

## Executive Overview

Founded in 2001 with Headquarters in Los Angeles, CA. AireSpring is a privately held, profitable, and debt-free Managed Services Provider specializing in Managed Communications and Managed Network and IT Services, serving 20,000+ businesses worldwide. AireSpring is 100% Channel. They don't sell direct and will never compete with you on a retail level. AireSpring has the largest nationwide IP network in the U.S. and utilizes more than fifty major underlying network providers in our geo-redundant nationwide network.

AireSpring processes more than 4.5 billion calls per month or approximately 54 billion calls per year. AireSpring also operates a Global Private Network (GPN) serving over 100 countries and is a Global ISP procurement provider to the source, implement, and support broadband or DIA Internet. AireSpring operates multiple 24/7/365 Global NOCs and offers high-touch Customer Service and Support.

Our Customer Service team's average speed to answer (ASA) is 11 seconds, 85% of our support tickets are opened proactively, and we have a 98% customer satisfaction rating. AireSpring specializes in multi-location and/or multi-service customers offering one bill, one point of contact, the one responsible vendor with white-glove service, and support.

## Product & Service Offerings

- Managed SD-WAN featuring VeloCloud and Cisco Meraki platforms
- Managed Global SD-WAN with 18 Global POP's (and expanding)
- Primary and Backup Network (DIA, MPLS, Cable, 4G LTE/5G, DSL, Fixed Wireless, Satellite)
- Managed Security
- UCaaS / Hosted PBX
- SIP Trunking
- Multi-Cloud Connectivity
- CCaaS
- Legacy T1/PRI and Analog
- POTS
- Call Center/ High Volume LD (outbound and toll-free)

## Sales Engineer Take On Best Fit

Airespring is an excellent fit for clients looking for global circuit aggregation and/or managed SASE. They have a strong relationship with VeloCloud, Fortinet, and now Cato Networks. They have VeloCloud and Cato POPs in Mainland China, so their SASE and SD-WAN solutions can support clients that need to get data in and out of China. Airespring becomes a perfect fit if clients want even more services like UCaaS or SIP added on.

- Sarah Arnstein, SASE Sales Engineer

## Key Features & Differentiators

The global supplier with the ability to provide multiple technology services wrapped with nimble, high touch implementation, customer service, and support around the quality of Tier 1 global networks.

**AireSpring's proprietary AI-powered IT service management (ITSM) platform, AireCONTROL, provides 360 degrees of complete**

visibility and control, unifying every process, device, circuit, and data point into a single pane of glass view.

AireCONTROL provides a complete solution to help you reduce vendor sprawl and avoid the confusion and finger-pointing that can occur. It is also fully integrated into AireSpring's unique AirePOD personalized service and support model. With AireCONTROL, you get better oversight of your network, security that gives you peace of mind, and more control over your systems.

**Our AirePOD Dedicated Tier 3 Engineers respond to your problem within 10 minutes. Our dedicated experts always stay in communication with you and make sure you have full support during the entire process, from design and deployment to installation and management.**

- **Flexibility** to serve clients as a Single Source Solution for all their voice, data, internet, security, and SD-WAN needs or to provide a single service should that be their current need.
- **Fully Managed Service with Guaranteed QoS/QoE** – they take responsibility for all elements which eliminates finger-pointing between providers and their managed connectivity option ensures end to end, true QoS.
- **FREE AireNMS 24/7 Network Monitoring Service** – even if the customer has circuits that are not provided by AireSpring our NOC will monitor them and open trouble-tickets on the customer's behalf.
- **White-Glove Service** – 24/7/365 global NOC and customer support including an escalation list all the way up to the CEO. Customer service team's average speed to answer (ASA) is 11 seconds, 85% of our support tickets are opened proactively, and they have a 98% customer satisfaction rating.
- **Managed SD-WAN - Their Solutions Engineering and Network Engineering Teams are second to none. No other carrier can deliver SD-WAN with the complex routing that AireSpring can.** As a beta tester for VeloCloud, they were the first carrier to support the VeloCloud 600 Series Edge devices by upgrading their core network with the new VeloCloud software prior to its general release, and they were one of the first MSPs to upgrade all its VeloCloud Gateways (VCGs) worldwide to support this latest software.
  - **Global Managed SD-WAN Pricing** – substantially below other SD-WAN providers
  - **Global ISP procurement** – AireSpring can source, implement, and support broadband or DIA Internet.
  - **Global Private Network** – currently 18 Global POP's providing network and SD-WAN to more than 100 countries.
- **QuoteSpring™ 24/7 real-time, online quoting and DAX real-time order status** information tools.
- **Implementation** – they treat each order like a project and assign a Managed Services Engineer (MSE) and a Project Coordinator (PC) to professionally project manage all implementations from beginning to successful activation.
- **Easy to do business within** a world of mega providers where it can be difficult to be treated as anything other than a number, AireSpring offers highly personalized concierge service for both its partners and their clients.
- **Channel Partner Commissions and Spiffs** (even on renewals) – not only are they among the highest in the industry, but since our Channel Partners can sell the entire stack (primary and backup network, UCaaS, SD-WAN, SIP Trunks, CCaaS, POTS, Call Center LD, and Security) they can truly maximize their revenue and commissions with every customer they bring to AireSpring.

