



Northern California County Says Yes to SBC Family of Companies to Help Upgrade Technology Infrastructure

With an eye toward future growth, Placer County taps SBC companies to help develop secure, efficient, scalable network; county officials point to SBC companies as an ongoing solutions provider for supporting and maintaining countywide infrastructure; technology partnership with SBC companies has saved the county more than \$3.5 million over the past three years

Home to more than 300,000 residents in a fast-growing county northeast of Sacramento, Placer County is, in many ways, an idyllic place to live: bordering the shores of Lake Tahoe, residents live in a stretch of pleasant northern California communities amid a landscape of mountains, beaches, forests and beautiful state parks.

But with Sacramento only a few miles away, and the Bay Area just over 100 miles southwest, the county has experienced rapid growth over the past decade. County officials have been tasked with finding innovative

ways to plan and develop the county's services and infrastructure to accommodate the rush of new growth and the prospect of even more people, houses and commercial buildings in the immediate future. As the county has grown, so have the county's administrative responsibilities.

When Placer County's Administrative Services Department reached the end of its fiber-optic data transport services contract with an existing provider, officials began examining alternatives to define a strategy that would service the county's current and future technology needs.

In researching alternatives, the county determined that a service provider that supplied network transport services and network infrastructure equipment

would offer greater efficiencies in operation and support than the existing plan, which included multiple vendors and multiple points of contact.

"Prior to signing with SBC companies, we used multiple vendors and contractors to support our network," said Richard Colwell, Director of

"Over the past three years, our technology partnership with SBC companies has saved the county more than \$3.5 million and has contributed to increased network reliability, higher speeds, technical flexibility, and overall customer satisfaction."

**Richard Colwell, Director
of Administrative Services
for Placer County**



About Placer County

Placer County, California, situated near Lake Tahoe between Sacramento County and the Nevada state line, is home to more than 300,000 residents. Communities include Auburn, Loomis, Roseville, Colfax, Lincoln, Rocklin, Olympic Valley, Alpine Meadows and Tahoe City. The county's Administrative Services group provides comprehensive information technology consulting services, including project planning and management for system implementations throughout the county. Administrative Services also maintains the county's data systems, including servers, data storage, firewall and security systems.

Why SBC?

SBC Communications Inc. is a Fortune 50 company whose subsidiaries, operating under the SBC brand, provide a full range of voice, data, networking, e-business, directory publishing and advertising, and related services to businesses, consumers and other telecommunications providers.

SBC Communications Inc. holds a 60 percent ownership interest in Cingular Wireless®, which serves 51.6 million wireless customers. SBC companies provide high-speed DSL Internet access lines to more American consumers than any other provider and are among the nation's leading providers of Internet services. SBC companies also offer satellite TV service.

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The SBC team created a series of solutions in order to meet the county's needs. These tailored solutions meshed together to provide Placer County with a broad, secure, stable, and efficient network that smoothed the transfer of data and overall communications processes. The services include SBC PremierSERVSM Network Management, SBC PremierSERV ATM, Synchronous Optical Network (SONET), DS-3, Cisco Systems® equipment to support wide and local area networks (WAN/LAN) and an SBC nationwide calling plan.

To monitor and support Placer County's Enterprise network 24 hours a day, 365 days a year, SBC companies deployed SBC PremierSERV Network Management. This enabled county officials to proactively respond to outages that directly impacted service. SBC PremierSERV ATM was introduced to provide full redundancy, as well as on-demand scalable bandwidth, which allows for future expansion of the network. Using a fiber-optic network backbone, the SONET Ring allows

circuits to be bundled on a single, continuous optical fiber structure, thus streamlining and simplifying WAN traffic.

These solutions, working in seamless conjunction, have delivered substantial cost-saving efficiencies while upgrading the performance and reliability of the county's technology infrastructure.

"Since establishing the relationship with SBC companies in 2002, we have saved a considerable amount of time and money," Colwell noted. "In fact, since working with SBC companies, we've experienced greater efficiency, stronger security and continued cost control of telecommunications services. We consider the SBC family of companies to be an integral value-added partner for Placer County."

With 99.9 percent up-time, the new network surpassed expectations from county IT officials, furthering the county's confidence in its decision to go with SBC companies.

"As we look to the future, we will continue to plan, expand, maintain and improve the countywide infrastructure," Colwell said. "That includes voice, data, radio and waste-management monitoring networks, each of which the SBC team will play a significant role in supporting and maintaining."

Placer County's population has grown dramatically over the past decade, from approximately 190,000 residents in 1994 to more than 260,000 in 2004. The county's proximity to Sacramento and the Bay Area is cited as a key factor in its continuous growth. By 2010, the county's population is expected to exceed 350,000, stressing the need for flexible, scalable technology solutions.



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