

DIR CONTRACT NO. DIR-TEX-AN-NG-CTSA-008
ATTACHMENT F-8 TO EXHIBIT F

Spectrum Enterprise **MARKETING PLAN**

Description of overall marketing and sales strategy

Spectrum Enterprise (Charter Communications) understands the importance of maximizing the DIR Contract and has a dedicated Government and Education Sales team focused solely on supporting the agencies, cities, counties and other entities that can purchase services via the TEX-AN-NG contract.

Sales Team: Internally we focus a great deal of time and effort on a monthly basis ensuring our Teams are kept abreast of the current offerings through the DIR contract, as well as making certain they are engaging all of their clients on a daily basis with the value the DIR contract brings them. Through training manuals and online certifications, our teams are kept certified in the requirements of their roles.

- Sessions designed for New Team Members
- Refresher course for existing Team Members
- Resources available for training of Support Teams

Spectrum DIR WebSite: Spectrum manages and maintains a website specific to our DIR Contract and provides clients with product related information, as well as a direct link back to the main DIR website for additional support and information.

Marketing Support: Through our focused Gov/Ed Sales Team and Marketing Staff dedicated to our DIR contract, our teams work with DIR to design targeted materials that speak directly to the DIR offerings from our organization. This allows our Clients to see firsthand the options available and ease of use the contract affords. These teams are focused on providing:

- Attendance at all DIR specific conference functions
 - o Power to Purchase
 - o DIR Security Forums
 - o Any additional Conferences/Programs that are scheduled
- Specific Product material available for purchase on the DIR Contract
- Setting up Client Lunch and Learn sessions
 - o These can and will be in person events and also using WebEx
- Direct Mail and Email Campaigns
 - o Designed to continue awareness of our dedication to DIR
- Future trends and direction for the Products available for purchase on the DIR Contract

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Conferences/Tradeshows: Spectrum attends events consistently each month of the year and ensures there's a heavy emphasis on our DIR contracted offerings. Some of the events attended consistently are as follows:

- TASSCC
- GTC Southwest
- DIR Power to Purchase
- DIR Information Security Forum
- TARC
- Texas Technology Forum
- TAGITM
- EduCause
- TCEA
- Additional conferences as they come up

Texas Sales Offices supporting TEX-AN-NG Program:

- Coppell, TX
- Fort Worth, TX
- Richardson, TX
- Waco, TX
- Austin, TX
- Round Rock, TX
- San Antonio, TX
- Beaumont, TX
- Laredo, TX
- McAllen, TX
- Harlingen, TX

Along with our Sales Teams, we also partner with our Dedicated Strategic Sales Engineering resources in each of our offices to support all of our clients looking to utilize the DIR contract.