

CINCINNATI BELL TECHNOLOGY SYSTEMS GROWS WITH THE POWER OF MOHAWK CAT 6 MEDIA PULL CABLES

Division has established and emerged in the Ohio Data Center Market.

When Cincinnati Bell began operating in 1873, it was simply a voice communication provider. Today, Cincinnati Bell is an exchange source for Ohio, Kentucky and Indiana which employs close to 3000 employees and operates under five divisions. One division, Cincinnati Bell Technology Solutions (CBTS) is the Cincinnati Bell division with the technical expertise to design and operate sizeable data centers.

CBTS is at the forefront of Data Center planning and support by filling a marketplace niche of providing infrastructure communications, security, support, storage, and network and architecture solutions. The Division's success is directly attributed to the foresight and dedication of CBTS division employees.



David Burns, left, VP of Data Center and Technical Operations and Ed Martin, Data Center Director

CBTS DATA CENTER PLANNING/BUILDING PROCESS

CBTS operates under a Plan/Build/Deploy/Operate Service Delivery Model. This model meets a client's core objectives by designing and building a data center with the assurance business functions will continue within a company's financial constraints.

The CBTS team is led by Dave Burns, VP, Data Center and Technical Operations and Steve Herman, VP, Data Center Business Development. Dave and Steve bring businesses to the CBTS technical team once a data center is located and required legal work is completed.

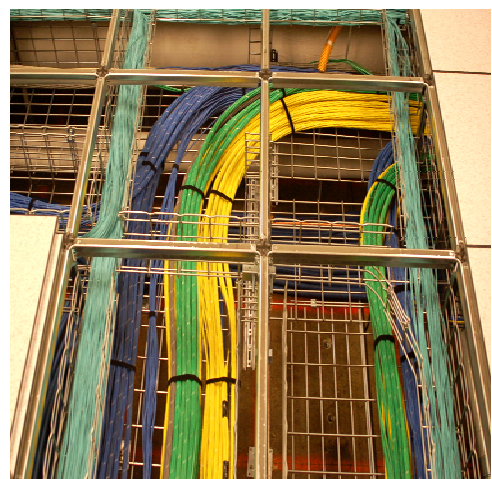
Once a site is located, the company works with the core team of engineers, electrical and mechanical contractors and construction project team to determine the scope of the project. These team members are considered the CBTS core data center team. Once technical requirements are determined, the CBTS team designs a data center and the building process begins. Since the team works with the same unit of builders, electricians and vendors, it is able to design and build centers with “Just in Time” (JIT) material delivery and installation. This unit also leverages Six Sigma quality parameters during the planning/building process which allows technical teams to develop methods for repetitive accurate service delivery.

This coordination of efforts includes utilizing an open architecture model which allows CBTS to choose data center system components with end-to-end interoperability. This allows the freedom to choose cable and connectivity partners who will provide the highest performing products. This open architecture model includes Mohawk for cabling requirements.

The data center operations technical team, led by the expertise of Ed Martin, Data Center Director. Ed leads a team of 55+ which includes seven Data Center Managers and numerous Tech III, II and I employees. The team meets with the client several times to determine the company’s core business needs including storage and disaster recovery. All TIA 942 Data Center planning standards are followed including site space and layout, TIA 568 cabling infrastructure standards, tiered reliability, and environmental considerations including power and temperature control.

MOHAWK DELIVERS ON CABLING INFRASTRUCTURE

As part of the CBTS building and design team efforts, Mohawk delivers data transmission needs with Category 6x4 pair Plenum Media Pull Bundled Cables. Media Pull cables are multiples of individually jacketed components bundled together



with an open binder tape. The individual cables that make up the bundle have internal designs including twisted pair lays and conductor OD's to ensure there is no signal coupling from Alien Crosstalk. Media pull meets TIA 568-B.2-1 Category 6 and ISO/IEC 11901:2002 Category 6 standards and ensures superior protection from NEXT, PS-NEXT and PS-ELFEXT. The cable also meets TIA 568 and TIA 942 standards for cabling and data center copper requirements.

Ed prefers Media Pull for each project since "it uses less space, it is easier to install and testing is guaranteed for Category 6. Media Pull Bundled occupies less space than 6 individual Category 6 cables." Along with providing cable, Mohawk has worked with Ed to provide Just in Time delivery by stocking significant quantities of four different colors with nearby distributor Anixter. This allows Ed to efficiently plan each project without unforeseen delays.

CBTS DATA CENTERS

Customer demand for quality services, including space, power/cooling and a wide range of managed and professional services is why CBTS has experienced phenomenal growth in the last few years. This expansion is demonstrated in client data center growth: In 2004 there was approximately 20,000 square feet of operating data center space; the 2008 growth put the operating data center space to 200,000 square feet. Projected planning will add another 200,000 square feet in the next 24-36 months.

CBTS currently serves several companies with data centers located in the greater Cincinnati Ohio area. All current data centers operate as state-of-the-art facilities delivering quality services, including data storage and disaster recovery sites. The central data center location is situated at Cincinnati Bell headquarters with three of thirteen floors, two additional floors are under construction, and encompasses 50,000 square feet.

All centers are built on a raised floor space with cable runs beneath and plenum space situated in the ceilings. All locations include TIA 942 recommended layouts: A Main Distribution Area, Horizontal Distribution Area, and Equipment Distribution Area.

Horizontal cabling requirements are met with Category 6 cable including 420,000 feet of Mohawk's Media Pull Category 6x4 cable.

One location recently constructed and opened is Hamilton, Ohio. The location currently occupies 48,000 square feet on two floors. The location utilizes additional TIA 942 standards in many ways. It employs the recommended layouts and space allocation including "white space" allowing for future racks and cabinets. The property surrounding the current building allows for future expansion and trouble-free annexation.

Another location scheduled to open toward the end of first quarter 2009 is located in Lebanon, Ohio. This will be 50,000 sq ft and room for an additional 50,000 – 60,000 sq ft for future build.

Additional standards include Environmental Considerations such as operating temperatures and power system specifications. This location is unique as the building has wells requiring less power to chill water and cool the center. Since the City of Hamilton owns its own power plant, additional benefits help control costs. The location also has four rooms on each floor for switch gear, UPS's and batteries, along with numerous generators dedicated for back up power. There is one specific "battery room" for each UPS system which ensures power requirements for tiered reliability and future growth.



CBTS LOOKS TO THE FUTURE

Whether it is locating clients, planning and building a data center, or providing managed services, CBTS has created a successful business model for future growth. Cincinnati Bell Technology Solutions focus areas for 2009 include increasing for additional data centers and utilization. With its thriving projects and managed services, CBTS is on the path for

future expansion and achievement. Mohawk's Media Pull Cables provide the standards and performance Ed and his team rely on with past and future projects.