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Lisa Groeneveld U.S. Senate Judiciary Committee Testimony
Preserving an Open Internet: Rules to Promote Competition and
Protect Main Street Consumers

Logic Supply's website forms the basis for our entire revenue stream, every penny. At logicsupply.com our customers can configure their own computers and make online purchases. Our website serves as a quick, reliable and easy-to-access knowledge center.

Over the past year we've had nearly a million online sessions on our website.

Logic Supply designs and manufactures industrial computers for our global customers. Our Headquarters are in South Burlington Vermont and we have offices in The Netherlands and Taiwan. We've been in business for 11 years; and we have 60 employees worldwide.

Our rugged and reliable computers can be found in a wide array of applications, such as law enforcement vehicles, digital signs and extreme manufacturing environments. Our customers are small businesses, Fortune 500 companies as well as municipalities, States, and the Federal Government.

> Examples: Computers for extreme environments such as mining, systems for communication of emergency services, etc.

As Logic Supply's co-owner and Chief Operating Officer, I am pleased to present our perspective on Net Neutrality, and specifically Paid Prioritization also known as Fast Lanes.

We are concerned about Net Neutrality's possible impact on our business. We are well aware, as life-long geeks, that technology changes quickly, unexpectedly and in ways both beneficial and detrimental to businesses and society. Based on our current knowledge and our Company Core Values of Open and Fair; we are publically stating our opposition to Paid Prioritization.

We'd like to share our specific concerns:

- It is true that search engines prefer faster sites over slower sites in returning organic search results
- It is also true that receiving digital information quickly, impacts what sites you visit, and what retailers you will buy from. We've all had the impulse to throw our computer out the window when a site isn't operating as expected.
- Perceived slowness can result in customers giving up during the check-out process, causing lost revenue.
- Any knowledge-based website delivering streaming media or large data files is negatively impacted by perceived latency or slowness. It's not just streaming media companies, like Netflix, who deliver video content; many websites rely on high bandwidth media to provide customer-oriented marketing content.
- Paid internet advertising, including ads run on Google or Yahoo, is expensive and needs constant active management. Switching between paid online ad platforms in order to

benefit from Fast Lane agreements is complex and time consuming for small Search Engine Marketing teams.

- Social Media can be used to engage customers where they live online. Different social media outlets appeal to different demographics. Favoring one Social Media outlet over another, can potentially disadvantage our customers' preferred outlets and therefore impact our own marketing activities and costs.
- Though it might feel like a stretch, what is the impact on American competitiveness in the global economy if we tamper with our Internet infrastructure?
- Creating a Fast Lane won't slow other traffic down per se. But speed is relative. Traffic will feel slower if someone else is going faster. This impacts customer expectations. And in the absence of equal access, Logic Supply is at a disadvantage in the marketplace.
- Even if Logic Supply could benefit from Fast Lanes we are strongly opposed to them since it would require re-allocating funds to Marketing, and away from technical Research and hiring.
- Finally, technologically speaking, it is not an overstatement to suggest that future innovation around the Internet of Things, for example, might be impeded if some data is favored over other data.

We know there are many technological, legislative and policy solutions to the challenges we face. But without an Open and Fair Internet based on equal access, our business wouldn't even exist today. We started Logic Supply with the money in our checking account and used it to buy motherboards, not preferred treatment for our website traffic.

In conclusion, we appear today to express our deep interest in ensuring an Open and Fair Internet based on equal access. An Internet where all companies and organizations have an opportunity to compete on the merit of their products, services, knowledge base and talents.

We, therefore, assert that Fast lanes are not Open or Fair.