



2014 outlook for businesses in Manhattan; Set for success

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A couple months already into 2014, businesses in Manhattan are operating at their usual normal (fast) pace, and the demand for fast, high-performance Internet access across all channels remains. New York City is a world renowned national leader in fields that leverage the Internet and mobile technologies, which leaves the city well positioned for future tech growth this year and (way) beyond.

2014 will serve as the stage for showcasing companies' abilities among competitors to stay ahead of consumer trends and build upon technology innovations.

How will New York City fare in meeting the needs of these businesses in 2014?

New Leadership

The New Year in New York City also marks the departure of former mayor Michael Bloomberg. Replacing Bloomberg is new mayor Bill de Blasio, an individual whose tech sector plan includes maintaining the city's large focus on the importance of a solid broadband infrastructure, and continuing to build more of a pipeline between local universities and tech startup jobs.

According to a recent article by TheVerge.com, as part of his tech initiatives, de Blasio proposes dedicating \$150 million to science and tech scholarships at the City University of New York and \$100 million in city pensions to a fund that would invest in tech startups. Other pledges include ongoing support for the new tech campus, and widening its reach to the outer boroughs; as well as immigration reform that would allow high-tech workers into the country, fostering economic growth.

Strong Connections Start with a Strong Network Infrastructure

Mayor de Blasio will also continue to collaborate with the city's important technology initiatives such as WiredNYC, a program that focuses on implementing building letter grades based upon their telecommunication infrastructure within the building; and ConnectNYC, which seeks to expand high-speed broadband connectivity throughout the city and the outer boroughs, and does so by awarding small and medium-sized businesses and organizations with a free build-out of fiber connectivity directly to their place of business. The New York City Economic Development Council (NYCEDC) also offers Broadband Map, a crowd-sourced digital map that highlights wired buildings citywide.

In 2014, fast and reliable broadband access is increasingly critical for economic development across key sectors, particularly the emerging technology industry. In addition to the city administration's support are companies like tw telecom Manhattan, who are heavily involved in such technology initiatives aimed to improve connectivity within the city. As one of the top three leading providers of business Ethernet in the U.S., and the number one competitive provider of Ethernet, tw telecom leads in delivering Business Ethernet services to enterprises and large organizations. Nationwide, its network connects directly to more than 20,000 buildings, including more than 450 third-party data centers, and delivers reach to hundreds of thousands of other locations throughout the country.

"We understand the difficulties that businesses face in obtaining quality broadband infrastructure in N.Y.C.," said Robert Bianco, VP and general manager of tw telecom Manhattan. "Here in New York, my team is instrumental in the important quest to help businesses overcome the difficulties they face in obtaining quality broadband. We enable NYC business customers to have more choices, increased redundancy and business continuity, and also work with some of the city's top real estate firms and property managers to ensure that this quality level of service is available in all commercial buildings that cater to growing businesses, city-wide."

The Place to Be

The beauty of doing business in New York is the number of resources available that are built to accommodate modern-day businesses, large, small, and very small (startups).

As high as real estate costs can be, the city is working to make affordable shared space more available for companies, including entrepreneurs. The city is also home to a network of more than 10 incubators, providing more than 150,000 s/f of low-cost office space, as well as training and networking opportunities. The statewide program, START-UP NY, provides major incentives for businesses to relocate, start up, or significantly expand through affiliations with public and private universities, colleges, and community colleges. Through this program, businesses are granted the opportunity to operate state and local tax-free on or near academic campuses, and employees are exempt of state or local personal income taxes.

The continuous, rampant growth of startups in NYC is attributed to the multitude of commercial interests, activities, and industries that thrive here. To achieve success, these companies utilize and build upon technology to not only innovate in art, music, retail, fashion, e-commerce and the like, but to make their lines of business more efficient and growth-oriented.

The Network

Companies like tw telecom Manhattan are mindful that businesses operate at a different playing level here in the city.

"In New York City, everything moves in fast motion," said Bianco. "Customers are looking to expand in the city's top commercial buildings where technology services are the most advanced and dependable. tw telecom works to provide networking solutions that are faster, better, and easier for businesses of every size and type."

In 2014, the continuous need for a communications network that is stable, reliable, fast, and flexible will persist, especially with the influx of new businesses in and around the NYC region. With the support of a city as dynamic as New York City, its new administration, and plethora of resources, prime locations, and service providers like tw telecom Manhattan available - more companies will be that much more set for success.