

- Some of the major challenges include;
 - Limited access to capital
 - Increasingly short life cycles for hardware and applications
 - Varying levels of expertise within the enterprise to leverage best value from your investment
 - All of the above sometimes leading to poor investments

- Extremely tech savvy & want to utilise the most convenient way for THEM to communication with you... if your business does not use it, they will use one which does.
- Fixed lines, Cell Phones, Blackberry, IM chat & Social Networking to name but a few.
- Information must be readily available and easy to act on
 - Customers are better educated and better informed and are making decision on how and from whom they should buy using technology at the heart of their decisions
 - Customers are making decisions faster than ever before
 - Simple intuitive ways to procure online are now expected

- Technology has made the world a much smaller and easier to reach marketplace
- Use social networking & viral video to market to a global audience
- Despite Technology people still behave the same and reward good service with repeat business.
- In the current climate SME's need to be Tech Savvy and Dollar Smart
 - Use shared services and cloud services where possible
 - Leverage the investment that service providers have already made
 - The world is a faster and more competitive place which can suit SME's style of management

Impressive Carrier Customer Base

Top Tier Customers



Top Peering Relationships



High quality customers with growing bandwidth requirements and long-term contracts provide Columbus a stable stream of recurring revenue and cash flow

Columbus Networks Evolution

2004



2005



2008



2010

