

*NOTE: Replace “MARYLAND” with your organization name and “REGION” with your community name.*

**Maryland Announces Wide-Reaching Broadband for Business Initiative**

*Region’s Businesses have the Opportunity to Receive Personalized, Data-based Roadmaps to Improve Efficiencies and Drive Growth*

(DATE, 2014) CITY, Maryland – MARYLAND announced today an extensive plan to help REGION’s businesses better utilize broadband and its accompanying benefits. The primary goal is to drive more effective, profitable businesses and with it more successful, competitive businesses. The project is funded by the Maryland Broadband Cooperative which aims to drive economic growth and development by increasing broadband adoption and utilization.

Over the next few months, REGION’s businesses will be shown the return on investment that can be realized by capitalizing on recent investments in Maryland’s broadband infrastructure. Businesses will be asked to conduct an online “eSolutions Inventory,” a self-assessment for businesses centered on Internet applications being currently utilized – and the ones that aren’t – to uncover the impact on their specific business. These same businesses will receive recommendations for esolutions to adopt and the ROI accompanying each. ROI and expected benefits are drawn from broadband researcher and economist firm Strategic Network Group’s (SNG) rich database of over 25,000 business’ broadband usage and accompanying impacts. This provides a comparison of an individual REGION business usage and impacts with peers (industry, size, etc.) across the U.S. who have successfully employed esolutions.

“We are aiming to help our region’s businesses better compete locally and across the globe via powerful Internet applications,” explained REPRESENTATIVE FROM YOUR REGION, TITLE. “Businesses will receive a personalized scorecard that helps to identify what they can do with technology, but also the expected benefits with each adopted Internet application.”

“In 2014, the research we’re seeing across the United States is that businesses, especially small-to-medium sized business, are struggling to understand how the Internet’s applications can help their business succeed and grow,” explained Doug Adams, SNG’s VP of Communications. “We are most often talking about busy business leaders running lean operations that merely need some guidance as to which specific online tactics will have the greatest impact for their business.”

Businesses participating will also be offered a one-on-one broadband “what-if” scenario session employing local economic development professionals and SNG tools to generate a better understanding of the benefits associated with Internet application adoption.