

## Executive Overview

- [www.lumen.com](http://www.lumen.com)
- Established in 1930
- 2nd Largest U.S. Communications Provider to Global Enterprise Companies
- ~450,000 Global Route Miles of Fiber
- Fortune 143
- \$23.44 Billion in Revenue
- Dedicated Account Team
- 43,000 Employees
- 4,000 IT Professionals Globally

## Product & Service Offerings

### Adaptive Networking Network

- Hybrid Networking
- Business Bundles

### Edge Cloud and IT Agility

- Cloud Services
- Edge Application Delivery
- Integrated Solutions with Cloud Applications

### Connected Security

- Network and Application Protection
- Threat Intelligence, Detection and Response
- Security Consulting

### Voice and Unified Communications

- VoIP
- Traditional Voice
- Unified Communications
- Contact Center

### Managed Services & Consulting

- Network and Communications
- Practice Edge and Applications Practice
- Smart Solutions Practice

## Sales Engineer Take On Best Fit

Include Lumen for large multi-site projects. Great brand name provider to bring in especially against the larger "aircraft carrier" type carriers. They can operate more like a speedboat in those larger opportunities.

Lumen's NaaS-Network as a Service will become increasingly popular.

Chip Hoisington

Vice President of Engineering: Connectivity, Colo & Wireless

## Key Features & Differentiators

- **Trusted IT Advisor:** One-stop access to industry leaders in IT infrastructure management and networking.
- **Single Point of Contact:** Single-source, one-stop access to world-class Networking, Colocation, Managed Hosting and Cloud-Based Services around the world.
- **Expansive Portfolio:** A commitment to product innovation with stellar service delivery and future footprint expansion.
- **Flexible and Customized:** Ability to meet increasingly complex business demands by deploying applications quickly and flexibly – while reducing operational costs.

## Top Industries Served

- Other

## Ideal Customer Profile

- Retailers
- Financial Services
- Healthcare Providers
- Educational Institutions
- Media & Entertainment Providers
- Federal Government Entities
- State & Local Government Organizations

## Qualifying & Technical Questions

1. Are you facing scalability challenges?
2. Are you pursuing an M&A strategy that puts pressure on your infrastructure to rapidly assimilate new business?
3. Are you growing with demand for an agiler and rapidly extendable infrastructure?
4. Do you believe your environment is unnecessarily complex and might benefit from simplification, standardization, greater virtualization or consolidation?
5. Have you attempted optimization on your own and failed?
6. Are you failing to meet critical SLAs?
7. Are you unable to meet peak application load requirements?

## Elevator Pitch

Today's IT organizations face more complex challenges than ever; the explosion of applications, digital transformation, big data and data quality, constant security threats, cloud migration, legacy upgrades with static budgets – to name a few. Companies like yours are still counting on technology to drive growth, generate revenue, and return value to shareholders. Lumen is committed to your business success and will work with you as a technology partner that has helped many of the largest global companies reduce time to market, enable a distributed workforce, go digital and gain a competitive edge. You, too, can be agile, secure, and optimized with Lumen.

## Objections & Rebuttals

### **Lumen's price is much higher than its competitors.**

I appreciate the desire to get the best value for your business. Let's look at the combined cost of colocation and network, and see if Lumen can provide a lower total cost of ownership for the complete solution. Additionally, it is important to understand the details of each proposal to ensure you are comparing like for like services.

### **I am not ready for a full rip and replace of embedded, competitive hardware.**

Lumen offers a migration strategy and can easily integrate with their existing equipment to handle a myriad of scenarios across all locations.

### **I thought Lumen was just a network provider.**

Lumen's portfolio has expanded to include data networking & voice, data hosting & cloud, security & IT consulting, and managed services

### **Why should I choose Lumen and AVANT?**

We along with Lumen can be your trusted advisor to solve problems and overcome challenges you are facing as a single point of contact. An expansive portfolio of flexible solutions can be customized by using the combined strengths of Lumen's Global Network, Colocation, Hosting, Cloud, and Managed Services to establish an IT environment that reflects your business objectives. By working with a single-source partner and provider, your business transformation will be a smooth one. You get the tools, support, and products needed to efficiently manage your environment.