"/>
Project Start Year	<input type="text" value="2022"/>
Project Complete	<input type="checkbox"/>
FPC Dates	<input checked="" type="radio"/> Automated <input type="radio"/> Manual
Market Construction Start Date	<input type="text"/>



Wire Center Calculations

Aerial miles/day	All 3 fields are used to calculate the Construction Target Date: $\frac{((\text{TotalMilesRequired} * \text{PercentAerial}/100))/(\text{AerialMilesPerDay})}{+}$ $\frac{(\text{TotalMilesRequired} * ((100-\text{PercentAerial})/100))}{(\text{UndergroundMilesPerDay})}$ $* (\text{Target Factor})$
Underground miles/day	
Target Factor	
Test days	Value is used to calculate $\text{Testing Target Date} = \text{Start Date} + \text{Test Days}$
CO task days	Value is used to calculate $\text{CO Turnup Target Date} = \text{CO Actual Start Date} + \text{CO Task Days}$

Project Schedules

When an FDH is added to a wire center project, a row is added to the following project schedules: Construction, Splicing, Testing, FPC. A complete Direct Marketing plan is generated for the FDH. Engineering and CO Turn Up tasks are created and managed across the wire center; they are not directly linked with a single FDH.

Engineering

As noted earlier the Engineering Tasks are created by the system automatically from a stored template for each new Wire Center. Checkout the Engineering Template in the appendix.

User can perform the following actions to update the Engineering work:

- In addition to the initial set of tasks generated by the system the user can add a new task.
- Start Date can be set manually, or the system will set the start date when % Complete is first entered. Start date cannot be changed once the task has started.
- Update % Complete.
- Complete Date is only set by the system when the task is set to 100% Complete.

The screenshot displays the 'Project Schedules' interface. At the top, there are tabs for 'Engineering', 'Construction', 'Splicing', 'Testing', 'CO Turn Up', 'Provisioning', and 'FPC'. Below these are filters for 'State' (NH), 'MSA' (Keene, NH), 'Market' (Concord), and 'Wire Center' (KGTNNHBA). A table titled 'Engineering' lists tasks with columns for 'Wire Center', 'Task', 'Start Date', 'Status', '% Complete', and 'Complete Date'. A callout box points to the '% Complete' column, stating: 'Click the cell to update % Complete. Select the ok to save, or the x to cancel.'

Wire Center	Task	Start Date	Status	% Complete	Complete Date
KGTNNHBA	CO Engineered	04/11/22	In Progress	20%	
KGTNNHBA	CO PS Approvals & Released to Ops	Select Date	Not Started	80%	
KGTNNHBA	OSP Engineered	04/07/22	Not Started	0%	
KGTNNHBA	OSP PS Approvals & Released to Ops	Select Date	Not Started	0%	
KGTNNHBA	Prints	Select Date	Not Started	0%	
KGTNNHBA	Service Address List	Select Date	Not Started	0%	

+ ADD TASK

Adding FDH

Work conducted by engineering for the wire center will lay the groundwork for the necessary construction work orders. At this time someone will begin adding FDH entries in the application to support the project. The application is designed to build the schedules with minimal data entry.

The display here shows the FDH add window. A few fields require some additional explanation:

Start Date is not required. Until a start date is entered the user cannot update the % Complete in Splicing, Testing, and Provisioning because their target start dates are dependent on the construction start date.

Several fields are used for reporting purposes only, (no formula or calculation):

- Total homes Passed
- RDOF Homes Passed
- Buried Homes Passed
- Buried Homes Passed Completed
- Buried Homes Passed No Access
- FPC QTR

Bypass testing, if checked, indicates that testing is not required. Testing status will not be factored into the total build status on the project summary page.

