

Executive Overview

Windstream Enterprise is a nationwide provider of advanced network communications. They are committed to empowering enterprise businesses with the reliable, scalable and secure network that today's business-critical applications demand

- \$5 billion in annual revenue
- 125,000 fiber route miles
- 4 out of 5 Fortune 500 customers rely on our services
- Dedicated channel support
- 24x7 network operations
- 100 Gig Network Core

Product & Service Offerings

The network, communication and collaboration solutions you need to succeed in a constantly changing digital world.

- **Network and Connectivity:** SD-WAN (VeloCloud, Fortinet, CATO), Hybrid Networking, Cloud Connect, Switched Ethernet, Internet, Wavelength Services, Fixed Wireless, Lan Services
- **UC and Voice:** OfficeSuite UC, Talkdesk CCaaS
- **Security and Compliance:** Managed & Unmanaged Fortinet CPE or Cloud, DDoS Mitigation, PCI Compliance, Firewall services, Managed & Professional Services

Sales Engineer Take On Best Fit

Windstream Enterprise has been a staple carrier in the connectivity space, and are now focusing on more of the managed services offerings. Clients who are looking for basic connectivity or more advanced offerings like managed SASE, managed WAN, and/or managed security can consider Windstream.

Chip Hoisington - VP of Connectivity & Colo

Key Features & Differentiators

Experts in the following verticals: Healthcare, Financial Services, Hospitality, Government, Education & Retail

- **Engineering Excellence:** Highly skilled engineers experienced in crafting customer solutions based on the customer's specific needs. A consistent & standardized process ensures quality designs & timely executions.
- **UCaaS:** Designed, Delivered, and Managed by Windstream
- Windstream's UC offering is 100% operated by Windstream with no outsourcing of key components. All UC solutions feature on-site training and installation.
- **Strong Testimonials in All Major Verticals.**
- **Customer Care:** A team of more than 400 US-Based customer care reps dedicated to customer needs while aiming for first call resolution.
- **Network Operations:** Highly trained enterprise repair team troubleshoots service issues & provides a status update on trouble tickets. 24 x 7 Network Operations Center.

Top Industries Served

- Other

Ideal Customer Profile

- Multi-location businesses or institutions - 5+ locations OR \$10,000+ in monthly technology spend
- Businesses with a limited feature set and/or aging network infrastructure
- Businesses seeking enhanced collaboration and mobility tools
- 100 to 10,000+ users
- Need for complex applications (i.e., Contact Center)
- Lack of resources to manage their UC platform
- Businesses that demand standardization/consolidation of systems
- Businesses with other hosted or virtualized applications
- Requires Disaster Recovery
- Businesses that experience seasonal fluctuations
- Businesses seeking connectivity to Amazon or Azure
- Key Verticals: Health Care, Education, Retail, Finance, Hospitality

Qualifying & Technical Questions

- How do you currently communicate between your locations?
- What expansion plan is your company considering with regarding your current bandwidth?
- What kind of traffic are you sending between these locations?
- How does your IT staff provide 24x7x365 monitoring for the status of your router and LAN/WAN connection?
- What is your Unified Communications strategy?
- What are your plans concerning your existing equipment?
- What is the timeframe to make this decision?

Elevator Pitch

Windstream Enterprise is a nationwide provider of advanced network communications. They are committed to empowering enterprise businesses with the reliable, scalable and secure network that today's business-critical applications demand

- **Fiber Ready** - Our vast fiber footprint allows us to create networks that are scalable to address any bandwidth or routing requirement with the flexibility to support your organization's growth and future demands.
- **Exceptional Personalized Service** - Local, dedicated support from a responsive and knowledgeable account management team makes it easy to do business with Windstream.
- **Smart, Secure Solutions** - No matter how complex your needs, we'll work with you to develop a secure, customized solution that meets today's demands and is scalable to meet the needs of tomorrow – at a price point that works for your business.
- **Proven Track Record** - Windstream's 70+ years of product innovation, engineering precision, and service excellence provides an exceptional customer experience resulting in your peace-of-mind when it comes to the reliability and security of your network.

Objections & Rebuttals

We're not interested.

That's exactly why we should meet. I can appreciate how you feel NAME, and you know ANOTHER CUSTOMER NAME felt exact same way when we first called them, but fortunately for both of us, they met with us anyway and we were able to find ways to save them money, manage risk during change and overall-efficiencies in day-to day business.

We are happy with our current provider.

That's exactly why we should meet. PAUSE – give rationale: Most of my customers when I first contacted them said the same thing....after meeting with us, we still were able to uncover opportunities they didn't event know existed.

I am too busy.

Being that busy can have its advantages and disadvantages, what if an initial assessment took none of your time or money?...I'll just buy and pick up a complete copy of your phone bill and network diagram, after that...