

BET ON FIBER

Building Broadband Infrastructure to Last



Kansas owned and operated fiber internet provider with a mission of bringing internet freedom to underserved people in our state.

FIBER INTERNET:

The Only Long-Term Broadband Solution for Kansas



Why Fiber?



Consistently
reliable
speeds



Not impacted by
interferences:
weather, other
frequencies



Most
secure
option
available



Fastest speeds - 1
Gbps download/1
Gbps upload



Best
return on
investment

Fiber is the gold standard for broadband investment. Investing in high-speed wireless and satellite (LEO) is a short-term fix that will require more and more investment over time. Fiber is faster, more reliable, proven and future-proof.



Side-by-side comparison

	DSL	Satellite (LEO)	Fiber
Speed	25-100 Mbps	12-100 Mbps	1,000-10,000 Mbps
Bandwidth	Service slows during peak usage	Service slows with peak usage, bad weather, atmospheric interference. It also has limited upload speeds, meaning services like video conferencing or telehealth aren't possible.	Dedicated lines mean no slow downs with increased usage
Latency	Higher due to environment, distance, etc.	Higher due to environment, weather, distance, etc.	Low
Data Caps	Yes	Yes	No
Interference	Subject to electromagnetic and radio frequency interference, voltage surges	Subject to interference from various sources, including micro-waves	Immune

Where Kansas Falls Short:

It's no secret that rural America is overlooked when it comes to investment in critical infrastructure like broadband. It's a void exposed as Kansans from rural areas seek to work, learn, and doctor from home.

In a growing digital economy, access to information is as critical to communities as roads, highways and bridges.

Kansas Broadband Quick Stats

Ranked #28

(out of 50) in state broadband connectivity [*Broadband Now*]

26%

of rural Americans lack broadband access compared to only 1% of urban Americans [*FCC*]

14.3%

of Kansans lack broadband access [*Whitehouse.gov*]

30%

of Kansas school children in rural areas are estimated to have no access to broadband at home. We recommend setting a goal of no more than 10%. [*IdeaTek Survey, April 2020*]

Frequently Asked Questions ?

What about cost?

Although fiber has high upfront costs, it provides a long-term solution instead of continued subsidies for yesterday's substandard technology which can require costly upkeep and maintenance.

How long will fiber be the leading technology?

Investment in fiber ensures a 50 year scalable solution for Kansas.

Why does this matter to Kansans?

Rural vitality and education depend on broadband access to keep pace with the rest of the country. Fiber-based broadband lays the groundwork for economic opportunities in rural areas. High-speed internet availability also attracts residents to rural areas because they can live and work from anywhere.

Beyond work and learning, broadband is quickly becoming a must-have for precision agriculture, and is a critical pathway to global markets for agriculture and other industries. Rural Kansans are also increasingly relying on broadband for access to medical services through telehealth. This allows convenient access to doctors and specialist to even the most remote Kansans.

Does fiber meet the minimum standard for "good internet?"

Fiber is the standard. While official federal standards are currently still in negotiation, they tend to fall somewhere between 100-125 Mbps. Fiber offers speeds from 1,000-10,000 Mbps.

Is Satellite (LEO) a good option for Kansas?

There are significant problems with speed and reliability. Customers rarely reach the minimum recommended federal standards for broadband regardless of advertised claims and complain of erratic performance and dropped connections. These issues could be avoided by choosing a fiber infrastructure.

Kansas Needs to Invest Wisely

State broadband dollars should be allocated to build fiber networks

What can be done to improve broadband connectivity in Kansas?

1. Set a standard for Kansas when it comes to speed and latency - We believe in a goal of 80/20. Meaning, 80% of Kansans would have a future-proof service level of 1 Gbps download, and 1 Gbps upload. In rare and extreme cases, 20% would have a minimum speed of 100 Mbps download, 100 Mbps upload.

2. Look for long-term solutions - Choose options that won't require more wasteful state or federal investment in yesterday's technology. Betting on fiber means we'll be funding a solution that will take us at least 50 years into the future.

3. Think rural - Sustainable life in rural Kansas depends on this infrastructure, yet our rural communities are consistently our most underserved. Some without any infrastructure beyond a cellular hotspot. Agriculture remains a pillar of the Kansas economy, and we must ensure

this pillar has service levels equal to that of urban areas to protect other investments and encourage economic growth.

4. Update outdated policies to find funding - Phone companies receive a \$40M entitlement to maintain old useless landline telephone technology with zero statutory focus on broadband. If these funds were reallocated competitively to high-performing broadband providers, rural Kansas would stop getting left behind. Reform of the Kansas Universal Service Funds program is needed. If these funds were reallocated, a long-term funding stream would be created for broadband in Kansas with no increase in taxes. If these funds were reallocated, like the federal government did more than a decade ago, a long term funding stream would be created for broadband in Kansas with no increase in taxes.

Who Is IdeaTek?

We're small-town techies on a mission to fight for internet freedom. Other broadband companies were happy to collect their subsidies and provide the same sub-standard service to Kansans, but that way of thinking doesn't fly at IdeaTek.

We were competitively awarded substantial CARES funding to deploy fiber to rural communities others would have completely ignored, and we found a high-speed wireless solution to serve people who needed emergency access during the pandemic.

We won't stop fighting for internet freedom until Kansans have access to the fiber internet service they need to work, learn and play from anywhere they choose. We've been on this quest since our inception and have long been state and national advocates for broadband equity policy. To date, we've built more than 3,600 miles of fiber optic internet throughout Kansas.

Fast Facts:



Founded by Buhler High School Students in 1999



Headquartered in Buhler, Kansas and 100% Kansas owned



Employs 120 Kansans, and growing



Named to Inc. 5000's list of fastest growing companies for eighth time in 2021



For more information, visit [IdeaTek.com](https://www.ideatek.com) or call us at 855-433-2835.