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May - June 2015

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# APPLICATIONS, RECESSIONS & IT DOLLARS

In this current era of cloud/server computing, few will be shocked to see a chart that illustrates the growing proportion of IT budgets that goes toward business applications. Perhaps less obvious to some is the pace of this shift.

Consider, for example, that in 2007, business applications accounted for about 11 percent of the typical IT operational budget, according to figures from Computer Economics. By 2014, that percentage rose to 23 percent for the average organization. In other words, IT spending on business applications more than doubled as a percentage of the IT operational budget since the start of the Great Recession, and it's possible the ebbs and flows of the recent recession accelerated the trend, says Computer Economics.

One might surmise this is simply due to desires to delay or avoid capital expenditures on hardware during lean or uncertain times. "However, in this case, the rising portion of IT resources being consumed by software in the application layer is not tied to declining hardware costs," says the research firm. "Rather, it appears to be tied to declining labor costs, which suffered the most during the downturn."

What's more, spending on applications as a percentage of the IT budget rises when the economy turns down and rises again when the economy turns up.

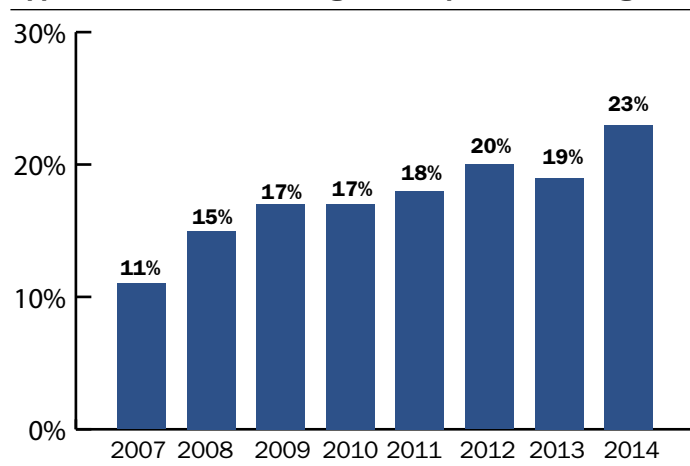
As the recession hit, organizations pulled back on all types of spending, including application investment, show Computer Economics figures. "However, we see spending on applications fared better than spending in other areas and, as a result, jumped as a percentage of overall IT operational spending from 11 percent in 2007 to 17 percent by 2009," says the research firm. "The large amount of depreciation in the application expense category partly explains the rise."

The trend line flattens for a few years as the recession ends and the recovery struggles to gain footing. After a false start in 2011, IT operational budgets began to grow in 2012, and along with the growth came renewed growth in spending on applications, this time including a strong uptick in SaaS spending.

"This would indicate the growth in application spending as a percentage of the IT operational budget is a secular rather than a cyclical trend," says Computer Economics. "Now that IT budgets have begun to recover from the Great Recession, it is important to consider how the world has changed."



**Applications as a Percentage of IT Operational Budget**



Source: Computer Economics

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# BREAKING NEWS: VoIP Fraud Detection Is Out



All customers are eligible for a free one month trial!

We know the devastating effects that come with a VoIP fraud attack so we've created a solution: a VoIP Fraud Detection Service. By default, our Fraud Detection Service is not enabled on accounts, but some simple configuration is all it takes to get going.

Want even better news? Every VoIP Innovations' customer is eligible for a **free one month trial** (up to 5,000 minutes worth of CDRs) of the service!

## Here are some things you get with the service:

- ⚠ Traffic patterns monitored 24/7
- ⚠ View the top IP addresses with traffic
- ⚠ Customize notifications by alert type
- ⚠ Customizable Fraud Detection dashboards
- ⚠ Set multiple severity notification thresholds
- ⚠ Analyze International, Local, Domestic and Toll-Free orig and term



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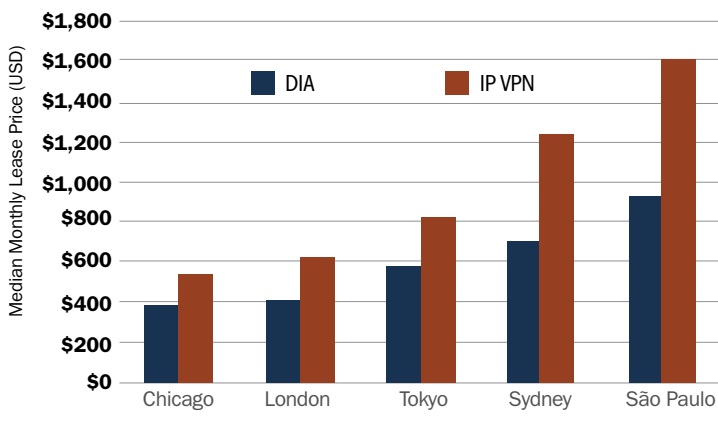
For more information on our VoIP Fraud Detection Service, download a handy QR Code Reader to your smart phone and then scan this QR code!

## IP VPN NOT ALWAYS MOST COST EFFECTIVE

IP VPN remains the most pervasive enterprise network service globally, but it is not always the most cost-effective solution for every network site, suggest data from TeleGeography. While not perfect substitutes, replacing IP VPN with dedicated Internet access (DIA) or Layer 2 Ethernet VPN (EVPN) at some sites can result in significant cost savings, says the research firm.

