



ICT Summit 2009: Connectivity Partnerships

OmniGlobe has formed a partnership with the First Nations Emergency Services Society, the First Nations Technology Council and Infrastructure Canada to deliver broadband satellite services into 21 remote First Nations communities. Partnerships are key to successful implementation of technology in small, remote communities and OmniGlobe will discuss how this partnership will support the sustainability of implementing technology in small First Nations communities.

Lynne Croker & Benoit Fleury
OmniGlobe Networks



Agenda

- Introduction
- Why Omniglobe?
- The Partnership with First Nations
- The first installation – Oclujce No 7
- Issues and Challenges
- Critical factors for success
- Case Study – Lynx Mobility
- Conclusions



Why Omniglobe?

We offer reliable, affordable broadband and cellular services in geographic areas around the world where terrestrial communications are unavailable, unreliable or not cost effective





Our partnership with First Nations in BC



- Awarded Competitive bid by FNESS in 2006
- Technology & Financial Partnership Formed
- Project & Business Plan submitted to Industry Canada in 2007
- Contract Signed Dec 2008
- Contribution Agreement signed Feb 2009

 **21 Remote First Nation Communities**



- Residential Internet
- Community Services
- Health Care
- Education
- Video Conferencing
- Connectivity

 **Benefits for Remote communities**

- Internet access for 21 remote First Nation communities
 - Combined population greater than 2700 residents to high speed internet
 - Better and more timely delivery of health services
 - Greater emergency communications and disaster response
 - Community learners of all ages access education
 - Opportunities to develop new initiatives
 - Preservation and revitalization of traditional language and culture
 - Access to government online programs and services

OmniGlobe NETWORKS **The first installation...**



The image shows two photographs. On the left is a wooden sign with a circular emblem featuring a figure and the text 'SOUTH PACIFIC NORTHWEST MICHIGAN'. On the right is a map showing a network layout with various nodes and connections.

OmniGlobe NETWORKS **Issues & challenges**

Issues:

- Develop a shared vision for the Partnership
- Roles and Responsibilities
- Building trust and relationships
- Communication within the Partnership
- Protocols
- Organization and community culture

Challenges:

- What are the Community aspirations?
- How do we manage expectations?
- Client satisfaction (measure and monitor)
- How do we deliver?
- Capacity building
- Support v management

OmniGlobe
NETWORKS

Oclucje No 7


What are we learning?



OmniGlobe
NETWORKS

Critical to Success

- Community engagement
- Consultation, listen and learn
- One size does not fit all!
- Consistency v Flexibility
- Capacity building and training (tools)
- Ownership of resources
- Monitoring and measurement
- Empowerment of Community
- Delivery of the Project!



Proven Solutions

- Lynx Mobility Cellular Service:
Effective Partnership working – A case study:



Lynx Mobility Inc.

- Federally incorporated in 2008
- Equal partnership between Naskapi Imuun & OmniGlobe Networks
- First nationwide cellular network in Canada with equal aboriginal ownership
- First in Canada to offer a sustainable business partnership with local communities
- Dedicated to serving remote communities across Canada
- Registered with the CRTC as a Canadian Wireless Service Provider



Signing of Lynx Mobility agreements at AFN 2008 in Québec City

2009 – Lynx Mobility Confidential



Value proposition

- Industry-standard cellular service for small and remote communities (typically less than 1500 people)
- Proven satellite-cellular technical and integration expertise
(→ *solid technology and well integrated solution*)
- Profitable and sustainable partnership model for the local community
- Transfer of expertise into the community, locally-branded cellular operation
- Cellular infrastructure is fully owned by Lynx Mobility and the local partner
(→ *no 3rd party involvement implies better control and lower costs*)
- Assistance in securing government funding to reduce up-front investment



2009 – Lynx Mobility Confidential



Partnership model

Lynx Mobility

- Assists in developing business & project plans
- Assists in securing part of the funding
- Delivers the licenses and the technology
- Provides engineering and 24/7 network support
- Trains local staff to administer the network
- Provides easy-to-manage pre-paid billing platform

