

# West Division SMB Package Evolution Summary Of Changes

**Stacie Miracle**

Effective 12/10/19

Comcast Proprietary & Confidential

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# West Division SMB Package Evolution Effective 12/10/19

West Division will be going through a SMB Package Evolution effective 12/10/19

- All of the current West Division Promotions will expire on 12/9/19

## 30 day Grace Period Applies:

- All contracts received at the new or grandfathered West Division pricing, promotions, Install/activation fees etc. during the grace period will be accepted, regardless of the date the contract was signed or lead ID created
- Our grace period ends on 1/8/20 regardless of signature date or order entry date. All orders must be submitted to OA by COB on 1/8/20 in order to be honored

## OVERVIEW OF CHANGES

- **Ultimate Bundles include:** Industry leading speed, security, and backup in every package
- **New Speed Portfolio:** 35/5, 100/15, 200/20, 300/30, 600/35 & 1G/35
- **Voice bolt-on:** Allows for additional lines to be added to any multi-play for +\$20
- **Fixed NRC:** Consolidate installation and activation fees into one customer fee dependent on speed tier and requirement of truck roll
- **Improved Customer Experience:** SOA and bill appearance updated to single line item
- **SMB Modem Fee (Internet and Voice equipment) increases to \$18.45 WAS \$16.95**

# Evolution: Ultimate Business Packages

Comcast Business is continuously “winning through growth” and SecurityEdge is the next leading product. Including SecurityEdge in all bundles, and providing speeds up to 1Gig will put us ahead of the competition.

## Key Elements

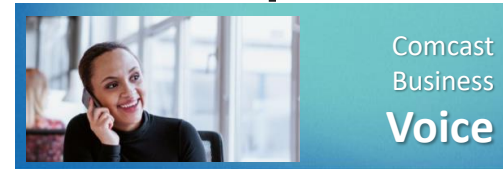
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## Value Prop

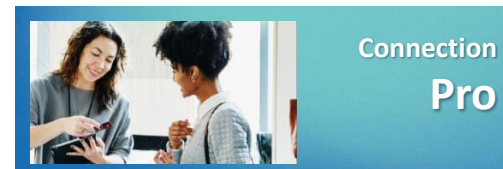
- **Data:** Future proof business with Gig speed
- **SecurityEdge:** Protects all Business Internet connected devices from cyber threats like malware, ransomware, and botnet infections
- **Voice:** Stay connected in today’s complex business environment with business grade phones, mobile app and advanced features
- **Connection Pro:** Affordable peace of mind with complete reliability via automatic 4G wireless backup
- **WiFi Pro:** Provides fastest WiFi speeds, promotional tools, advanced analytics with easy to control features.

## Additional Details

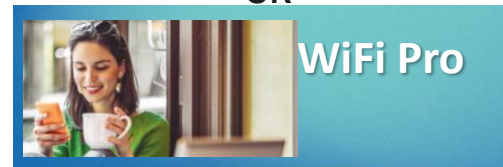
- Target Launch Date: 12/10/19



CHOICE OF



OR



# New Speed Portfolio

You ask for more speed so we are revamping our speed portfolio to be even faster than before!

Current WD Speeds	WD Speeds as of 12/10
25/5	35/5
75/15	100/15
150/20	200/20
300/25	300/30
500/35	600/35
1000/35	1000/35

- Existing 25/5 customers will get a speed bump to 35/5
  - 35/5 will be the new “Starter”
- All other existing customers on speeds (75M, 150M, 300M, 500M) will be grandfathered
  - New 300M tier will be referred to as “300 Plus”

