



PRESS RELEASE

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APEX'S BROADBAND MAPPING METHODOLOGY RESONATES WITH NTIA'S MAPPING NOFA

Apex, a Pioneer in Providing KnowledgeSolutionsSM, Created First High-Performance Mission-Critical Field Inventory and Asset Management Solution for the Telecommunications Industry

HERNDON, VA – July 28, 2009 – Apex CoVantage, a leading global knowledge process outsourcing (KPO) provider of engineering solutions, is pleased to announce that the National Broadband Map methodology it presented to the National Telecommunications and Information Administration (NTIA) earlier this year resonates strongly with the newly-released guidelines and regulations of the Notice of Funding Availability (NOFA) for the State Broadband Data and Development Program. The State Broadband Data and Development Program is a competitive, merit-based matching grant program to fund projects that collect comprehensive and accurate state-level broadband mapping data, develop state-level broadband maps, aid in the development and maintenance of a national broadband map, and fund statewide initiatives directed at broadband planning.

Apex's proposed broadband mapping methodology aligns with NTIA'S NOFA in the following areas:

- Offer intelligent database driven maps;
- Provide field verification of provider supplied data;
- Develop a mapping methodology that meets the objectives of the NOFA and American Recovery and Reinvestment Act 2009 (ARRA).

"We are thrilled that our proposed methodology for laying out a process to develop the National Broadband Map strikes a chord with the recently released NOFA. With two decades of extensive expertise and key technology solutions, we have a keen understanding of the broadband mapping program, especially in the areas of field survey/data verification, database modeling and cost modeling," said Jay Pagadala, Director, Business Development, Apex CoVantage. "Today's broadband mapping requirements are very different than the historical state mapping initiatives and therefore necessitate fresh thinking and methods. Apex adds this important dimension and looks forward to participating and contributing towards the creation of a high quality, accurate, field verified National Broadband Map."

Apex's particular competencies – and the source of the highest potential value to the broadband mapping program – lie in the areas of field survey/data verification, database modeling, cost modeling, and telecom experience. Many of the NOFA provisions directly or indirectly address these ideas.

Apex is currently working with various broadband mapping partners to deploy its field verification and data collection methodology based on ProFieldTM, its state of the art new field operations technology. ProField is the first high-performance solution for mission-critical field data collection, inventory and asset management programs. ProField addresses quality and efficiency challenges that occur when managing field infrastructure inventory and assets for widely dispersed workforces. The technology is proven to increase field force productivity and raise the quality of field verified data by 20-fold. It also ensures that projects are completed on time and on budget. ProField would be the key enabler to deliver a highly accurate, National Broadband Map.

With 20 years of proven experience, Apex is a full service provider of a wide range of comprehensive engineering services specific to the telecommunications industry. Apex's in-depth knowledge of field asset management and geospatial data has positioned the company as a dominant, trusted provider of high-quality and cost-competitive results. Apex's world class solutions help organizations meet their business goals, maximize innovation and efficiency and minimize operational costs.

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About Apex CoVantage

Apex CoVantage is a US provider of global Knowledge Process Outsourcing (KPO). Apex helps businesses to execute precise knowledge, information and communications strategies through our diverse people, technology and workflow systems. We opened our first KPO service center in 1988 and subsequently pioneered the market for offshore, knowledge-based solutions. Today, we provide engineering and content solutions from a global network of state-of-the-art facilities with US-based project management and leadership. In every industry, our clients are reaching the next level of service performance in partnership with Apex CoVantage.