



Freedom to grow.

Whatever your business dreams,
we're building the network to get you there.

SEGRASM

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BUSINESS
PROPOSAL FOR:

PREPARED BY:



SEGRASM

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Your future is our business.

As one of the country's largest independent fiber networks,
we're harnessing the latest technologies to power your potential.
We're your partner, your advocate, your network connector.

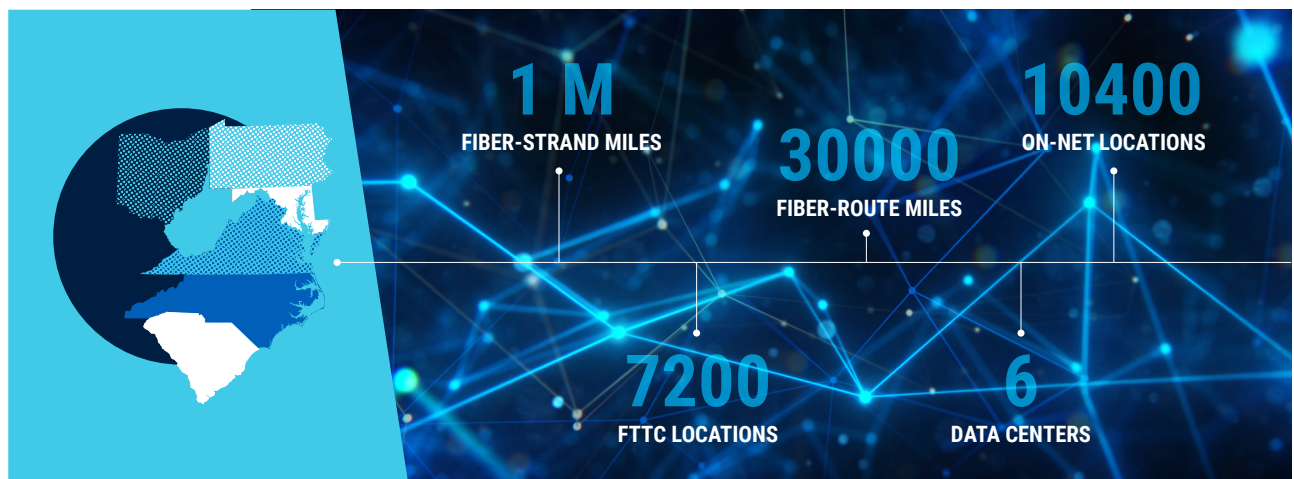
The way we see it, we're in the business of you.



Welcome to Segra.

As one of the largest independent fiber network companies in the Eastern US, we provide a broad and dense service footprint across the Mid-Atlantic and Southeast. Our state-of-the-art voice and data technology solutions serve businesses of all sizes as well as some of the world's largest carriers.

But that's not what we're most proud of. What we work at day and night is delivering never-say-never customer service. In fact, we've re-engineered our entire operating model to ensure we deliver a delightful customer experience — every time.



OUR HISTORY

Segra was formed by the joining of Lumos Networks and Spirit Communications in 2018 and re-branded as Segra in 2019. We continue to build on the legacy of our two companies whose founders both had a passion for technology, communications, and product innovation.

OUR NAME

Our name "Segra" is derived from a Swedish verb meaning "to win." We chose this name carefully, knowing that a commitment to win expands far beyond our walls. This commitment translates into an ongoing partnership with our customers, giving them the freedom to grow and reach their potential.

Values that keep us focused on our customers.

We crafted our core values to reflect the deep sense of purpose and service that each of us brings to work every day. We refer to these values as our “Articles of Excellence.”

Stay True.

We are honest with ourselves and with others. We earn their trust every day. We do what is right, we follow through, and we never compromise.

Be the Customer.

We know that without our customers, our company goes away. We listen, we have empathy, we show respect. We make every conversation count. We go the extra mile to make every experience memorable.

Build the Bonds.

1 + 1 = 3 is what makes us great. We seek the wisdom of others. We share our talents and we collaborate in continuum. We know that “command and control” never works. For it is only as a team that we achieve common goals.

Embrace Change.

We adjust and we evolve. We expect shifts and we find solutions. We are flexible, open-minded, and we iterate constantly. We celebrate the victories and we learn from the losses.

Light the Fire.

We empower ourselves through education and self-improvement. And we empower those around us to achieve their potential. We are responsible risk takers who seek information and search for the right tools.

Set the Pace.

