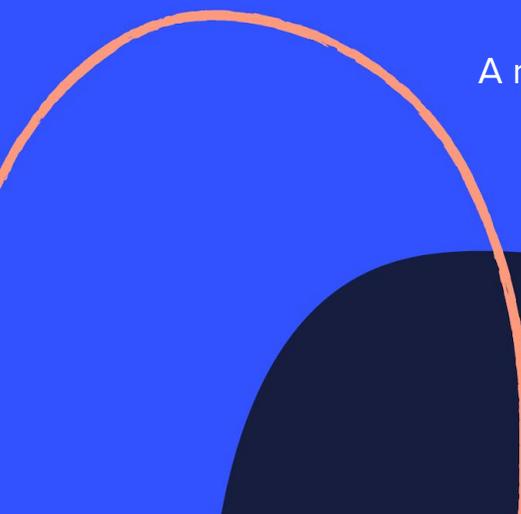# ting

How Ting Works

A representative but major oversimplification of what we do

December 13, 2023

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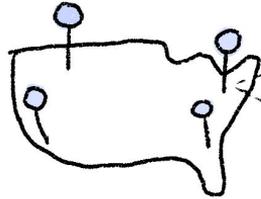# We provide incredible internet services to local communities.

Our flagship product in most markets is the residential Home Gigabit plan - 1000Mbps up and down - for $89 per month.

We've now introduced the Home 2 Gigabit plan in a number of newer markets for the same monthly price, and will roll it out to other markets over time.
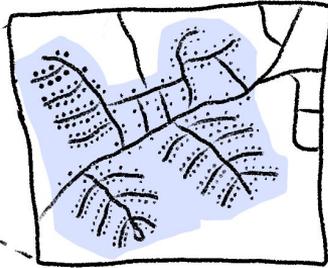
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Business Operations

Ting Business Operations
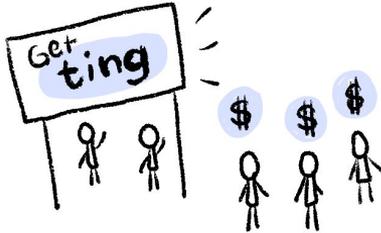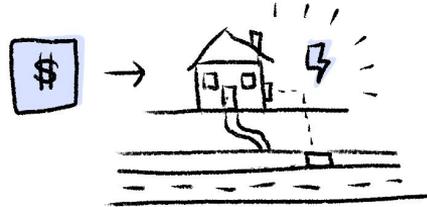
① MARKET DEVELOPMENT

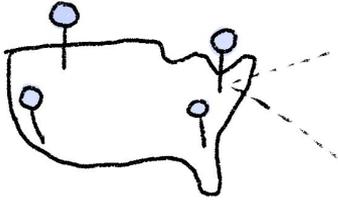② NETWORK DESIGN

③ CONSTRUCTION

④ CUSTOMER ACQUISITION

⑤ ORDER FULFILLMENT

⑥ POST ACTIVATION

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MARKET DEVELOPMENT

What we do

We are always looking for new places to do business, and we generally work with partners to do so, such as:
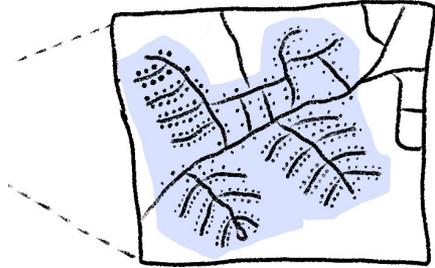
- Municipalities/townships and other levels of government
- Network partners

We try to enter places that don't have much competition, so that we can provide a lot of real value for the local community.

Tools

- Website: ting.com ~~XXXXXXXXXXX~~ ee Overview User Guide)
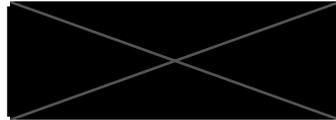
② NETWORK DESIGN

What we do

Once we have an agreement and money to build somewhere, the infrastructure is planned out by the network design and network engineering teams.
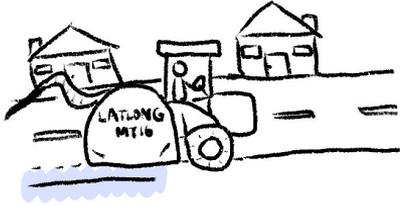
We have to decide on what types of hardware and technologies we will use, ensure customers in that area will get good service, and make sure that we can get a good return on investment - how many addresses will we be able to pass and serve in the future?