# Ultimate Business Packages include faster speeds plus SecurityEdge

Data Plus	Starter SP	Data + Strategic Products					
Speed	35Mbps	100Mbps	100Mbps	200Mbps	200Mbps	300Mbps	300Mbps
Voice	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Anchor		Connection Pro	Wifi Pro - 2AP	Connection Pro	Wifi Pro - 2AP	Connection Pro	Wifi Pro - 2AP
		SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge
Promo Price	N/A	\$99.90	\$99.85	\$134.90	\$134.85	\$164.90	\$164.85
Rate Card	\$69.95	\$219.85	\$219.80	\$319.85	\$319.80	\$369.85	\$369.80
Add'l Options							
1mo free	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Multiplay	Starter MP	Multi-Play									
Speed	35Mbps	100Mbps	100Mbps	200Mbps	200Mbps	300Mbps	300Mbps	600Mbps	600Mbps	1G	1G
Voice	1 Mobility Line	1 Mobility Line	1 Mobility Line	1 Mobility Line	1 Mobility Line	1 Mobility Line	1 Mobility Line	2 Mobility Line	2 Mobility Line	2 Mobility Line	2 Mobility Line
Anchor		Connection Pro	Wifi Pro - 2AP	Connection Pro	Wifi Pro - 2AP	Connection Pro	Wifi Pro - 2AP	Connection Pro	Wifi Pro - 2AP	Connection Pro	Wifi Pro - 2AP
		SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge
Promo Price	\$84.90	\$104.85	\$104.80	\$139.85	\$139.80	\$169.85	\$169.80	\$249.80	\$249.75	\$349.80	\$349.75
Rate Card	\$114.90	\$264.80	\$264.75	\$364.80	\$364.75	\$414.80	\$414.75	\$509.75	\$509.70	\$649.75	\$649.70
Add'l Options											
1mo free	N/A	N/A	N/A	N/A	N/A	Optional	Optional	Optional	Optional	Optional	Optional

Multiplay	Starter MP	Multi-Play									
Speed	35Mbps	100Mbps	100Mbps	200Mbps	200Mbps	300Mbps	300Mbps	600Mbps	600Mbps	1G	1G
Voice	1 VES seat	1 VES seat	1 VES seat	1 VES seat	1 VES seat	1 VES seat	1 VES seat	2 VES seats	2 VES seats	2 VES seats	2 VES seats
Anchor		Connection Pro	Wifi Pro - 2AP	Connection Pro	Wifi Pro - 2AP	Connection Pro	Wifi Pro - 2AP	Connection Pro*	Wifi Pro*	Connection Pro	Wifi Pro - 2AP
		SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge	SecurityEdge
Promo Price	\$84.90	\$104.85	\$104.80	\$139.85	\$139.80	\$169.85	\$169.80	\$249.80	\$249.75	\$349.80	\$349.75
Rate Card	\$114.90	\$259.80	\$259.75	\$359.80	\$359.75	\$409.80	\$409.75	\$499.75	\$499.70	\$639.75	\$639.70
Add'l Options											
1mo free	N/A	N/A	N/A	N/A	N/A	Optional	Optional	Optional	Optional	Optional	Optional

# Voice Bolt-On

## Voice bolt-on update includes:

- Removal of 4+ line pricing, all lines (1-24) will be the same price across all voice line types (includes Full Featured)
- Launch of “Voice Bolt-on” rate card pricing – VoiceEdge Select, Mobility and Basic lines can be added to any Multi-play bundle for \$20/line
  - \$20/line voice not available with Single Play packages; voice lines must be additional
  - Rate Card orders not eligible, must use Voice Plus
- All other products (video, Connection Pro, WiFi Pro, Security Edge, SmartOffice) can be Bolted-On BAU and at existing EDP rates (no changes)

Voice Pricing	Current	Updated
<b>Basic Line Standalone</b>	\$24.95	\$24.95
Voice Plus	\$24.95	\$24.95
Package Bolt-On EDP	-	\$20
<b>Mobility Line Standalone</b>	\$64.95	\$64.95
Voice Plus	\$44.95	\$44.95
Promo (lines 1 – 3)	\$24.95 / \$14.95	-
4+	\$29.95	-
Package Bolt-On EDP	-	\$20
<b>VES Line Standalone</b>	\$39.95	\$39.95
Promo	\$34.95 / \$14.95	-
Package Bolt-On EDP (min. 1 seat)	-	\$20