In our quest for innovation, we are bold, competitive, and confident. We test boundaries, we question the status quo, and we push beyond expectations. We are unafraid of what lies ahead.

Choose to Win.

Whether we are laying new fiber routes, closing a million-dollar deal, or answering the phone, we take pride in all that we do. We study and understand the challenges. We strategize on a game plan. And then, we find a way to win.

Create a Legacy.

We create value for our customers, our employees, and our owners. By doing so, we establish a heritage of reliable infrastructure, constant innovation, and good stewardship.

At Segra, we're re-defining the delivery of communications services and solutions.

Every organization depends on reliable and safe connections. But there are differences in each industry, especially when it comes to communication. Even within an industry, no two companies are the same. We get it. That's why we've gone the extra mile to create solutions that are configured for the specifics of your industry and, more importantly, your company.

Below is an overview of the solutions we offer.

NETWORK SOLUTIONS

Reliability, reach, and fiber infrastructure that offer best-in-class connectivity.

- Dedicated Internet Access (DIA)
- Wide-Area Network (WAN)
- Long-Term Evolution (LTE)
- Dark Fiber
- Local Ring Enhancements (LRE)

VOICE SOLUTIONS

Flexible and streamlined voice solutions to keep your business connected 24/7.

- Hosted Voice
- Converged VoIP
- SIP Trunks
- IP Fax

MANAGED SERVICES

Customized communications solutions for workers in the office and out in the field.

- Software-Defined Wide Area Network (SD-WAN)
- Firewall Protection
- Distributed Denial of Service (DDoS) Protection
- Managed Local Area Network (LAN))

CLOUD SOLUTIONS

Security, data back-up, and disaster recovery for a world that's on the go.

- Infrastructure as a Service (IaaS)
- Disaster Recovery as a Service (DRaaS)
- Back-Up as a Service (BaaS)
- Data Centers



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Quiz Results - History and Ethical Principles - SBE

You correctly answered **3 of 5** and received **3 of 5 possible points**.

Scroll down to review the quiz questions and the explanation of the answers.

Question 1

Question	The researcher’s failure to protect research subjects from deductive disclosure is the primary ethical violation in which of the following studies?
Your Answer	The Tuskegee study
Correct Answer	Harvard "Tastes, Ties, and Time (T3)" study (2006-2009)" study
Comment	Although no students were identified by name in the Harvard study, some of data were specific enough to allow for re-identification of students by an outside researcher. This is an example of the failure to

protect subjects from deductive disclosure of their identities. The primary ethical problems of the other studies include physical harms and unanticipated psychological harm.

Points Earned **0**

Question 2

Question The Belmont principle of beneficence requires that:

Your Answer Potential benefits justify the risks of harm.

Correct Answer Potential benefits justify the risks of harm.

Comment

Points Earned **1**

Question 3

Question Humphreys collecting data for the Tearoom Trade study under the pretense that he was a lookout is an example of a violation of the principle of:

Your Answer Respect for persons.

Correct Answer	Respect for persons.
Comment	Humphreys collecting data for the Tearoom Trade study while posing as a lookout is an example of a violation of the principle of respect for persons. Respect for persons requires that subjects freely choose to participate in research (voluntariness) and that they are adequately informed about a study (informed consent).
Points Earned	1

Question 4

Question	Which of the following is an example of how the principle of beneficence is applied to a study involving human subjects?
Your Answer	Ensuring that the selection of subjects is fair.
Correct Answer	Ensuring that risks are reasonable in relationship to anticipated benefits.
Comment	The principle of beneficence requires that risks are reasonable in relationship to anticipated benefits. The principle of respect for persons requires that subjects understand that participation is voluntary and that they are provided detail information about the study before giving consent to participate. The principle of justice requires that the selection of subjects is fair.

Points Earned **0**

Question 5

Question According to the Belmont Report, the moral requirement that there be fair outcomes in the selection of research subjects, expresses the principle of:**Your Answer** Justice.**Correct Answer** Justice.**Comment****Points Earned** **1**

[Take the next required module → Defining Research with Human Subjects - SBE](#)

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[View this module again and re-take the quiz. Note: You can re-take quizzes until your Completion Report is issued.](#)

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How business gets done.

Speed and connectivity — backed by always-on customer service.

We're building the technology infrastructure of tomorrow to help you meet the challenges of today. Our state-of-the-art fiber network delivers superior voice, data, and cloud solutions to keep you ahead of the competition.



We believe service doesn't end with sales.