Tools

- ⬛ Geospatial network management software
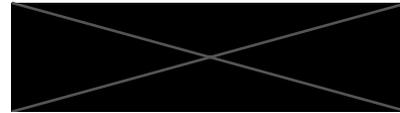- Provisioning management systems

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③ CONSTRUCTION

What we do

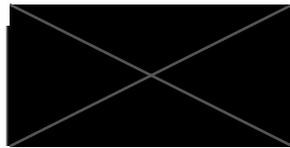Construction begins from mainline fiber - the big tree trunk of bandwidth that has to "pass" addresses before we can build the rest of the way to premises (such as a home, retail shop, or condo building).
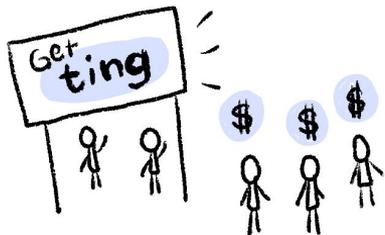
We need materials like conduit, handholes, and have to track how much construction we've completed against what we planned for.

Tools

- ☒ Construction Management System
- ☒ Warehouse/Inventory Management System

④ CUSTOMER ACQUISITION

What we do

Getting customers in a newly constructed area involves preorders, where we gauge and grow interest in that community.

We try to reach prospective customers both online and offline:
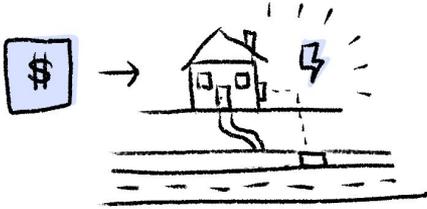- Digital marketing and ads
- Door to door sales
- Cold/warm calls

Tools

- Website: ting.com (core site), internet.ting.com (marketing landing pages)
- Hubspot - Marketing & Sales Hub
- Google Analytics 4
- Rebrandly

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⑤ ORDER FULFILLMENT

What we do

If a customer is located at a near net address, the "tree trunk" (mainline fiber) is available on the street level, but we still have work to connect that up to the premises to create the "branch".

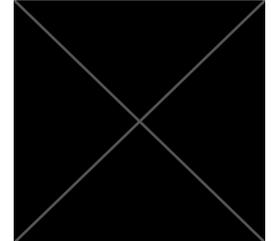We have to schedule drop construction and install appointments for those customers.

In most cases, customers get service the day they are installed.

Tools

- Tingfecta: ISOS Admin UI, Zendesk Sell/Hubspot, ServiceMax
- Provisioning ████████ or other such as ████████████████
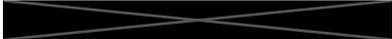
⑥ POST ACTIVATION

What we do

Once a customer starts receiving active service at their address, we start billing.

Customers may contact us for issues around internet performance or billing.

We have low churn rates, meaning customers tend to stick with us for a long time - but generally, customers in this industry don't usually have many options to leave for and it's usually a major hassle to switch providers.

Tools

- Wavelo SM (Subscription Management)
- Zendesk Support
- Zendesk Guide (Customer facing Help Center)
- Other billing/accounting systems such as ▬▬▬▬▬

wavelo SM BETA   **zendesk support**   **zendesk guide**

Acquisitions

Blue Ridge Internet (BRI)

Charlottesville, VA

The first acquisition and early on in Ting Internet history. Has both aerial and underground fiber.

Cedar Networks

Durango, CO

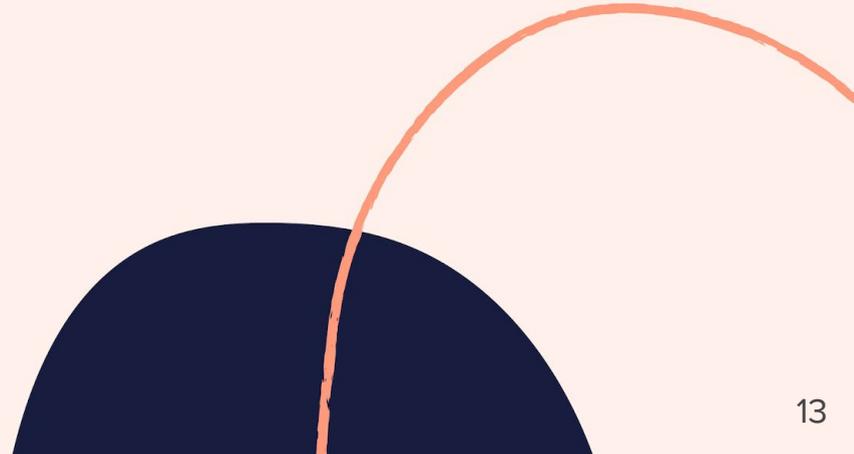Has a variety of services and products beyond fiber such as copper based technologies and voice products.

Simply Bits

Tucson, AZ

Provider of fixed wireless, serving customers in remote areas that traditional underground fiber doesn't serve.

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Learn More

Resources and Documentation

- [Ting-IS Google Drive with docs on How Ting Works](#), mostly business oriented
- [Ting-IS Google Drive with system technical documentation](#), for SaaS tooling and other relevant items
- ████████████████████████████████ covers Internet and Voice
- [Webflow Overview User Guide (Dec 2023)](#) - what is built and used to manage ting.com today

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