

Executive Overview

Spectrum is a national provider of fiber-and coaxial-based technology solutions, serving over 32 million customers in 41 states. The Spectrum Partner Program provides best-in-class telecommunication services such as internet, voice, TV, networking, and managed services to small, medium, and enterprise-level businesses and multi family communities. The Spectrum Partner Program empowers our partners to sell our services to their customers. We have more than 100 employees dedicated to our partners and who are committed to the success and support of our sales partners.

Product & Service Offerings

- Ethernet Services – including Type II Access
- Internet – Coax and Fiber
- Managed Network Services (Security, Router, and WiFi)
- Mobile
- Voice – Business Voice, Unified Communications, and Trunking (SIP & PRI)
- Cloud Connect
- TV
- DDoS
- Private Line
- MPLS/EPLAN

Sales Engineer Take On Best Fit

Excellent in footprint Cable Internet and Fiber Internet Provider. Great MDU (multi-dwelling unit) business.

Outstanding NPS Score.

Chip Hoisington

Vice President of Engineering: Connectivity, Colo & Wireless

Key Features & Differentiators

- Expand Your Reach: National footprint in dense metro areas becoming the third-largest US provider to fiber lit buildings.
- Experience a True Partnership: With dedicated fiber and coax professionals, our experienced team will become an extension of your own team.
- Power Your Business Forward: Get the dedicated support and tools to roll out projects quickly and maximize revenue every day.
- Solutions for Diverse Industries: Single source provider for business solutions that enhance operational efficiency through thought leadership expertise by industry.

Top Industries Served

- Other

Ideal Customer Profile

IT decision-makers from organizations with multiple network sites or single locations who need:

- High-uptime Internet connections, fast upload and download speeds (up to 10 Gbps) and need assured capacity for a single location or VPN connectivity
- Low-latency connections to transfer large files and route time-sensitive network traffic or a variety of traffic such as voice and data
- To update or replace outdated or aging communications technology
- To improve their network's efficiency, security and accessibility with reduced latency
- A secure, high-performance connection to a public or hybrid cloud services from leading cloud providers

Qualifying & Technical Questions

1. What technologies has your organization put in place to ensure you don't suffer from slow network performance or delayed response time?
2. What is your business continuity plan to ensure uninterrupted services?
3. How are you accessing your AWS or Azure cloud services today?
4. How does your existing communication platform integrate with your employees' mobile devices?
5. When did you last update your company's security solution and what's your plan for keeping up to date?
6. How many wireless devices do you estimate are in use at your location?

Elevator Pitch

A division of Charter Communications, Spectrum provides over 30 million customers with internet, voice, networking, TV, and managed services over a fiber-rich Gigabit+ network. At the intersection of technology and entertainment, Spectrum stretches across 41 states, empowering today's business organizations to fulfill new possibilities. With a high level of satisfaction, Spectrum ensures that strong and lasting relationships are built between our Channel Managers and Partners, making it easy to communicate to give the clients the best experience.

Objections & Rebuttals

I've heard voice trunks from cable companies aren't reliable.

The Spectrum Enterprise dedicated fiber network ensures high reliability for all trunking services, including SIP and PRI, and is backed by a competitive SLA. Our clients include national security and emergency preparedness organizations.

I'm concerned with reliability. Can Spectrum Enterprise support me?

Spectrum is one of the largest Ethernet providers in the U.S. with more MEF-CECP 2.0 certified professionals than any other provider. These certified professionals allow Spectrum to provide Ethernet and Internet connectivity to clients ranging from single-location businesses to large, multi-site enterprises. From the beginning of design to ongoing operations, we are committed to supporting our clients with technical support specialists who are available 24/7/365. Our coax Internet service features 99.9% network reliability.

What if I add a new location in the future and it's not in Spectrum territory?

Spectrum can connect locations across town, across states and even across the country. Locations outside of our territory are easily

supported by their Type II partnerships. These endpoints will be managed by Spectrum Enterprise the same as the client's on-net locations and will also receive an SLA that ensures predictable performance.