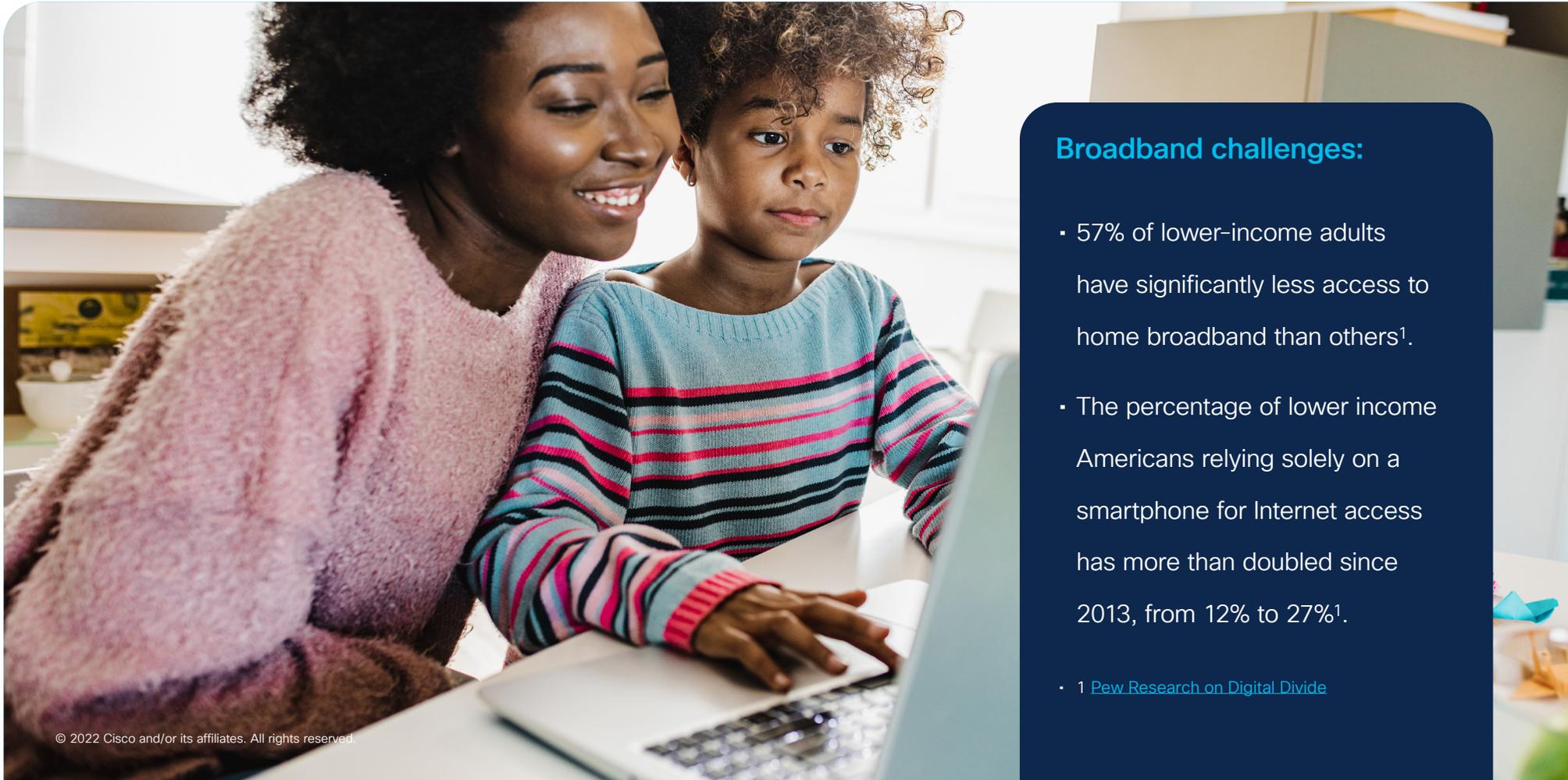


# Broadband Solutions to Empower a More Inclusive Future for All

Solutions and funding to help expand broadband in your community



## Broadband challenges:

- 57% of lower-income adults have significantly less access to home broadband than others<sup>1</sup>.
- The percentage of lower income Americans relying solely on a smartphone for Internet access has more than doubled since 2013, from 12% to 27%<sup>1</sup>.