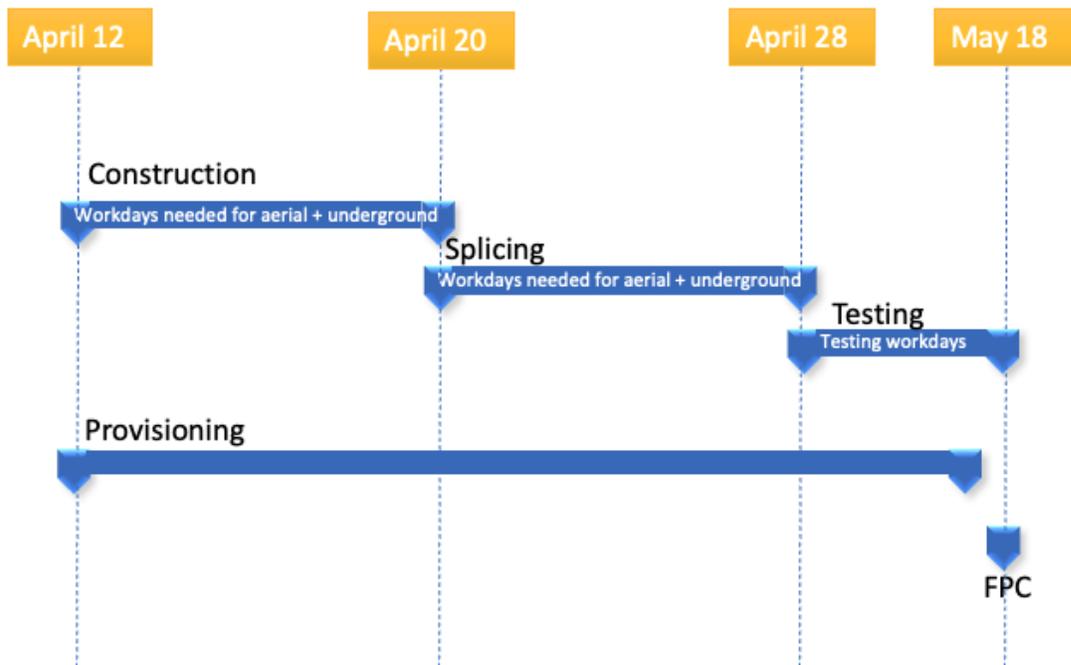
Material tracking, if checked, requires entering material when updating the status for construction and splicing.

Construction Setup		close
CAPE COD, MA		
Wire Center	SAGAMORE	
FDH CLLI		
FDH		
Start Date		
E-WO		
Required Footage	0	(0 Mile)
% Aerial	0	
Total Homes Passed	0	
RDOF Homes Passed	0	
Buried Homes Passed	0	
Buried Homes Passed Completed	0	
Buried Homes Passed No Access	0	
FPC Qtr		
Bypass Testing	<input type="checkbox"/>	
Material Tracking	<input type="checkbox"/>	

System Generated Schedules

After FDH is created, at some point the construction will start for each FDH. Establishing the start date will trigger the system to generate target dates and set start dates for all schedules. The graph and table below illustrate the logic and dependencies (using April 12th as construction start date).

Stage	Start Date	Logic	Target Date
Construction	April 12	Add workdays needed for aerial and underground	April 20
Splicing	April 20	Add workdays needed for aerial and underground	April 28
Testing	April 28	Add testing workdays needed (during setup, default 14 days)	May 18
Provisioning	April 12	Start date = construction start date, target date = FPC – 1 workday	May 17
FPC	N/A	Initial FPC Target date determined using latest target date from above schedules	May 18



Updating Schedules

Start Dates

The construction start date can be set explicitly by clicking the 'Select Date' box. Alternatively, the start date will be set to today the first time updating the % Complete value. When the project admin sets the start date the system will then calculate all target dates are start dates for all schedules (see prior page).

% Complete

To record status updates for the schedules the project administrator will click on the % Complete cell for an FDH. Some schedules require updating the progress for subtasks or entering material if material tracking was set on. Regardless of what is required, the % Complete value will display for that FDH task. When the work is 100% complete then the status will show as complete.

Actual Complete Dates

The project administrator can enter an actual complete date if necessary. The following common rules apply.

- the entered date must be **<= today's date and > start date**
- this will mark this task as 100% complete
- When the complete date is set the letter to the right of the complete date will change from 'T' (for Target Date) to 'A' (for Actual Date)

Material Tracking

Material is tracked at the FDH level for the construction and splicing stages. Activating/deactivating Material Tracking is managed on the FDH properties popup window.

1. Add a new FDH.
2. Edit the properties for an existing/active FDH.
3. Default FDH values, currently set for all new FDHs in Maine, NH, and VT.

The screenshot shows a table titled 'Construction' with columns: Wire Center, E-WO, FDH CLLI, FDH, Start Date, Status, % Complete, FPC Qtr, and Complete Date. Two rows are visible, both with 'SAGAMORE' in the Wire Center column. The first row has 'CLLI 01' and 'FDH 01' (highlighted in blue). The second row has '234' and 'XYZZ'. Callouts explain that blue text indicates material tracking is 'on' and a blue icon indicates it is required. A menu icon next to the first row is highlighted with a callout explaining it is used to edit properties.