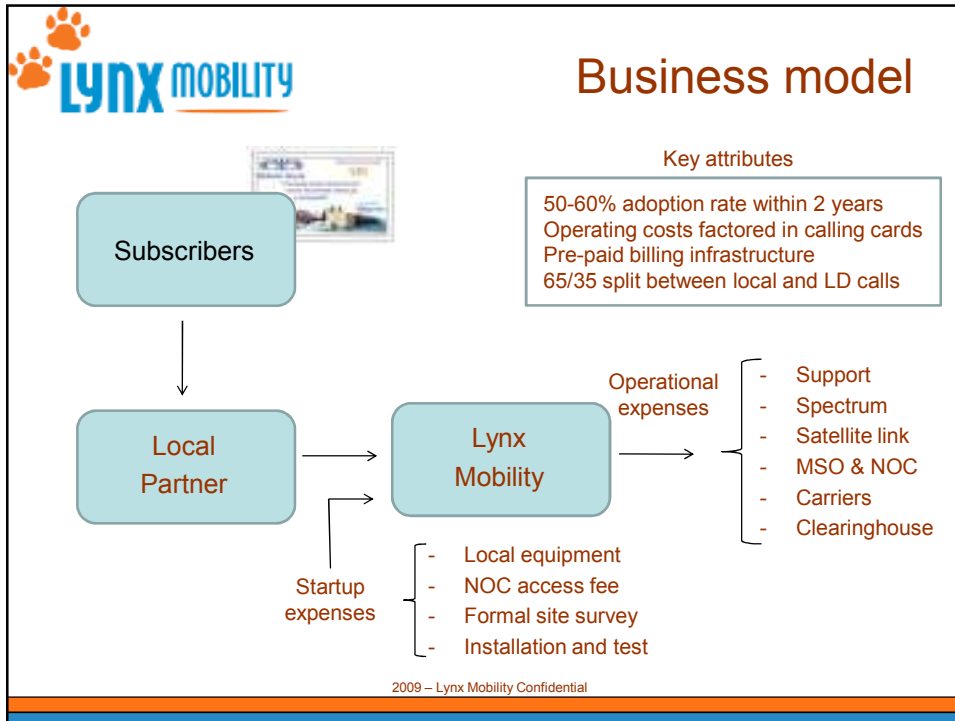
Community / local operator

- Owns local infrastructure
- Brands and manages their own service
- Provides first level support
- Collects revenues from their subscribers
- Generates employment as well as profits




Sustained partnership



2009 – Lynx Mobility Confidential



LYNX MOBILITY

Kawawachikamach

- Pilot operational since Feb '08
 - *Kawawachikamach*
- 3 more communities activated Aug '08
 - *Schefferville, Lac John, Metimekosh*
- PSTN interconnections Aug '08
 - *Télébec for local calls*
 - *Primus for long distance calls*
- Full commercial operation Jan '09
 - *Billing infrastructure fully integrated*
- Ribbon-cutting ceremony Mar '09
 - *Communities, government & press*

2009 – Lynx Mobility Confidential



Operational considerations



Pre-paid calling cards



Standard handsets



Various accessories





- Tracking forms
- Activation process
- Administrative procedures
- Marketing poster templates

2009 – Lynx Mobility Confidential



Lessons learned

- Proper planning & tracking
 - project scope
 - timelines
 - budgets

- Getting the right people involved
 - during project planning
 - when developing admin/operational procedures
 - for customer support

- Constant communications
 - in all project phases
 - clear roles & responsibilities
 - setting the right expectations from the start
 - clear lines of communications once network is operational




2009 – Lynx Mobility Confidential



Conclusions

- **Why work in Partnership?**
 - * Shared resources (funding/operations/knowledge)
 - * Combined greater strength
 - * Greater skill base
 - * Wider access to opportunities
 - * Successful delivery of projects
 - * Sustainability



Thank you

Lynne Croker & Benoit Fleury
OmniGlobe Networks Inc.

www.omniglobe.com
(604) 677-0589
(514) 693-8949, x205

