

Executive Overview

- HQ: Omaha, Nebraska
- 9,800 employees
- Cisco, Microsoft, and proprietary UCaaS offerings
- Global deployments / worldwide coverage
- SMB – large enterprise capabilities
- Fully integrated CCaaS capabilities with basic and advanced contact center solutions

Product & Service Offerings

- Hosted voice
- SIP Trunking
- MPLS Networks
- SD-WAN
- Meetings & Team Collaboration
- Cloud Contact Center
- IVR and Self-Service
- Proactive Notifications and Mobility
- E911 and Emergency Routing

Key Features & Differentiators

They have the ability to do what's best for our customers

- Intrado has the experience and expertise to knit together multiple solutions and help their customers move to the Cloud in a phased or hybrid approach, depending on what makes the most sense for their business needs.

Cisco, Microsoft and Proprietary Solutions

- Intrado solutions span their own proprietary tools as well as Cisco, Microsoft, and other leading tech providers. This gives their customers more choices and the flexibility to pivot their technology strategies as their needs evolve and change.

Enterprise Safety

- Intrado Safety Services provides solutions and services that allow organizations to meet their 911 location and call routing requirements.

24/7/365 White-Glove Support

- Intrado provides a guided installation and deployment service backed by expert end-user and admin training.
- End users can have direct access to certified support engineers 24/7/365, beyond implementation and throughout the duration of the service agreement.

Global Presence

- Intrado's services and infrastructure span throughout the Americas, EMEA, and APAC.
- Intrado specializes in large enterprise and global organizations with highly complex environments.

Top Industries Served

- Other

Ideal Customer Profile

- 25 to 20,000+ employees, users, or seats
- Multiple/geographically dispersed locations
- IT staff with insufficient capacity to meet organizational demand or IT efficiency as the primary motivator
- Fast-growing (organic/M&A); multiple locations, moving or adding offices

Qualifying & Technical Questions

1. Is your IT department spending too much time managing basic communications infrastructure rather than driving strategic business initiatives?
2. Where have you experienced the biggest constraints from IT staff skill gaps?
3. What kinds of pressures are you getting from executive management or LOB leaders to accelerate cloud adoption? Have you experienced any transition issues to date?
4. Is your business agile enough to exploit emerging market opportunities? What are the key initiatives you view as critical to increasing the efficiency of your organization over the next 6 to 18 months?
5. Do you have a variety of vendor contracts coming up at different expiration dates? Are you lacking flexibility because of your multiple vendor agreements?

Elevator Pitch

Intrado provides mission-critical communication solutions that make it easier, more effective, and more efficient to make the right connections. Their global solutions include UCaaS, CCaaS, enterprise safety, and digital media tools that enable a modern cloud-based workplace.

Objections & Rebuttals

“It’s too expensive of a solution.”

Focus on the value West provides the efficiencies, the integration with client applications, and the quality of service. Ask what the prospect is comparing us to.

Overcoming this objection requires that we execute our sales plan on the front end correctly. Did we set appropriate expectations? This issue should not come up deep into the sales process. Probe to determine who is expressing this concern – it may be that we have to help the IT team overcome objections by other decision makers.

“We already have a PBX today that’s only a few years old and we don’t have the resources to make a change.”

They have a customer-first focus and their goal is to take a consultative crawl – walk – run approach to cloud migration, layering their technologies on top of existing investments. They have the ability to create a hybrid solution across all company locations, providing fuller integration that can accommodate existing equipment.

“911 has never presented an issue for us.”

Let the customer know there are several states with E911 legislation in place, holding them liable to varying degrees. The FCC has proposed rules enforcing E911 in the enterprise space, with an effective date of Feb 2020 if passed.