• 1 [Pew Research on Digital Divide](#)

# The time is now to connect the unconnected

## Preparing a critical new service

More often than we realize, the need to “put food on the table” means many families must forego reliable Internet access. The pandemic amplified this issue beyond those homes, impacting businesses, governments and educators as well. In a very short time, the Internet’s ability to connect and share information went from a “must-have” to a “critical lifeline.”

Video conferencing skyrocketed as people were forced to work from home and move to online learning. Together with remote healthcare services, streaming video and real-time video conferencing, Internet traffic spiked in many regions across the globe. The pandemic, and its aftermath, clearly showed that our society now relies on the power of this connectivity to keep things running.

## Overcoming digital inequity

Lack of reliable Internet service is often thought of as a rural problem. But the reality is it impacts households everywhere, including urban areas,

where cost has become a barrier to entry. Today, 43% of adults that make less than 30K a year do not have broadband services at home and are 4X more likely to rely only on a smartphone for internet access<sup>1</sup>.

## Leveraging unprecedented funding

Fortunately, an unprecedented level of Federal funding is available to address the digital divide and provide more equitable Internet access.

State, local and tribal governments, as well as schools and libraries, can now leverage this funding for solutions that address unserved and underserved homes and businesses.

## Partnering early with a global IT leader

By partnering with Cisco, your organization can use this funding to easily deploy advanced solutions that expand connectivity in your communities. These solutions can work in both rural and urban settings to provide cost effective, secure and reliable access to the Internet. Best of all, once this common infrastructure is deployed, it can be used for a variety of services across your community.

<sup>1</sup> <https://www.pewresearch.org/fact-tank/2021/06/22/digital-divide-persists-even-as-americans-with-lower-incomes-make-gains-in-tech-adoption/>



## How four solutions can help

The following solutions can help your community move another step closer to bridging the digital divide:

- Cisco Private 5GaaS (in field trials)
- Cisco Ultra-Reliable Wireless Backhaul
- Cisco Catalyst WiFi
- Meraki Cloud Managed WiFi

When coupled with strong digital equity programs that promote adoption, they can be the first steps to building a more inclusive future for your residents.



Common infrastructure, deployed once, can be used for multiple use cases.



## Cisco Private 5GaaS

[Get to know 5G >](#)



## Ultra-Reliable Wireless Backhaul

[Learn more >](#)



## Cisco WiFi

[Cisco Catalyst Access Points >](#)

[Meraki Cloud Management WiFi >](#)



## Cisco Security

[Cisco Zero Trust Security >](#)

[Cisco Umbrella >](#)

## Solutions

The digital divide must be addressed now using these lower cost and faster time to market solutions. Cisco is a leader in wireless technologies and can help extend your network to connect the unconnected to promote a more inclusive future.

**Cisco Private 5GaaS (in field trials)** lets you break free of traditional proprietary limitations to realize the potential of 5G for your community.

Featuring open, cloud-native architecture, Private 5GaaS helps unify your architecture, reduce your costs, and mitigate your risk, plus offers:

- Interference free connectivity
- Dedicated clean spectrum
- Greater range of coverage
- Operational simplicity w/dashboard featuring single pane of management
- Cloud managed, high performance.

**Cisco Ultra-Reliable Wireless Backhaul** enables you to easily connect standard, mission-critical and real-time applications anywhere you need them.

Our ultra-reliable wireless backhaul lets you achieve fiber-like performance and ultra-low latency with the reliability of broadband, and enables:

- High speed WiFi for commuter services
- An unlicensed spectrum
- Integrated web tool for easy deployment
- Better control costs, service levels and results.



**Cisco WiFi** equips your community with modern, future-proof WiFi that lets you deliver new reliable mobile experiences to users. Cisco's WiFi solutions can be managed locally with Cisco Catalyst wireless or as a cloud-managed solution with Meraki wireless. Both feature high efficiency with unmatched visibility into your network's users, their devices, and applications, plus:

- Flexible deployment options (indoor and outdoor)
- WiFi 6 Support
- Ease of deployment
- Deeper visibility and advanced security.

