



2.2 Engagement Matrix:

The matrix below defines the products, verticals, and types of accounts each channel is expected to sell.

Spectrum/Spectrum Enterprise ROE Matrix (New revenue generating transactions)	Spectrum SMB			Spectrum Enterprise								
	Channel Partners & System Integrators	Direct SMB Channels	Comm Sols (SCS)	Vertical Markets			Mid-Market	Str. Mkts.	Federal	Partner Channel	VAR	Carrier
				Gov/Ed	Hospitality	Health-care						
Non-Vertical (Non-MDU)												
Businesses - 1-399 Employees and 1-20 Locations	X	X					X			X		
Named Businesses - 400+ Employees or 21+ Locations	X	X						X		X		
Non-Vertical MDU												
Residential MDU including apartments, other residential dwellings corporate housing, marinas, campgrounds, mobile home/RV parks, gated communities, individually owned timeshares, residential-based HOA/COA including business and support offices and facilities			X	Z	Z		Z	Z				
Government												
Federal including Federal VARs									X			
State, Local Govt, Local Municipality Funded Non-Profit				X							a	
Foreign Embassies/Consulates	X			X						X		
Military Bases – Barracks/Dorms			X						Z			
Federal/State owned/operated Veterans Homes									X			
Housing Authority Residential locations (excl. admin offices)			X									
Government Offices/Retail on Government Premises				X					X			
PSAP				a								
Education												
K-12 Public or Private regardless of funding (E-rate)	ICB			b						ICB		
College/Univ Incl. on campus housing/dorms/fraternity/sorority	X			X						X		
College/Univ off campus housing/dorms/fraternity/sorority	ICB		X							ICB		
Healthcare												
Entities providing direct healthcare in defined NAICS codes	X	X				X				X		
USAC/RHC Funded Entities						c						
Short-term/transitional residential - Hospice, rehab	X	X				X				X		
Long-term/Senior/Asst. Living/ Retirement Homes/ Nursing Homes	ICB		X			Z						
Hospitality												
Hotel/Motel 1-9 Rooms, Casino without hotel and <400 Employees	X	X					X			X		
Hotel/Motel 10+ Rooms, Casino with Hotel						X				n		
Pro Sports Franchises and Minor League Affiliates						X				X		
Major Stadiums, Arenas, One-Time Events, Entertainment Venues						X				X		
Named System Integrator or VAR												a
WISP												
Do not sell new or renew; may upgrade existing services co-term												
Wholesale Carrier / Cell Tower Backhaul Named Accounts or ICB												s
Wholesale Carrier - Federal									X			s
Product Type												
Coax- Business Internet, Voice & Video	X	X	X	X	X	X	X	X	X	X	X	
Ethernet over Coax, SIP over Coax, Coax w/ SD WAN				X	X	X	X	X	X	X	X	X
Hosted Voice over Fiber or Coax, Trunking, PRI				X	X	X	X	X	X	X	X	
Public Wi-Fi			X	v	v	v	v	v	v	v	v	
Bulk Video			X	X	X	X	X	X	X			
Fiber Internet			X	X	X	X	X	X	X	X	X	X
EPL, EVPL, EPLAN, Optical Wavelength				X	X	X	X	X	X	X	X	X

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