

Executive Overview

COEO is a service company built on a network technology foundation. They fill a void for customers who have become frustrated with the support they get from their legacy carrier; MPLS, SD-WAN, Internet, Voice (SIP), and Hosted PBX is what they deliver. Enhanced business connectivity through collaboration is what they provide.

Product & Service Offerings

- MPLS
- SD WAN
- Hosted VOIP
- Analog Trunk
- PRI
- DIA
- Enterprise SIP

Key Features & Differentiators

- Campus environments can rest easy knowing emergency responders can locate employees and clients; they offer out-pulsed e911 as a service.
- COEO offers a wide variety of codecs and compression levels to accommodate different bandwidth environments and compatibility with modem tones/legacy fax equipment.
- Their network handles intelligent call routing in the event of a failure. They direct traffic over different bandwidth legs to help their customers with DR strategy.

Top Industries Served

- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Sweet Spot:

- Managed SIP Trunk Customer
- Ideal revenue per client – \$1000+ between SIP trunks and usage

Data Services:

- MPLS – 4+ locations – dedicated fiber
- SD-WAN – Retail locations and Enterprise

Qualifying & Technical Questions

Qualifying Questions:

1. How long can you go without internet connectivity before it affects your business?
2. Would you still be in business if a hard line cut occurred to your internet connection?
3. What is your strategy for handling an outage?
4. What are you doing for redundancy within your wide area network?
5. What is your process for failing over between data circuits?
6. How do you utilize your bandwidth circuits?
7. What is your disaster recovery plan for your wide area network?
8. Who helps you monitor and manage your wide area network?
9. How are you securing your private data transfers?
10. When was the last time you had a technology refresh on your wide area network?
11. Are you open to wireless back up options?
12. How important is PCI compliance to your business?

Technical Questions:**SIP**

1. Do you have premise-based or hosted PBX today?
2. Does your premise-based phone system have inherent SBC capability?
3. Are you looking to fax over SIP or to support modem tones?
4. Do you know what specific SIP Codec you would need to use?
5. Do you need a managed session boarder controller as a service?
6. Do you have a public IP address where the SBC can be reached? Our first preference is that this would not be behind a firewall.
7. If behind a firewall, will a NAT route through the firewall be enabled so that we can still reach the SBC via a public IP address?
8. Amount of SIP trunks?
9. Unlimited or Metered in capacity?
10. Is there an analog or PRI handoff needed to a premise-based phone system or to a legacy analog jack?

SD-WAN/MPLS

1. What network services do you currently have in place?
2. If you have an existing MPLS, what are you looking to change about your network services? What challenges and/or limitations are you experiencing with your current MPLS?
3. What sorts of planned events are on your network that affects bandwidth usage?
4. How do you manage network and security policies at your branch/remote sites?
5. What is your current WAN architecture? What sort of QoS, if any, does your organization currently have in place?
6. What are the most heavily used applications (apps) in your organization?
7. What methods are you using to handle mission-critical (and non-critical) apps so they don't bog down your available bandwidth?
8. What causes the critical apps to perform poorly?
9. Have you experienced any outages or surges? Do you have recovery or business continuity protocols in place?
10. How are you managing personal and corporate devices that stream videos, games, movies?
11. What are non-critical apps (guest WiFi, social media, YouTube)?
12. How many internet connections are at each location? If they have no secondary/tertiary circuits – what has prevented your organization from purchasing additional circuits?
13. What new applications are you planning to roll out in the next 12-18 months?
14. Do you expect more applications to move to the cloud in the next 18-24 months?

Hosted PBX

1. How many seats?
2. Do your users need voicemail? (how many?)
3. Do your users need class 5 features (how many?)
4. Do your users need fax to email? (how many?)
5. Do your users need a softphone client? (how many?)
6. How many hard desk phones are needed on the equipment side?
7. Does the customer desire to use existing handsets? (how many?) (what model and make?)
8. Is there a portal that is needed to admin class five features, variable rings, and voicemail? (how many?)

Elevator Pitch

There are companies that provide quality SIP trunking services. There are companies that provide quality managed bandwidth networks. We have yet to see one company combine both into one powerful high availability environment until now. Clients can accept services from a cloud-based Session Boarder Controller on a privatized tunnel that delivers voice, or if over the public internet, COEO can manage an appliance that provides these benefits.