## Top Industries Served

- Other

## Ideal Customer Profile

- AireSpring's highest value is to clients that are multi-location and/or multi-service and want a One-Source Solution for their connectivity, voice, data, and security networks. However, it is not unusual for clients to initially engage AireSpring for one service type or one location and then expand the relationship to multiple services and/or multiple locations as their company grows, or as their contracts for other services come up for renewal.
- Customer who wants the quality of Tier 1 global networks but is tired of being treated like a number and simply wants the high touch, personalized service, and support they can't receive from the mega carriers.
- The customer who is seeking to solve one or more of these challenges:
  - Competing in a global market, while working with fewer resources than large enterprise organizations
  - The need to maintain a sustainable, resilient, high-quality network as voice and IT connectivity is continuously moving more and more to the cloud to effectively meet the ever-changing needs of their customers and constituents
  - While leveraging vendor consolidation and new technology platforms to reduce operating cost and drive efficiency

## Qualifying & Technical Questions

1. Are you tired of being treated like a number even though you are spending thousands of dollars with a provider?
2. Do you suffer from Big Carrier Fatigue (BCF)? Have you been getting poor service from your current provider? Are you looking for a flexible vendor who is easy to do business with and provides high-touch customer service?
3. Do you have unique needs? Are you looking for a customized network solution that isn't "cookie-cutter"?
4. How would your business be impacted if you lost internet service at any or all of your locations? Would a proven business continuity/disaster recovery strategy be beneficial to you?
5. As applications become more crucial to business operations and success, how are you managing those applications for not only maximum efficiency but also the increasing security issues they create?
6. Are you considering a managed SD-WAN solution to replace or augment capacity strained MPLS or legacy networks?
7. Does your current phone/communications system support your growing business? Do you need a Fully Managed Cloud Phone system where you can rely on a single provider for all elements, including connectivity and guaranteed QoS?
8. Is your staff spending too much time managing your network versus supporting your core business objectives?
9. Would it be beneficial to have one vendor who can provide voice, data, and internet services across multiple locations regardless of the location and connection type all under one agreement with one number to call?

## Elevator Pitch

AireSpring, founded in 2001, is a Managed Services Provider and facilities-based carrier providing Managed SD-WAN, Network Connectivity, Managed Security, UCaaS, and custom technology solutions to 20,000+ companies worldwide. They help their customers and partners maintain a competitive advantage by enabling them to better serve their customers in their core business. They combine innovative Managed Services for SD-WAN, Security, Voice, Data, Internet, and other connectivity technologies, and high touch customer service and support to enable their clients to do what they do, better. AireSpring combines the resilient, superior network quality of the global carriers with the highly personalized service and support of a mid-size provider. The result for their clients is a more cost-effective, efficient, and value-added solution. This is the AireSpring Advantage.

## Objections & Rebuttals

### I prefer a Tier 1 Carrier

With a Tier 1 carrier, which do you prefer more: their network quality or their customer service? With AireSpring you get the Tier 1 network you want, but with better, personalized customer service.

### I've never heard of AireSpring

- AireSpring doesn't sell direct so they are not a household name. AireSpring is a Managed Services Provider and mid-size global carrier in business for more than 19 years and serving more than 20,000 customers worldwide. They utilize Tier 1 provider networks across their own backbone and wrap it in their high touch 24/7/365 technical support and customer service centers.
- This results in the highest network quality available coupled with the high touch, hands-on support typically not available through the mega carriers.
- This is the AireSpring Advantage.

### We don't have multiple locations

AireSpring provides equally great service for a single location or a single service type but can also grow with you as your needs may expand in the future.