



# Delivering end-to-end solutions for our partner's customers.

As a telecommunications advisory firm, SMI Corporation supports their customers through every part of their technology ecosystem—from network consultation to order placement and circuit installation. Founded in New Jersey at the cusp of the dot-com era in 1989, their business now serves over 3,000 customers of varying sizes across a growing number of industries, including healthcare, finance and legal.

## The Need

To meet the demands of their customers and provide them with the best possible networks at the best value, SMI holds their network providers and suppliers to extremely high standards. At a minimum, each partner must meet these specific requirements:

- › Quality of service: Carriers must have strong service level agreements (SLAs) and support teams behind every network.
- › Flexibility: Carriers must be adaptable, easy to work with and approach each project individually so they can solve detailed challenges with effective solutions.
- › Ethics: Carriers and advisors must operate with a mutual level of trust in order to function as a team and deliver top-notch service to customers.

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There is a real need for Crown Castle—they understand the engineering and design of diverse networks and are flexible, responsive and offer a rock-solid product.

**MARY ANNE SCHAFER**  
President

## Name

**SMI Corporation**

[www.smicorporation.com](http://www.smicorporation.com)

## Location

**Shrewsbury,  
New Jersey**

## Our Solutions

- › Towers
- › Small cells
- › Dark Fiber
- › Ethernet
- › Wavelength
- › Managed SD-WAN
- › Internet Access
- › Private Networks
- › Colocation
- › Cloud Connect
- › Optical Encryption
- › DDoS Defense
- › Cyber Defense One
- › Bandwidth on Demand
- › Ultra-Low Latency
- › Video Transport

## The Relationship

For nearly a decade, we've been helping SMI deliver flexible solutions for their customers at the highest standards of quality and service.

- ▶ All SMI's customers are supported by our state-of-the-art Network Operations Center (NOC) which operates 24/7 and are fully staffed.
- ▶ We employ a "lean and mean" approach to installation that helps us consistently deliver work on time or ahead of schedule.
- ▶ Our rapid work pace does not diminish our ability to keep SMI informed every step of the way. Direct lines of communication with project engineers are always open, so any issues are resolved quickly at the source.

## The Impact

We have proven to be a valuable partner for SMI—delivering hundreds of services to their customers (either installed or pending installation).

- ▶ The adaptive and transparent approach we use brings value to the relationship that SMI can pass to its customers.
- ▶ We've made it painless for SMI to bring recommendations to their customers through clear and concise communications and messaging—as opposed to the complex variation of products and services offered by many providers.
- ▶ Our holistic network offerings make us a partner SMI can count on again and again—especially as future technology growth moves many of their customers to new wireless services or high bandwidth needs.

## Why Crown Castle?

### Limitless opportunities for you and your customers.

With one of the largest and densest fiber networks in the country, we're an ideal partner to help you deliver unique infrastructure solutions that solve your customers' most complex network challenges. We'll work closely with you to expand your offering and realize new possibilities for your customers.

### Our network

With approximately 85,000 route miles of fiber and approximately 37,000 on-net buildings, we're already where your customers need us to be.

### A proven partner

We have more than 25 years of experience working with partners and helping customers build and maintain fiber across the country.

### Reliability

We offer 99.999% network availability backed by fast, responsive and local support teams—delivering the reliable network your customers need.

### Innovation

Our team brings deep expertise to the table that can help you stay on top of the quickly evolving communication and technology needs of your customers.



Crown Castle owns, operates and leases more than 40,000 cell towers and approximately 85,000 route miles of fiber supporting small cells and fiber solutions across every major US market. This nationwide portfolio of communications infrastructure connects cities and communities to essential data, technology and wireless service—bringing information, ideas and innovations to the people and businesses that need them.