Once you sign the proposal, that's when our customer service really kicks in. In fact, we've re-engineered our entire company operations to put you – our customer – at the very center of what we do. We listen, we show respect, and we make every conversation count.

IMPLEMENTATION



Guide to Successful Implementation

Thank you for doing business with Segra. Here is a simple guide to ensure your service installation is smooth and successful. You are one of the four key players involved in ensuring successful implementation of your Segra services.

The other key players are:

- Your Segra Project Coordinator
- The vendors who maintain your telephone system and computer network
- Segra Network Partners

The following steps must be completed before we can enter your order and provide you with a due date:

1. Segra must have complete and accurate information for your order to be entered into our systems.
2. Based on the services ordered, a Segra Engineer may call you (and, if applicable your phone/data equipment vendor) to collect the technical specifications and physical site requirements to support the services ordered. Please be ready to provide the information to the Segra Engineer and ensure it is complete and accurate.

* Delays in obtaining complete and accurate information may delay the delivery of your service.

Once we have received your information, your Project Coordinator will work with you throughout the service delivery process. Following these steps your P.C. will:

1. Contact you to discuss a Target Due Date for the activation of your service.
2. Provide you with a Firm Order Commitment (FOC).
3. Contact you to finalize the date your services will be installed.
4. Before your scheduled installation date, you will be contacted to ensure you are prepared for the delivery of your service.
5. The following items must be available prior to your service delivery date:
 - a. Please make sure your installation site has adequate space and power.
 - b. Provide building access to your premises for Segra or our network partner to install your services.
 - c. A cable run may be required from the Segra router (if applicable) to your network hub. If so, please ensure that this is provided and that your computers are networked.
 - d. Please ensure you or your vendors are available on your service delivery date to perform testing with Segra.

Delays in the items above may result in additional charges and could delay your service delivery date. Your Project Coordinator will interact with all key players to make your service delivery date a success.

THANK YOU FOR CHOOSING SEGRA!

Implementation Specifics

Once an Agreement is in place, an external kickoff call will be completed by the account team, customer and project team to discuss services purchased. The agenda will include face-to-face introductions to key contacts of the Project Management team and a review of the below project outline that spells out the process from contract execution to post-cut follow ups.

1. Data Gathering Stage

- a. Pull Customer Service Record
 - i. Acquire Customer Service Record from current LEC, compile number inventory and identify respective location BTN, 1FB Copper Lines, Toll-Free Routing/Ring-To, etc.
- b. Vendor Contact Info and Introductions
 - i. Gather voice and data vendor contact info / POC for each customer premise
 - ii. Voice Configuration – PRI Protocol / DNIS digits / Channel Type / Digits Out=Pulsed / Caller ID and CNAM Control
 - iii. Data Configuration – MPLS WAN and LAN topology and addressing / Firewall Configuration and policies/DHCP requirements / LAN Servers requiring Public IP Addressing / DNS / etc.
- c. WAN mapping and design – meeting or conference call with Segra Engineer(s) to review Segra Network Design and establish Network Drawing for Implementation
- d. Billing/Account Set-Up – Account Executive and Customer review Group Billing Form, Customer Proprietary Network Information Authorized Contact(s) Form, Billing Address and Contact, etc.

2. Submit Service Order Change

- a. Credit Approval – Submitted and Approved by Segra Accounting Chair, Luci Mackie
- b. Group Billing / Account Detail – per customer specifics and paperwork, list sub-account titles and address(s)
- c. Customer Premise Site Survey – Segra Engineer or Local Market Install Technician to visit each site to confirm rackspace/backboard availability, document DEMARC extensions needed for service, confirm A/C power availability
- d. Initiate Service Orders – Account Executive and Sales Engineer to submit voice and data orders to Segra Order Entry team, key SO#s within Work Flow System
- e. Project Assignment and Contact

3. Status Updates & Milestones - What to Expect

- a. Bi-weekly status calls with Project Coordinator – Beginning 15 Days after submittal of final Service Orders (estimated 30 business days after contract award)
- b. Customer Project Package – working document with a compiled list of Service Orders, Dependencies, FOC, Contacts, Scope of Work and Milestone Dates
- c. Milestones – Reviewed via status calls / conference bridge including Firm Order Confirmation (FOC) and updates on circuit construction, DOT and City/County Permits (relevant to fiber or ethernet circuits), Copper 1FB FOC, Port Order FOC (from current LEC)

Implementation Specifics

4. Pre-Conversion Stage

- a. Circuit Delivery by Segra or LEC (fiber and copper circuits) – day of week and window of time provided by Segra, requiring only access to customer DEMARC
- b. Test and Turn-Up of Circuit – Segra or LEC confirms delivery of circuit/transport, tests circuit for MINIMUM of 48-72 hours to prove reliability, transport speed, build into MPLS core routing
- c. Pre-Install of Segra Equipment – Scheduled per customer availability, local Segra to each market/SCLS location to pre-install Segra voice CPE, MPLS router, locate new 1FB copper lines. This stage is NON-service affecting.