**Security** is a multilayered and multidimensional concept. As customers adopt new access technologies, they must also protect access to the infrastructure and not introduce a new attack vector. Cisco's philosophy towards security enables customers with better visibility, automation, and a deeper understanding of application communications in the network, plus:

- Network segmentation
- Unified authentication and authorization policy across any access domain
- Consistent security policy across all connection types and locations.

## Why Cisco

As a global leader in IT, Cisco believes that technology can bring positive change to our communities. That's why we're leveraging our solutions and services to help governments and educators connect, secure and automate their networks, extending connectivity to everyone regardless of geographic or economic limitations.

At Cisco, we're helping the public sector optimize application experiences for all users while increasing transparency and engagement with their residents. Plus we're guiding the return to work with secure Internet access and safer workplaces. And it's all protected by industry-leading end-to-end security.

As a proven and reliable partner for public sector organizations like yours, Cisco is committed to overcoming the digital divide to power a more inclusive future for all.

To learn more, visit: [Cisco.com](https://www.cisco.com)

## Funding Opportunities

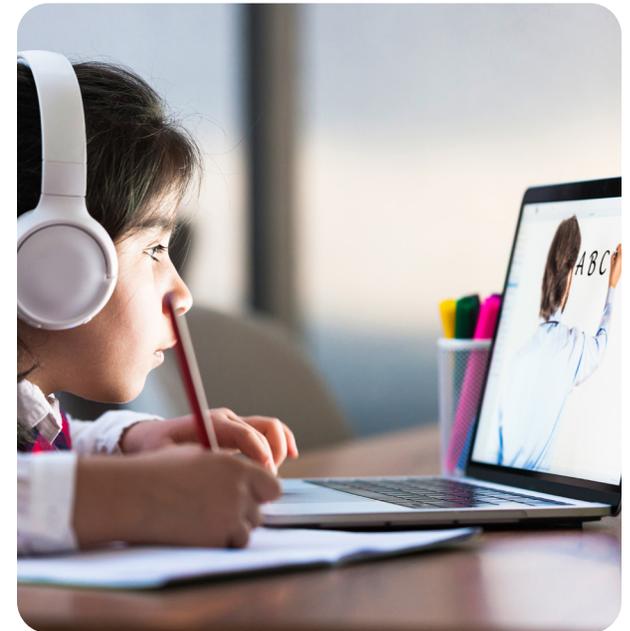
### Broadband availability and affordability

Several Federal grants to increase broadband availability and affordability for state/local governments, tribal governments, schools and libraries have been made available through the U.S. Federal government. These include:

- ARPA Capital Projects Fund
- FCC Emergency Connectivity Fund
- FCC Broadband Infrastructure Deployment Grants
- FCC Tribal Broadband Connectivity Grant Program
- FCC COVID-19 Telehealth Program
- FCC Connecting Minority Communities Pilot Program
- Economic Adjustment Assistance
- Community Reinvestment Act
- USAC E-rate Program
- USAC Affordable Connectivity Program (ACP).\*

Visit the [Cisco Public Funding Office](#) to learn more.

\*ACP was formerly known as the Emergency Broadband Benefit Program (EBB). Please note this funding is not for infrastructure. It is a subsidy paid to service providers (SPs) upon enrollment by individuals into the program (for connectivity and laptop).



### State broadband plans

Many states across the U.S. are also offering state-based grants and loans to local and tribal governments within their state borders. These may also be available to public-private partnerships, non-profits and internet service providers (ISPs).

Please visit [Broadband USA](#) to see funding opportunities in your state:



## Take your first steps to an inclusive future today

Cisco solutions to extend broadband access are easy to deploy and manage, plus provide secure and reliable connectivity for urban and rural areas alike.

Join us in creating a more inclusive future by visiting [Cisco.com/go/digitaldivide](https://www.cisco.com/go/digitaldivide).