

Executive Overview

- Headquarters: Rochester, New York
- 900+ Employees
- Over 3,000 customers
- Global client base with offices across three continents for in-country support
- \$25 Billion + Spend under management
- 4+ Million mobile devices under management

Product & Service Offerings

- SaaS/UCaaS Management
- Telecom Expense Management
- Managed Mobility Services

Sales Engineer Take On Best Fit

I think Calero with their strong international presence is one of the top TEMs in business. They support Fixed Telecom, Mobility and two core Cloud services (SaaS and UCaaS). Their Single Pane of Glass delivers a unified and tightly integrated experience across the platform. They deliver an around the clock support structure with badged employees and in-region support. They use Power BI embedded analytics for full visibility and forecasting into total data usage. They control the entire lifecycle of clients' mobile estates from device procurement through retirement and the optimization of costs and usage. Their total suite of services and overall reputation for responsiveness has earned a high rating by Gartner. In recent years they merged with both MDSL and Network Control. In my opinion they are a great competitor on all large international enterprise accounts along with mid-sized domestic clients.

- Peter Callowhill, Director of Engineering: Connectivity, Colo & Wireless

Key Features & Differentiators

Calero's earns its position as the global leader in Technology Business Management through customer-centric innovation. We distinguish ourselves from top competitors through our technology, service, and presence in the market

Technology : We provide a single-source-of-truth platform to manage Telecom, Mobile and SaaS. Trends such as unified communications, IoT, and SD-WAN can have a profound impact on the nature of the TEM solutions our customers will need in a short- to mid-term basis. Watching market trends, working with industry analysts, and evaluating our own customer needs, we provide the experiences our customers need today, and evolve our offerings to solve anticipated future challenges.

Service: Calero maintains a competitive edge in TEM best practices by focusing on and listening to our customers. We provide a top-tier account governance "Business Unit" structure, coupled with a Program Consulting arm of customer advocates. We prioritize our software and service development efforts based on customer needs. In short, we provide the services and scope of a global organization with the

individual touch and attention of a boutique provider.

Presence: With over 3,000 customers across 102 countries, Calero provides an unmatched breadth and depth of experience and in-region support for Technology Expense Management. Over the past 30 years of strategic mergers and acquisitions, the Calero team has accrued skills and knowledge that translate directly to the success of our clients. We are deeply engaged with TEM industry associations, learning from other TEM organizations and seeking feedback to develop our roadmap, honing our innovative edge today and into the future.

Top Industries Served

- Manufacturing
- Financial Services
- Healthcare
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

The Calero solution is configurable to meet nearly any client's needs, and we work with enterprises with varying technology expense management environments across the world, though ideally, customers meet the minimum engagement thresholds.

Target Prospect Profile:

- \$500 million to over \$3+ Billion in revenue
- 500 to over 10,000+ employees
- \$1 million to over \$5 million in Telecommunications spend
- 250 to more than 1,000 Mobile devices/Subscriptions under management
- 250 to more than 1,000 SaaS Application seats under management

Qualifying & Technical Questions

1. Are you looking for ways to empower your employees with the tools they need to optimize individual efficiency?
2. How are you currently tracking new and departing employees at your organization? Are you accounting for their software licenses and devices?
3. Have you begun utilizing benchmarking tools and metrics to ensure you're optimizing your spend?
4. Is there a plan in place to control cost allocation and gain visibility into the network?

Elevator Pitch

Through the combination of our investment in innovation and commitment to customer experience, we forge the path to visibility, control, and optimization for enterprises' rapidly changing technology needs.

Objections & Rebuttals

- 1. Can't I just do this myself on my own spreadsheets?**
 - 2. I don't need a one-time analysis of my technology network.**
 - 3. We want to maintain our own customer evangelism. How do we know you will act as a true Partner with us?**
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1. You can't manage what you can't see... Spreadsheets limit your ability to gain an all-in-one view of your overall technology estate. Visibility, control, optimization, in a single pane of glass view, are essential to refocus and exceed your business goals.
 2. We are not a one and done provider. We work in a Business Unit structure. From onboarding, implementation and beyond, your Business Unit is there to support you. Our Program Consultants prioritize your success and ensure we are optimizing your hard and soft savings throughout your expense management journey with us.
 3. Our service and technology models make us an extension of your team. Our presence in the marketplace joined together with your expertise allows us to provide top-tier service to your customers. Their success is our mutual top priority that we work towards together.