Wire Center	E-WO	FDH CLLI	FDH	Start Date	Status	% Complete	FPC Qtr	Complete Date
SAGAMORE	123 WO	CLLI 01	FDH 01	Select Date	Not Started	0%	Q3	
SAGAMORE	234	456 WO	XYZZ	Select Date	Not Started	0%		

Latest Construction Date: TBD

+ ADD FDH

Callouts:
- If FDH is in blue, then material tracking is 'on' for the FDH.
- New icon is visible to indicate material tracking is required for the FDH. If this icon is blue, then material was entered.
- Click the menu icon to edit FDH properties where you can turn on/off material tracking.

Material Tracking for Construction

When FDH **material tracking is on** then the window shown here will appear when updating the construction status. Total Footage Completed will be calculated based on total reel footage.

% Complete is also calculated by the system when material tracking is on.

Construction Status close

CAPE COD, MA
Market: CAPE COD
Wire Center: SAGAMORE
FDH CLLI: CLLI 01
FDH: FDH 01

Total Footage Completed (0 Miles)

Completed to-date (0 Miles)
Required distance (6.12 Miles)
Date started
Target complete date

0% complete

Reels:

Reel #	Cable Size	Start footage	Stop footage	Total footage
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				

Splitters:

Size	Quantity
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

FDH:

Type	Size	Quantity
<input type="text"/>	<input type="text"/>	<input type="text"/>

When material tracking is off then this window will display when updating the construction status.

When updating total footage in this window the system will calculate miles completed and % completed.

Please note, when selecting the complete button, the total footage will be updated to match the required distance and the % complete will be set to 100%. Once marked complete it cannot be undone.

Construction Status close

CAPE COD, MA
Market: CAPE COD
Wire Center: SAGAMORE
FDH CLLI: 456 WO
FDH: XYZZ

Total Footage Completed (0 Miles)

Completed to-date 0 Foot (0 Miles)
Required distance 52,342 Feet (9.91 Miles)
Date started
Target complete date

0% complete

[Click to mark complete](#) [Save](#)

Material Tracking for Splicing

The following window will appear when tracking FDH splicing material.

Splicing Status close

CAPE COD, MA
Market: CAPE COD
Wire Center: SAGAMORE
FDH CLLI: 456 WO
FDH: XYZZ

% Complete

Splice Closure Quantity

Terminal Quantity

OTE Quantity

[Save](#)

Additional Features

Alert Preferences

Each person with access to the application can setup their own project alerts for the wire center build. Alerts are sent out in the evening during the overnight batch.

My Project Alerts close ✕

Roseville, CA

Wire Center: GRBACA04

- FDH construction begins
- Days before FPC date Days
- FPC reaches 100% complete
- FPC quarter changes
- E-WO changes
- FPC date changes manually
- Testing is 100% complete
- CO task is 100% complete
- Construction completed with material
- Splicing completed with material

Automated alerts will be sent out nightly via email

Contractor Access

Contracting Firm	Construction	Splicing	Testing	CO Turn Up
Advantage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CCI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CCI Systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eustis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gridiom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J&L	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JBC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KGP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mirra Co.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phoenix	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Users linked with a contracting firm will not have access to the project schedules unless the system administrator checks off the applicable boxes. This is set at each wire center level.

Custom Sort Order

Sorting FDH has a default sort where the first FDH rows are listed at the top and the last one is listed at the bottom. To modify the sort order there are a few icons listed in the heading row. See image below for an explanation of how to show the sort-column and then make a change. The sort order will propagate to the other project schedules.

1. Click on the FDH icon to show/hide the sort column.

2. To modify the current sort, change the sort number and when complete hit the save icon.

Wire Center	E-WO	FDH CLLI	Sort	FDH	Start Date	Status	% Complete	FPC Qtr	Complete Date
SAGAMORE	234	456 WO	1	XYZZ	04/05/22	Complete	100%		04/05/22 A
SAGAMORE	123 WO	CLLI 01	2	FDH 01	Select Date	Not Started	0%	Q3	

Latest Construction Date: 04/05/22

+ ADD FDH

FTP Reports

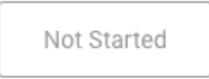
During the nightly cycle a process will generate the following reports and store them in an FTP folder. This occurs daily at 12:30 AM.

