

Executive Overview

Comcast Business offers leading global businesses the technology solutions and forward-thinking partnership they need. With a full suite of solutions including fast, reliable connectivity, secure networking solutions and advanced cybersecurity and a range of managed service options, Comcast Business is ready to meet the needs of businesses of all sizes. Comcast Business has been recognized by leading analyst firms for its continued growth, innovation and leadership, and is committed to partnering with customers to help them drive their businesses forward.

Product & Service Offerings

SD-WAN Solutions: SD-WAN Secure, Secure Access Service Edge (SASE), Secure Network Edge, SD-WAN Enterprise, Managed Router and Firewall

Data Networking: Ethernet, Dedicated Internet, EPL, EVPL, Business Internet

Cybersecurity Services: Advanced Security, DDoS Mitigation, Advanced Detection and Response (Managed Detection and Response - MDR and Endpoint Detection and Response - EDR), Managed Security and SecurityEdge, Global Secure Networking Solutions

Unified Communications: UCaaS, SIP Trunking, PRI Trunking, Business VoiceEdge

Managed Solutions: Connectivity, WiFi, Routers, Security, Voice

Sales Engineer Take On Best Fit

Good for pricing even for global connectivity. Bring them into large multi-site brand name opportunities, just make sure it is not a protected account.

Masergy SIP Trunking is among the best of the best domestically & Europe.

They offer Versa and Fortinet for SASE & SD-WAN with a 24/7 global NOC. Masergy allows for Managed & Aggregated Internet across all vendors. They offer an 'SDWAN in a Box' solution called Secure Network Edge with zero-touch provisioning; 24/7 NOC & SOC services; and low pricing for single or multi-site deployments.

Their Enterprise Services team has opened up more opportunities for the channel by lowering their MRC to offer managed services around a long list of network hardware/software. This is a game changer in my opinion as it gives a more flexible and refined solution for the customer.

Execution – lot of credit for huge multi-site rollouts, they are very careful about product launches as they install 50,000+ new lines per month

Masergy brings 24/7 Security Operations through a Managed EDR (SentinelOne) and an exclusive MDR solution using Rapid7. They are exceptional in SMB and Mid-market and their pricing is arguably the lowest in the industry for these security services (including vulnerability scanning). This arm of Comcast Business is now called CB Global.

-Rick Mischka, Cybersecurity FSE

Key Features & Differentiators

•**Vendor-Agnostic Virtualized Network and Security** : Speeds up to 100 Gbps and global SD-WAN networking with industry-leading performance . Select from multiple levels of security including 24/7 SOCaaS and SASE solutions

•**Flexible Connectivity** : Bring your own network , leverage SD-Network , or go “Over the Top” using DIA/Broadband and 5G wireless . With a menu of SD-WAN solutions tailored to fit varying needs , from a single location to large complex SD-WAN deployments across the globe

•**One Portal** : A way to aggregate , orchestrate and coordinate network management across your customers ' locations . AIOps predicts and helps prevent outages while centralized orchestration , shadow IT discovery tools , and real-time per-user analytics help with modernization and Zero Trust

•**NOC & SOC Services** : 24/7 management provided by our operations centers around the globe

•**Industry Recognition** : Recognized in the 2023 Gartner® Magic Quadrant™ for Managed Network Services and in the 2024 Magic Quadrant™ for Global WAN Services . Named a 2023 ISG Market Leader for Managed SD-WAN Services and SDN Transformation Services .

Top Industries Served

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

Ideal Customer Profile

Any size of customers looking for a single source for Security, Voice and Network, and "all-inclusive" Security that are open to co-managed or fully-managed solutions.

Qualifying & Technical Questions

General Cybersecurity Questions

- What IT challenges are you experiencing and what do you need to achieve in the next 12-24 months?
- What does your security investment look like today?
- Who monitors security alarms at 3:00 AM on weekends? How many people do you have dedicated to security?
- How long will it take to recover from a security incident like a ransomware attack?
- What would be the impact on your business if you suffered a complete internet outage? What would be the productivity, brand and/or financial impact of such an event?
- Do you have cybersecurity audits, compliance requirements or industry standards you need to meet?

Managed Detection & Response (MDR) Questions

- Are you able to monitor security across your IT systems and users 24x7? When an incident occurs, who is responsible for fixing it?
- What's the risk if your data and infrastructure become unavailable?
- Can you detect security events across the entire IT stack, including cloud, identity and users?
- How do you monitor and respond to security incidents?

Endpoint Detection & Response (EDR) Questions

- How many endpoints (devices) are currently in use at your organization? How do you currently monitor and manage your endpoints?
- What kind of security solutions are you using on your endpoints? Do your remote workers have adequate endpoint security?
- How do you handle security monitoring and incident response on your endpoints?
- What level of visibility and control would you like to have over your endpoints?

Secure Access Service Edge (SASE) Questions

- Do you use multiple cybersecurity vendors? Would you benefit from consolidating to a single cloud-based solution?
- Have you developed a permanent hybrid work solution that is secure, scalable and sustainable?
- Is business continuity and application performance a concern?

SD-WAN Questions

- Can you walk me through your digital transformation journey? What is your current cloud footprint and what applications are key to your business operations?
- How do you achieve network resiliency, security, quality of service, and application optimization?
- How is your company's network designed to mitigate downtime?

Elevator Pitch

Comcast Business offers advanced technology solutions and forward-thinking partnership to leading global businesses. With a full suite of solutions including fast, reliable connectivity, secure networking solutions, and advanced cybersecurity, along with a range of managed service models, Comcast Business continues to evolve to meet the needs of businesses of all sizes.