

Executive Overview

Crown Castle provides a comprehensive portfolio of fiber solutions across our approximately 90,000 route miles of fiber in 23 of the top 25 US markets, ~44,000 on-net buildings served, more than 50 cloud access points and over 1,100 connected data centers, PoPs and COs. We recognize the rising complexity, increased number of threats and pressure to stay ahead and when you partner with us, you can feel confident that our solutions are curated for performance as well as designed, built and managed by experts with proven experience.

Product & Service Offerings

- Bandwidth on Demand
- Managed SD-WAN
- Private Optical Networks
- Cloud Connections
- Dedicated Internet
- Ethernet Networks
- Wavelength
- Dark Fiber
- Edge Solutions
- Colocation

Sales Engineer Take On Best Fit

Dark Fiber, High Bandwidth Connectivity, DIA, Layer 2 Point to Point, Domestic Only

For their on-net buildings, their connectivity pricing is outstanding.

Chip Hoisington

Vice President of Engineering: Connectivity, Colo & Wireless

Key Features & Differentiators

1. Service: We offer up to 99.999%1 network availability backed by fast, responsive locally-based service teams at the ready—even on nights and weekends. With our around-the-clock Network Operations Center (NOC), you can be sure your customer is always in good hands.
2. Portfolio: We rely on access to technology like never before and your customers need a network that can keep up. As the nation's largest provider of shared communications infrastructure—including towers, small cells, and fiber—we can help them stay ahead.
3. Stability: Partner with the confidence that comes from working with an S&P 500 company that has 25+ years of owning and operating network infrastructure. And we own it all, so your clients don't have to worry about their network changing hands.

Top Industries Served

- Financial Services

- Healthcare
- Government
- Energy

Ideal Customer Profile

Crown Castle works with companies to enable them to use new technologies to transform the way they operate and move business-critical applications to the cloud reliably and securely. Crown Castle's product set allows these customers to deliver faster services and improved support to their customers.

Industries include:

- Healthcare
- Financial Services
- Higher Education
- Media/Entertainment
- Government
- Content distribution
- Energy & Utilities

Qualifying & Technical Questions

1. Does the customer need a custom-designed fiber-based network?
2. How important is the customer's satisfaction with their provider (Net Promoter Score)?
3. Does the customer need a long-term scalable solution?

Elevator Pitch

Crown Castle is the nation's largest provider of shared communications infrastructure. Crown Castle's numbers and history are strong: ~80K route miles of fiber, ~80K small cells on-air or under contract, 40K+ towers, 900+ connected data centers, PoPs and COs, 100+ colocation facilities, and 50 cloud access points. They have 25+ years of expertise in designing custom fiber solutions. And they're an S&P 500 company with ~\$89.8B enterprise value and revenues of \$5.8B.

Objections & Rebuttals

We want to work with someone who offers more product options.

Crown Castle's unique, nationwide portfolio of fiber solutions, towers, and small cells creates endless possibilities for customers. From traditional Internet Access and Ethernet circuits delivered directly to your suite to advanced Managed Private Optical Networks (MPON) that require deep technical expertise, they offer a comprehensive range of custom solutions for even the most complex and unique network requirements.

Other providers are cheaper.

Crown Castle is not like other companies—and don't want to be. Crown Castle is solely focused on communications infrastructure and singularly invested in its solutions and services. They know downtime costs a lot and offer 99.999%1 availability. They know the value of local resources and have support in every major market with four geographically diverse NOC facilities. And they provide full transparency in their fiber routes, so you know where your data is headed.