

Executive Overview

In the channel CBTS has become the go-to provider for complex and unique requests, multi-location projects, mission-critical networking and voice problems, cloud migrations and managed security services for medium to enterprise clients.

CBTS is the Goldilocks of providers. At 1 billion on revenue and over 2,000 employees we are big enough to matter but right-sized and flexible enough to deliver customer specific designs. From consulting to implementation to ongoing optimization, we combine deep technology experience with the expertise of professionals who bring a personal approach to all things cloud and security. With a level of partnership that's unmatched in the channel, our sales engineering and account teams only job is creating solutions that meet your customer's unique needs while working within your brand and business objectives. We win if we make you a hero.

Product & Service Offerings

CBTS does make their entire portfolio available to all partners, however, their focus is primarily on:

- Cisco and Microsoft UCaaS (+500 users) & CCaaS Solutions
- SD-WAN & SSE Portfolio including VM Ware VeloCloud, Meraki, Palo Alto & Checkpoint
- Cisco Meraki & Juniper Mist Network as a Service (NaaS) which includes firewalls, switches and Wi-Fi Access Points and IoT Sensors
- Security Managed Services (MSSP) including Patching aaS, DRaaS, EDR, MDR & Backup aaS
- MSP of Infrastructure
- One Time Security Engagements

Sales Engineer Take On Best Fit

Ability to cross sell Managed Security, WAN, LAN and Voice Solutions. This includes Cisco and Microsoft UCaaS and CCaaS solutions focused on over 500 users. They offer multiple technology vendors for SD-WAN and SSE (Security Service Edge) including VMWare, VeloCloud, Meraki, Palo Alto, and Checkpoint of which they will layer in a managed service. Sometimes referred to as Network as a Service (NaaS). They also act as a full service MSSP which includes Patch Management, DRaaS, EDR, MDR, & Backup-aaS. They will work with medium, mid-market, and enterprise customers looking to migrate from CapX to OpEx. They prefer companies with over 500 employees.

-Rick Mischka, Cybersecurity FSE

Key Features & Differentiators

- **24x7x365** domestic-based network operating center and day-2 support
- **Employees** - 700+ certified engineers on staff with approximately 2000 employees
- **Experience** - 140+ years of providing solutions and solving business challenges; including thousands of clients to date from many Fortune 1000 companies
- **Financial stability and nimble position** - CBTS, as a large managed services provider, can purchase at the highest levels and transform that advantage into a low predictable fixed monthly service
- **Integration expertise** - CBTS has the engineering and support expertise to work on complex, multi-solution integration projects
- **Bandwidth agnostic** - CBTS can price, deliver, support the bandwidth needed, however, the client is encouraged to work with their partner to bring the best bandwidth solution to each site. CBTS can manage this either way.

- **Implementation approach** - CBTS provides professional project management on each project to help ensure your client has a successful and smooth migration.

Top Industries Served

- Other

Ideal Customer Profile

- 1-1,000+ locations, 500+ users (Mid/Enterprise)
- Desire to move to the cloud for security, voice or network, the need to access, or enhance cloud-based applications
- Large customers with a complex or unique business design need
- Reduced or minimal IT staff and a desire to purchase OpEx instead of CapEx
- Looking for a vendor with single or multi-solution integration expertise with deep engineering support
- Contractual flexibility around cloud-based solutions and the need to accommodate for moves, adds, or changes during the term agreement

Qualifying & Technical Questions

- Is your current voice or data network meeting the needs of the business?
- Challenges you have in your current design?
- Do you currently access any cloud-based applications, or will you in the next 1-3 years? Example: O365, Salesforce, or any cloud-based business related proprietary application they may currently need access to.
- Do you currently have the time and staff to spend appropriate focus around your current design?