

Technology & Telecommunications

Providing technology and telecom companies strategic advice and practical assistance in navigating the highly dynamic technology industry.

Cornerstone Government Affairs professionals have represented technology and telecommunications clients in a variety of areas assisting with public policy and with budget priorities and to achieve their marketing, regulatory and legislative goals. We work with our clients by gaining a thorough understanding of the client's business, developing marketing strategies, assessing the regulatory and legislative environment, and mutually agreeing on a plan to derive benefit from opportunities in that environment. Our services include designing comprehensive government relations programs for corporations new to federal interaction, targeting regulatory and legislative relief, and designing and implementing successful marketing strategies at the federal, state and local level. Some of the issues on which we have worked specifically for our clients include universal service reform, inter-carrier compensation, behavioral advertising, wireless spectrum allocation, cyber security, privacy, stock option expensing, data storage and recovery, visa allocation (H1-B), e-government/procurement, interoperability for first responders, and digital rights management. Additionally, we have worked in support of several successful telecommunications mergers/acquisitions.

PRIMARY SERVICES OFFERED

- Strategic counsel and tactical advice,
- Intelligence gathering, issue monitoring, and policy analysis,
- Relationship building and political branding,
- Design and implementation of government relations and lobbying campaigns to secure measurable legislative and administrative results, and
- Message and materials development, and
- Legislative drafting.

SELECTED CLIENTS

- BMC Software, Houston, TX
- C Spire, Jackson, MS
- CenturyLink, Monroe, LA
- LifeLock, Tempe, AZ
- Microsoft Corporation, Redmond, WA

- OnPoint Technology, Inc., Westchester, IL
- Siemens Corporation, Washington, DC

SELECTED SUCCESSES

Cornerstone Government Affairs, on behalf of our technology & telecom related clients, has assisted in:

- Securing over \$100,000,000 in federal budget process for information technology;
- Garnering congressional support for a major online advertising transaction;
- Assisting with comments and engagement on the FCC's National Broadband Plan;
- Positioning clients to move into the health IT policy debates with the ONCHIT standard and policy committees;
- Positioning clients to contribute to the Obama Administration's technology transition team;
- Facilitating meetings with key decision makers within both Congress and the Administration as it relates to various health technologies and devices;
- Providing strategic advice and advocating on issues ranging from broadband deployment to privacy in online advertising; and
- Providing general representation and branding in front of 33 congressional delegations for a telecom company.