# One Fixed NRC

**Fixed NRC** update will consolidate install and activation charges into one NRC on the SOA and customer bill

- Includes collapsing standard installation, voice activation, Connection Pro activation and WiFi Pro activation into one NRC
- Does not include SmartOffice, advanced voice, Hospitality products and voice ancillaries (i.e. toll free/directory listing)

## New Fixed Standard Installation NRC

New Customer NRC Pricing:	3 year	2 year	1 year
Starter Customers	\$49.95	\$99.95	\$199.00
*Speeds 100M & higher (all packages)	\$99.95	\$149.95	\$199.00

Existing Customer NRC Pricing:	Truck Roll	No Truck Roll
All Existing Customers	\$49.95	\$0.00

## Excluded from Fixed NRC

SmartOffice NRC Pricing:	All Terms
1-5 Cameras	\$200.00
6-10 Cameras	\$300.00
11-15 Cameras	\$400.00

Additional NRC Pricing:	All Terms
Toll Free (Add or Change)	\$9.95
Directory Listing (Add or Change)	\$24.95

\*BTV and Voice only also have this price structure

# Updated Bill Appearance to Improve Customer Experience

SOA and bill appearance updated to single line item to enhance the customer experience so it's easier to read and understand. The SOA will also have verbiage in the summary section mentioning customer will save \$15 per month each additional year they sign for.

Package	Services Included	Qty	Package Monthly Service Charge*	Package Non-Recurring Charge*
Ultimate Business Package BI100 Multi-Play	BI100, Mobility Lines, Connection Pro and SecurityEdge	1	\$ 104.85	\$ 99.95
<b>Add-On Equipment(s) and Service(s)</b>				
<b>Business Internet</b>		<b>Qty</b>	<b>Additional Monthly Service Charge*</b>	<b>Additional Non-Recurring Charge*</b>
Business Internet Equipment		1	\$ 28.45	

Example SOA

Example Customer Bill

Account Number		8775 XX XXX XXXXXXX	
Billing Date		8/7/19	
Total Amount Due		\$580.33	
		Page 2 of 4	

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Comcast Business Bundled Services		
Ultimate Business Package BI100 Multi-Play with WiFi Pro and SecurityEdge	08/14-09/13	\$293.25
Equipment Fee Voice	08/14-09/13	\$28.45
Bundle Discount		\$160
<b>Total Comcast Business Bundled Services</b>		<b>\$133.30</b>
Comcast Business Cable		
TV Select Business Video	08/14-09/13	19.95
TV Box + Remote	08/14-09/13	2.50
Service to Additional TV with Additional Box and Remote	08/14-09/13	9.95
<b>Total Comcast Business Cable</b>		<b>\$32.40</b>
Business Internet 300+		
Service Discount		-50.00
<b>Total Comcast Business Internet</b>		<b>\$0.00</b>
Comcast Business Smart Office		
30 Day Storage Smart Office	08/14-09/13	39.95
Equipment Fee	08/14-09/13	19.95
<b>Total Comcast Business Smart Office</b>		<b>\$59.90</b>
Other Charges & Credits		
Installation Fee	08/14	99.95
Installation Fee Smart Office	08/14-09/13	200.00
Regulatory Recovery Fees		3.41
Voice Network Investment		2.00
Directory Listing Management Fee		2.00
Broadcast TV Fee		7.00
Ecobill/Autopay Discount		-10.00
<b>Total Other Charges and Credits</b>		<b>\$304.36</b>
Taxes, Surcharges & Fees		
Cable Franchise Fee		2.09
FCC Regulatory Fee		0.08
Voice State Sales Tax		2.91
911 Fee(s)		1.65
<b>Total Taxes, Surcharges &amp; Fees</b>		<b>\$6.73</b>



# SMB-PRI Configurator Job Aid

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# Overview / Division Differences