.\ExportFiles

Name	Date modified	Type	Size
inSight CCI Awareness Report.csv	4/6/2022 12:30 AM	CSV File	1,765 KB
inSight CCI Build Report.csv	4/6/2022 12:30 AM	CSV File	3,114 KB
inSight CCI CO Turn Up Report.csv	4/6/2022 12:30 AM	CSV File	183 KB
inSight CCI Direct Report.csv	4/6/2022 12:30 AM	CSV File	11,180 KB
inSight CCI Engineering Report.csv	4/6/2022 12:30 AM	CSV File	478 KB
inSight CCI FPC Report.csv	4/6/2022 12:30 AM	CSV File	570 KB
inSight CCI FPC Summary Report.csv	4/6/2022 12:30 AM	CSV File	57 KB
inSight CCI Total Build Status Report.csv	4/6/2022 12:30 AM	CSV File	931 KB

Status Boxes

Each task on a schedule has a status box that indicates if that task is not-started, on-time, complete, delayed, or at risk. The following explains how the system determines the status. Please note that the size of the project is helpful when looking at the At-Risk and On-Time status criteria. For this application, a small project is defined as having total construction miles less than 5 miles, otherwise the project is considered a large project.

Status Value	Criteria	
	When the task is 100% Complete	
	Not started will show until the work is started unless the task is delayed or at risk.	
	When work was targeted to complete before today.	
	For small projects, if % Complete < 30% and days remaining is < 3	For large projects, if % Complete < 75% and days remaining is < 11 days
	For small projects, if % Complete >= 30% or days remaining is > 2	For large projects, if % Complete >= 75% or days remaining is > 10

Project Notes

Notes can be easily viewed and entered on any schedule. The message icon on the far left will open a popup window to view notes across all build schedules (construction, splicing, testing, ...). When entering a note, the user can also set a RAG color (**R**ed=alert, **A**mber = warning, and **G**reen = positive or neutral message).

The screenshot shows the 'Project Schedules' interface. A 'Notes' popup window is open, displaying the following information:

Wire Center SAGAMORE (CAPE COD, MA)
FDH CLLI: 456 WO
FDH: XYZZ

Enter your notes here.

Status color: Red Amber Green

Save

Note	Created by	Date	Stage
Splicing will be delayed a bit.	Steve Parsloe	04/07/2022 10:00 AM	Splicing
Construction is about to start.	Steve Parsloe	04/07/2022 9:59 AM	Construction

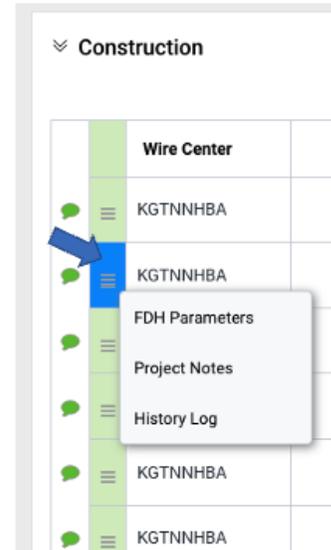
Wire Center	E-WO	FDH CLLI	FDH	Start Date	Status	% Complete
SAGAMORE	234	456 WO	XYZZ	04/22/22	On Time	85%
SAGAMORE	123 WO	CLLI 01	FDH 01	04/05/22	On Time	80%

Mini Task Menu

 When viewing the project schedules, including the engineering tasks, the second column contains an icon. When clicked a small menu will open to list functions relative to that schedule.

Engineering	<ul style="list-style-type: none"> • Engineering Parameters • Engineering Notes • History Log
Construction	<ul style="list-style-type: none"> • FDH Parameters • Project Notes • History Log
Splicing	<ul style="list-style-type: none"> • Project Notes • History Log
Testing	<ul style="list-style-type: none"> • Project Notes • History Log • Test Documents
CO Turn Up	<ul style="list-style-type: none"> • CO Turn Up Parameters • CO Turn Up Notes • History Log
Provisioning	<ul style="list-style-type: none"> • Project Notes • History Log
FPC	<ul style="list-style-type: none"> • Project Notes • History Log

Example of the mini menu.



Special Construction Column

On the construction schedule there's a column icon that allows the user to swap views in the same column, switching between the FPC Quarter value (entered during FPC setup) and miles completed.

