

## Cincinnati Bell Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Cincinnati Bell Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Cincinnati Bell Inc. and its competitors. This provides our Clients with a clear understanding of Cincinnati Bell Inc. position in the **Communication Services Industry**.

- The report contains detailed information about Cincinnati Bell Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- Another part of the report is a SWOT-analysis carried out for Cincinnati Bell Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.
- The Cincinnati Bell Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.
- In the part that describes Cincinnati Bell Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Cincinnati Bell Inc. business.

### About Cincinnati Bell Inc.

Cincinnati Bell Inc. provides data and voice communications services and equipment over wireline and wireless networks. It also provides data center operations, related managed services, and equipment. The company provides telecommunications service primarily on its owned local and wireless networks. The company also provides business customers with outsourced data center operations, including related managed services.

## Segments

The company operates in three segments: Wireline; Wireless; and Technology Solutions.

### Wireline

The Wireline Segment provides local voice, data, long-distance, voice over Internet protocol (VoIP), and other services. Local voice services include local telephone service, switched access, information services, such as directory assistance, and value-added services, such as caller identification, voicemail, call waiting, call return, and text messaging. Data services include digital subscriber line (DSL), which provides high-speed data transmission via the Internet, dial-up Internet access, network access, and gigabit ethernet (Gig-E) and asynchronous transfer mode (ATM) based data transport, which businesses principally utilize to transport data typically over a private network. Long distance and VoIP services include long distance voice, audio conferencing, VoIP and other broadband services, including private line and multi-protocol label switching (MPLS), a technology that enables a business customer to privately interconnect voice and data services at its locations. Other services include security monitoring services, public payphones, television over coaxial cable and fiber optical cable in limited areas, high-speed Internet over fiber optical cable in limited areas, DirecTV commissioning over the company's entire operating area, inside wire installation for business enterprises, data center collocation services, billing, clearinghouse, and other ancillary services primarily for inter-exchange (long distance) carriers.

The company provides wireline voice and data services to its historical operating territory in southwestern Ohio, northern Kentucky, and southeastern Indiana through the operations of Cincinnati Bell Telephone Company LLC (CBT), an ILEC.

The company has expanded its voice and data services beyond its ILEC territory, particularly in Dayton and Mason, Ohio, through a product suite offered to business and residential customers. Cincinnati Bell Extended Territories LLC (CBET), a subsidiary of CBT, operates as a competitive local exchange carrier (CLEC) and provides voice and data services on either its own network or through purchasing unbundled network elements (UNE-L or loops) from various incumbent local carriers. The Wireline segment provides voice services over a digital, circuit switch-based network to end users via access lines. The Wireline segment had approximately 723,500 voice access lines in service on December 31, 2009.

The company has deployed DSL capable electronics throughout its territory, allowing it to offer high-speed DSL Internet access services to its in-territory primary consumer access lines. Its DSL subscribers were 233,800 as of December 31, 2009.

The company's wireline network includes the use of fiber optical cable, with SONET rings linking Cincinnati's downtown with other area business centers. The company provides long distance and VoIP services primarily through its Cincinnati Bell Any Distance Inc. (CBAD) and eVolve Business Solutions LLC (eVolve) subsidiaries. These entities provide long distance and audio conferencing services to business and residential customers in the Greater Cincinnati and Dayton, Ohio areas, as well as other broadband services, including private line and MPLS, beyond its traditional territory to business customers. As of December 31, 2009, the company had 11,100 entertainment, 10,200 high-speed fiber Internet, and 7,500 voice Fioptics customers.

In addition to providing entertainment over coaxial cable and fiber optical cable in limited areas, the company also is an authorized sales agent and offers DirecTV satellite programming to customers in its operating territory through its retail distribution outlet

The above Company Fundamental Report is a half-ready report and contents are subject to change. It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional

types of analyses requires extra time.

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<sup>1</sup> – Data availability depends on company's security policy.

<sup>2</sup> – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.



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