Executive Overview

- HQ: Albany, NY - regional offices and employees in ME, NH, NY, Mass., PA, and VT
- ~25,000 fiber route miles covering 6 states and Montreal
- Nearly 15,000 on-net locations with more than 125,000 addressable locations
- 14 geo-diverse Data Center/ Colocation Facilities

Product & Service Offerings

- Data
- Internet
- Cloud Computing
- Data Center / Colocation
- Voice
- Security Solutions
- Managed Services
- Monitoring Services

Sales Engineer Take On Best Fit

Connectivity including Dark Fiber as well as Colo in all of New York and New England.

Chip Hoisington

Vice President of Engineering: Connectivity, Colo & Wireless

Top Industries Served

- Construction
- Media & Entertainment

Ideal Customer Profile

Small and Mid-Market Customers

- 100-2,500 employees, in growth mode, and whose IT staff is overwhelmed
- Concerned about security, redundancy, availability, and efficiencies
- Need DR or Business Continuity, but are unsure of where to start
- Think their business is too small for a cloud services provider
- Seek an alternative to the one-size-fits-all, gigantic, no-service cloud provider
- Need cloud but are reticent to proceed – they offer POC on all cloud services

Qualifying & Technical Questions

1. How are you backing up your critical data today?

2. Are you managing your own secondary data center, and have you considered leveraging a cloud service provider instead?
3. Do you have a DR strategy in place to restore critical applications?
4. What are your RTO and RPO objectives?
5. Do you currently have/use an on-site, off-site, or hybrid data center?

Elevator Pitch

FirstLight helps their clients succeed by leveraging three core differentiators:

(1) They know SMB & Cloud: FirstLight has a reputation for bridging a critical proficiency gap that plagues smaller businesses when leveraging technology.

(2) Their Flagship Data Center: FirstLight's primary cloud facility is a former NATO Command and Control Center that is PCI, HIPPA, and SOC II Type 2 compliant. This ultra-hardened facility offers the perfect physical complement to the DRaaS, BRaaS, and IaaS needs. Coupled with their own 10+GigE backbone, transport partners, and peering points, they deliver ultra-low latency cloud solutions to clients from around the country.

(3.) FirstLight manages their own cloud at two geo-diverse sites for maximum redundancy providing options for replication, disaster recovery, security and targeted separation of data.

(4) Product and Pricing: FirstLight has integrated into its cloud services the best software brands in the industry (including Zerto, Veeam, VMware, Acronis, and more) offering an exceptional array of cloud services with pricing designed to appeal to budget-conscious organizations.

Objections & Rebuttals

The Cloud is too expensive

With FirstLight®, buy what you need, when you need it. Scale up or down with a click of the mouse. Control costs by replacing hardware, support, and maintenance with our cloud solutions.

Do away with big ticket IT infrastructure purchases and transition to a leaner as-a-service model. Change IT from a capital expense model to an operating expense model.

Unlike other providers, we won't charge you for sending data to us or for retrieving it when you need it most.

I'm concerned about security.

With our public cloud infrastructure, your business has access to monitoring services, and your data can be kept under surveillance 24/7 with a security information and event management tool (SIEM). FirstLight® can monitor your data, install patches as needed, and provide Next Gen Firewall as a Service. We have a world-class data center that was designed to provide the tightest security possible. When you go with FirstLight® for cloud services, your data is protected by integrated firewalls within a former NATO Command and Control Center with redundant connectivity, 2N power, and cooling. This facility was built to protect military data and communication systems and features a concrete bunker, a gated entrance, and layers of security fences monitored 24/7.

I need full control/access of my data.

We won't touch your environment or your data – we provide you with the needed software licensing, cloud storage, and 24x7 support to

put you in control.

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