Project Schedules

Engineering Construction Splicing Testing CO Turn Up Provisioning FPC

Open Projects State: NH MSA: All Market: Concord Wire Center: test 99999

Construction

Latest Construction Date: 12/14/21

Wire Center	E-WO	FDH CLLI	Sort	FDH	Start Date	Status	% Complete	Miles	Complete Date
test 99999	2222	FDH333	1	FDH333	03/02/21	Complete	100%	10 of 10	11/22/21
test 99999	2323	FX01	2	FX01	10/28/21	On Time	114.08%	0.5 of 0.44	11/01/21
test 99999	2323	FX04	3	FX04	12/14/21			0.04 of 0.04	12/14/21

+ ADD FDH

FPC Qtr

- 5/7/21
- 5/7/21
- 5/21/21

Click icon to toggle values displayed.

Appendix

Engineering Template

For each new wire center added to a market, the system will auto-generate the engineering tasks using the following table.

Task Name
CO Engineered
CO PS Approvals & Released to Ops
OSP Engineered
OSP PS Approvals & Released to Ops
Prints
Service Address List

Marketing Awareness Template

For each new wire center added to a market, the system will auto-generate the marketing awareness tasks using the following table.

Category	Details	RFS Days
Broadcast TV	N/A	-70
Community / Chamber Groundbreaking Events	N/A	-70
Digital	Town-Specific Website Landing Page	-70
Digital - Owned / Organic Social Media Posts	Groundbreaking	-70
Digital - Owned / Organic Social Media Posts	Fiber Construction	-70
Digital - Owned / Organic Social Media Posts	Splicing	-70
Print	Town Flyer	-70
Print	The Keene Sentinel (Its Coming)	-63
Out of Home	Yard Signs	-42
Out of Home	Vehicle Magnets	-42
Digital	Streaming Audio	-35
Digital	YouTube	-35
Digital	Display (Behavioral, Retargeting, Geo-fencing, geo-farming)	-35
Digital	Social Advertising (FB, IG) Including Social Conquest	-35
Digital - Owned / Organic Social Media Posts	Testing	-35
Out of Home	Digital OOH (Video Screens at Gas Stations, Grocery Stores, Etc.)	-35
Outbound Telemarketing	Pre-Orders	-35

Press Release	Announce Pre-sales	-35
Digital - Owned / Organic Social Media Posts	Pre-Orders	-28
Print	The Keene Sentinel (Pre-Enroll)	-28
Digital	Over the Top (OOT) Streaming Video	0
Digital - Owned / Organic Social Media Posts	Ready for Sale	0
Out of Home	Gas Pump Toppers	0
Out of Home	Convenience Store Posters	0
Out of Home	Pizza Boxes	0
Out of Home	Indoor Posters (Restaurants, etc.)	0
Print	The Keene Sentinel (RFS)	0

Direct Marketing Template

For each new FDH added to a wire center, the system will auto-generate the following direct marketing tactics using the following table.

Category	Details	RFS Days
Direct Mail	Groundbreaking announcement that fiber Internet is coming to your town (postcard)	-63
Digital - Email Blast (Purchased List) / Email Newsletter (Opt-in)	Announcement that fiber Internet is coming to your town	-56
Out of Home	Door Hanging (Pre-Enroll)	-35
Direct Mail	Announcement that fiber is 30 days out from being available in your town (postcard)	-28
Digital - Email Blast (Purchased List) / Email Newsletter (Opt-in)	Announcement that fiber is 30 days out from being available in your town	-21
Direct Mail	Announcement that Fiber is now available in your town (self-mailer)	0
Out of Home	Door Hanging (RFS)	0
Outbound Telemarketing	Ready for Sale	0
Digital - Email Blast (Purchased List) / Email Newsletter (Opt-in)	Announcement that Fiber is now available in your town	7
Direct Mail	Announcement that Fiber is now available in your town (messaging appeal #	28
Digital - Email Blast (Purchased List) / Email Newsletter (Opt-in)	Announcement that Fiber is now available in your town (messaging appeal #	35
Direct Mail	Announcement that Fiber is now available in your town (messaging appeal #	63

Digital - Email Blast (Purchased List) / Email Newsletter (Opt-in)	Announcement that Fiber is now available in your town (messaging appeal #	70
Direct Mail	Announcement that Fiber is now available in your town (messaging appeal #	98
Digital - Email Blast (Purchased List) / Email Newsletter (Opt-in)	Announcement that Fiber is now available in your town (messaging appeal #	105
Direct Mail	Announcement that Fiber is now available in your town (messaging appeal #	133
Digital - Email Blast (Purchased List) / Email Newsletter (Opt-in)	Announcement that Fiber is now available in your town (messaging appeal #	140