5. Conversion

- a. Local Segra tech(s) assigned to each location with assignment from applicable customer contact and/or Voice/Data Vendors
- b. Phased Cut Approach versus Single Cut Approach
 - * Segra Project Management team and Customer / Customer Vendors will discuss and agree upon best practice for implementation of Voice / Data transitions and scheduling (i.e. cut MPLS network all sites one day, followed by voice cut the next day OR phased site-by-site implementation)
 - **Estimated installation window is 90-120 calendar days from receipt of contract\award, can be adjusted/expedited per customer request

6. Post-Conversion Stage

- a. Account Executive to schedule meeting with customer primary contact and customer primary billing contact to review first Segra invoice cycle, confirm accuracy and invoice delivery method is satisfactory (i.e. PO Box, Via Email - PDF)
- b. Account Executive to provide customer with hard copy of Segra escalation list for following departments: Customer Care and Order Entry, Billing Operations, Network Operations Center)

STRATEGIC ACCOUNT TEAM MEMBERS

Ready to maximize your potential?

Communications is the lifeline of all businesses and organizations today. We're here to help you manage your challenges and capitalize on your opportunities.



Support

Customer Service is a key element to all successful companies. Segra is no exception. As we continue to grow, Segra's ability to differentiate its products and services by our customer service is absolutely critical. It is with this focus that we created Segra's Customer Solution Center (CSC).

The CSC is Segra's tier one customer support group responsible for handling and triaging all incoming requests. The solution center is intended to be the first stop to solve our customer's issues with just one call. The CSC is supported by the CNOC, NOC and Billing operations to handle all troubles that require escalation or tier two support.

Our CSC is here to actively listen to your needs and/or concerns whether it concern the management of your voice services, billing inquiries or troubles. Please give us the opportunity to serve you.

CUSTOMER SOLUTIONS CENTER ESCALATION LIST

TECHNICAL/ CUSTOMER	1 st Level	On-Duty Support Analyst	833.467.3472 customercare@segra.com
	2 nd Level	Cheryl Morlan Technical CSC Manager	803.466.3467 cheryl.morlan@segra.com
	3 rd Level	Tim Tyler Director, CSC	O: 843.513.1115 C: 843.442.8883 tim.tyler@segra.com
	4 th Level	Nicole Price Sr. Director, Customer Service	O: 726.8302 C: 803.417.8856 nicole.price@segra.com
BILLING	1 st Level	On-Duty Support Analyst	833.467.3472 billingsupport@segra.com
	2 nd Level	Teresa Bright Manager, BCSC	O: 540.946.6900 C: 540.490.9979 teresa.bright@segra.com
	3 rd Level	Tim Tyler Director, CSC	O: 843.513.1115 C: 843.442.8883 tim.tyler@segra.com
	4 th Level	Nicole Price Sr. Director, Customer Service	O: 726.8302 C: 803.417.8856 nicole.price@segra.com

Support

SERVICE DELIVERY ESCALATION LIST

1 st Level	Assigned Customer Implementation Advocate	
2 nd Level	Manager Customer Implementation Advocate	servicedeliveryescalations@segra.com
3 rd Level	Cheryl Thibodeaux Director, Customer Implementation Advocate	O: 803.995.8555 C: 803.587.0646 cheryl.thibodeaux@segra.com
4 th Level	Dan Watts VP, Product Mgt. & Business Development	O: 803.888.3106 C: 803.230.7341 dan.watts@segra.com

CNOC ESCALATION LIST

1 st Level	On-Duty Support Analyst	1.833.467.3472 customercare@segra.com
2 nd Level	Andrea Redfern Sr. Manager, CNOC	O: 803.726.4012 C: 864.415.5269 andrea.redfern@segra.com
3 rd Level	Nicole Price Senior Director, Customer Service	O: 803.726.8302 C: 803.417.8856 nicole.price@segra.com

References

REFERENCES

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