## SMB CONFIGURATOR UPDATE AND DIVISION DIFFERENCES:

- **CENTRAL:** When you use the configurator for Central and West you select the products first and then the Configurator narrows down the “Offers and Promotions” that they then select. Only “Offers and Promotions” are used.
- **WEST and NORTHEAST:** You will select the “Package” first, the configurator will then automatically select the appropriate products and ancillaries associated with the packages. No “Offers or Promotions” anymore.
  - NOTE: ALWAYS click the “Clear Selections” button when changing packages (if you don’t, the configurator will change the package but may keep some products auto-selected from the original package)
  - BEST PRACTICE: Always refer to the language in the description box to assure that the correct products and ancillaries are selected
  - The SOA that is generated is totally different than Central. West and Northeast Division SOA tab added “SMB Package-Sales Order”
  - For WEST and NORTHEAST only: the SOA Options tab will no longer break down the pricing (Central will still show the breakdown). Refer to the “SMB Package-Sales Order” tab for breakdown
  - The new WEST and NORTHEAST internet tiers have been added. The zip code you enter in to the configurator will drive which internet tiers you can select

# Northeast and West Division Configuration

1. Fill out customer information at the top on the SOA Options tab. All zip codes that reside in the Northeast Division will drive the new packages and the ability for you to select new speed tiers.

Anytime you change anything, Clear Selections first. This will clear all packages, products, etc.

FORM OPTIONS

Clear Selections

Generate PDF Forms

Include Construction Addendum

Rep Information			
Sales Rep Name	Sales Rep Phone	Sales Rep Email	Business Partner for DRW Review?
Customer Information		Billing Information	
Account Name		Billing Account Name	
Contact Name		Billing Contact Name	
Address 1		Billing Address 1	
Address 2		Billing Address 2	
City	State	Zip Code	Billing City
			Billing State
			Billing Zip Code
Business Phone	Cell Phone	Billing Name (3rd Party Accounts)	
Fax Number	Email	Billing Contact Phone	Billing Contact Fax
Technical Contact Phone	Technical Contact Name	Billing Contact Email	No
Technical Contact Email	Technical Contact On-Site?	*If yes, please provide and attach all applicable tax exemption certificates	
PLEASE ENTER ZIP CODE ABOVE		Customer Division	Customer Region

2. Make your selections in the Promo Code Finder Section

**Promo Code Finder**

Select from dropdowns below to find the correct promo code.

Number of PRI:

Standard Install Waived:

\$100/\$50 BPO Pricing:

1 or 2 Months Free:

SMB Request Type:

Service Term Length:

Packages:

Offers:

Promotions:

Truck Roll Required?:

Specialty PRI Promos:

Select Standard Install Waived – No. You can no longer waive installation fees.

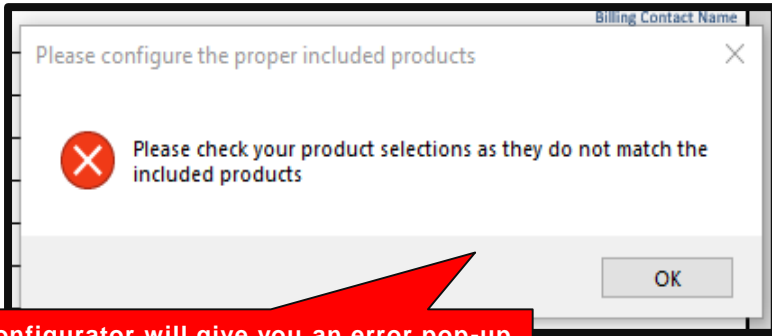
Select Request Type as New or Existing

Select term. You'll notice there is a MTM option now (only for non package /rack rate)

Select Package

No Action Required. Leave as is.

3. After you select your package, you will need to select the products that are included in that package. Packages allow you to do a speed upgrade too, for an additional price (speed downgrades are not permitted).



The configurator will give you an error pop-up if all products have not been selected.

