



Clear2there CEO Explains Subscriber Retention Through Smart Premise Services at the NTCA Rural Telecom Industry Meeting and Expo

Presentation highlighted the positive impact that automation services can have on mitigating subscriber attrition

San Antonio, Texas, February 03, 2014 – Craig Steen, chief executive officer and president of Clear2there LLC, a leading provider of advanced video surveillance, smart-home, smart-business, and smart-farm applications, and M2M solutions for service providers and enterprises, presented the business case for deploying smart premise services at the NTCA Rural Telecom Industry Meeting and Expo. The event took place February 2nd in San Antonio, Texas. In the session “The Business Case for Security vs. Home Monitoring,” Steen described the overwhelming propensity for residential and business subscribers to maintain a relationship with their provider of automation services.

“Throughout each of our deployments, we’re finding that service providers that deliver highly sought-after smart premise services in a cost-effective and reliable manner could enjoy a substantial reduction in subscriber attrition,” noted Steen. “These offerings not only represent a new revenue stream for providers, but they actually reinforce the relationship between provider and subscriber, and have a lasting influence on customer retention.”

Steen also used recent deployments of Clear2there’s Viewbiquity Cloud Application Suite (VCAS) to illustrate a variety of smart-premise technologies, and explain how these services can help service providers strengthen subscriber relationships while generating new recurring revenue. Among the services covered in the discussion were centralized storage of video surveillance feeds, control of locks, thermostats, sensors, in-home healthcare monitoring, and event-driven alerts and notifications.

“Local service providers have the unique opportunity to expand their service offerings to include smart premise solutions using the same infrastructure they already have in place,” he said. “These services allow subscribers to self-monitor and manage their home, business, farm, and loved-ones through any Internet-connected device including smartphones and tablets. This

enables service providers to enhance customer relationships, which ultimately increases profitability.”

About Clear2there: Clear2there is an innovative, full-service provider of market-leading smart-home, smart-business, smart-farm and smart-healthcare solutions for service providers, including broadband operators, regional telephone, data and mobile communications providers, cable operators, and electric utilities. Clear2there’s broad solutions portfolio includes feature-rich video surveillance, advanced communications, and M2M technologies that are targeted for both business and consumer use. Based in Oklahoma City and Deerfield Beach, Florida, Clear2there works with national distribution partners, and offers a team of dedicated support staff to assist in all phases of implementation. For additional information, visit www.clear2there.com.



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