Please select applicable internet/voice service options in the appropriate section below to generate promo. **Northeast Division will not show pricing breakdowns in right column**

Package	Description		
Business Advantage Gig	Business Advantage Gig Package for discounted monthly rate of \$259.99 for months 1-24, increasing to \$289.99 for months 25-36, increasing to then regular rate in month 37. Package includes Business Internet 1G/35 Mbps, 1 Mobility Line, SecurityEdge, Connection Pro, Wifi Pro 1 Access Point, and 1 Voicemail. 3 year term agreement required. Additional \$10 MRC discount with enrollment in EcoBill paperless billing and automatic payments through Comcast's self-service online tool via <a href="https://business.comcast.com/myaccount">https://business.comcast.com/myaccount</a> within 30 days of service installation. If either EcoBill paperless billing or automatic payment service is cancelled during the promo, the monthly service charge automatically increases by \$10.00. Equipment, installation, taxes and fees, including Broadcast TV Fee, Regional Sports Fee, regulatory recovery fee and other applicable charges extra and subject to change.	PRI Rate:	\$0.00
		BCI Rate:	\$0.00
		BCV Rate:	\$0.00
		VoiceEdge Select Rate:	\$0.00
		BCTV Rate:	\$0.00
		BSO Rate:	\$0.00
		SMB Discount:	\$0.00
		PRI Discount:	\$0.00
		Subtotal:	\$0.00
		Total Discount:	\$0.00
		Total MRC*:	\$0.00

Since we are now in a package strategy, you will not see the product pricing breakdowns anymore.

4. After generating forms, you will see a new and improved dynamic SOA

Service Term: 36 Months Tax Exempt No

Package Code: Pkg4109.99BusAdvantageBasic\_M0B\_3yr Promo Code:

**Package & Promotion Details**

Business Advantage Basic Package for discounted monthly rate of \$109.99 for months 1-24, increasing to \$139.99 for months 25-36, increasing to then regular rate in month 37. Package includes Business Internet 200/20 Mbps and 1 Mobility Line. 3 year term agreement required. Additional \$10 MRC discount with enrollment in EcoBill paperless billing and automatic payments through Comcast's self-service online tool via <https://business.comcast.com/myaccount> within 30 days of service installation. If either EcoBill paperless billing or automatic payment service is cancelled during the promo, the monthly service charge automatically increases by \$10.00. Equipment, installation, taxes and fees, including Broadcast TV Fee, Regional Sports Fee, regulatory recovery fee and other applicable charges extra and subject to change.

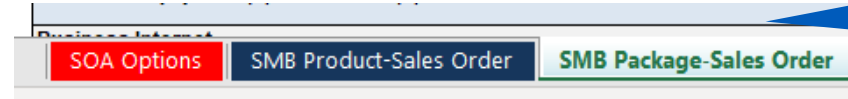
Package	Services Included	Package Monthly Service Charge <sup>1</sup>	Package Non-Recurring Charge <sup>2</sup>
Business Advantage Basic	Business Internet 200 1 Mobility Line	\$ 109.99	\$ 99.95

**Additional Equipment(s) and Service(s)**

	Qty	Additional Monthly Service Charge <sup>1</sup>	Additional Non-Recurring Charge <sup>2</sup>
Business Internet Speed Upgrade - 600	1	\$ 100.00	
Business Voice Voicemail	1	\$ 5.00	
Equipment - Modem	1	\$ 16.95	
Installation Fees			
Total Additional Charges <sup>2</sup>		\$ 121.95	\$ -

	Monthly Service Charge <sup>1</sup>	Non-Recurring Charge <sup>2</sup>
Total Charge for Service Order	\$ 231.94	\$ 99.95

<sup>1</sup> Charges identified in the Service Order Agreement are exclusive of maintenance and repair charges, and applicable federal, state, and local taxes, fees, surcharges and recoupments (wherever designated).  
<sup>2</sup> Non-Recurring Charges in the Service Order Agreement include activation and installation fees for this order. This excludes any custom installation fees.  
<sup>3</sup> Additional Service(s) and Charge listed above are incremental to current Service(s) and Charge.



Use the 'SMB Package-Sales Order' tab to see a preview of the SOA & pricing breakdowns

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