According to TeleGeography, the majority of MPLS IP VPN sales occur between 2Mbps and 10Mbps. At capacities of 10Mbps or above, or in more remote geographies where VPN is priced at a premium or is not widely available, DIA services can provide an economical alternative. For example, in Q1 2015, the median price of a 10Mbps DIA port in London was \$398 (USD) per month, or 36 percent lower than the \$626 monthly price of a comparable IP VPN port. Similarly, in Chicago, the median DIA port price was \$387 per month, or 28 percent below the \$536 per month charged for IP VPN. Price disparities in farther-flung markets are even more apparent. In Q1 2015, median 10Mbps DIA prices in Sao Paulo and Sydney were \$922 and \$704 per month, respectively, or 43 percent lower than the price of IP VPN in both cities.

**Media Monthly Lease Price, DIA vs. IP VPN, 10 Mbps**



Source: TeleGeography

At the 10Mbps capacity level, EVPN, which appeals to customers requiring high-capacity multipoint-to-multipoint connections with guaranteed class of service levels, is priced higher than DIA and IP VPN. However, at 50Mbps and above EVPN becomes increasingly cost-effective. In Q1 2015, the median monthly price of a GigE EVPN port in Chicago was \$6,200 per month, or 40 percent lower than the \$10,400 monthly price of a comparable IP VPN port. At \$22,802 per month, the median GigE EVPN price in Tokyo was 8 percent lower than that of comparable IP VPN service.

Of course, while DIA or EVPN services can provide a cost-effective alternative to IP VPN, they are not always appropriate for every network site.

“For sites with latency sensitive requirements, IP VPN services are able to prioritize and manage traffic, while DIA offers no such traffic differentiation,” said TeleGeography analyst Brianna Boudreau. “EVPN services do provide the same traffic prioritization as IP VPN but have more limited geographic availability and are most cost-effective at sites with significant capacity requirements, such as company headquarters or data centers. For many enterprise customers, a hybrid solution that combines all three technologies may be the best option.”

## EASTON ADDS DIGITAL VOICE

Easton Telecom Services recently announced its newest service offering: Easton Digital Voice (EDV). The service, available to businesses nationwide, offers hosted, trunk and primary rate interface line options.

Easton has partnered with a platform-as-a-service (PaaS) provider to deliver EDV. The company said that the platform gives Easton the freedom to customize services to meet the requirements of each end user serviced. When it comes to today’s technology needs, every customer is faced with a unique situation. So for EDV, every customer will receive a customized quote to address these needs in one easy-to-manage, easy-to-understand package.

“There is currently a tremendous push in the marketplace for businesses to transition to IP-based services. The Easton Digital Voice family of services allows us to offer a full suite of voice services at a great price to customers large and small,” said Rob Mocas, president of Easton Telecom.

By utilizing Easton’s long-standing partnerships with some of the largest voice and data carriers, Easton is able to assure quality and serviceability in a nationwide footprint, said Mocas.

“The Easton Advantage has always been our approach to the reseller model. With more than 20 underlying carriers; Easton is able to provide multi-location customers quality services at great rates, on one invoice, with one customer service number to call. Easton Digital Voice enhances our footprint and allows us to provide voice services in many new areas,” he added.

Based in Cleveland, Ohio, all of Easton’s products and services are carried over the networks of top providers ensuring quality and reliability.

## dinCLOUD PARTNERS WITH CDW

Cloud services provider dinCloud recently announced a partnership with CDW whereby CDW can now offer and sell dinCloud’s award-winning Hosted Virtual Desktops



# Star2Star: The Future Of Scalable Cloud Communications

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(HVDs) and related cloud services, including its high-performance servers and cloud-based storage.

The dinCloud dinHVD hosted virtual desktop runs from a private virtual data center, enabling administrators to provision resources within minutes, says the company. Users have access to the same workspace, regardless of device (laptop, desktop, iPad or Android). WebHVD, dinCloud's latest generation hosted virtual desktop, is accessible from Google's Chrome browser on Windows, Mac OS X, Linux or any Google Chromebook.

"Cloud solutions continue to gain popularity as businesses look to conserve resources by offloading data center management, while gaining the IT flexibility to meet their evolving business needs," said Stephen Braat, vice president, cloud and managed solutions, CDW. "CDW's hosted virtual desktop offering, powered by dinCloud, puts the direct benefits of cloud computing in our customers' hands."

Through its partnership with dinCloud, CDW also is now able to offer dinServer, dinCloud's hosted virtual servers, which includes a firewall, private virtual server, network and storage; dinManage, dinCloud's cloud orchestration and provisioning tool; and dinStorage D3, an Amazon API-compatible S3 cloud storage alternative.

## STAR2STAR ROLLS OUT INTERNATIONAL LICENSING PROGRAM

We live in a global world, where companies of all sizes may have international customers or partners looking for cloud-based voice and unified communications that can link together disparate locations cost-effectively while boosting productivity. For international carriers and telecom providers looking to provide cloud communications services to their customer bases, Star2Star has kicked off an international licensing program.

Star2Star's Galaxy cloud-based infrastructure combines Star2Star's premises-based StarBox Cloud Connection Manager (CCM) and its Constellation delivery architecture to provide on-premises IP-PBX functionality, with an integrated suite of hosted applications and services. This blended architecture allows scaling from a small single location to thousands of locations, each with thousands of extensions acting as one in the cloud.

To take advantage of this, providers can license the Star2Star solution as a complete offering or as stand-alone offerings. Carriers can license StarBox CCM hardware components, and platform and application components are also available. Carriers can make use of the Application Framework and all the core service delivery, operations and support infrastructure, as well as the apps themselves, such as voice, UC, call center capabilities and more.

The solution is a managed one: Star2Star's Constellation network monitors and manages all voice traffic around-the-clock with six levels of failover.

On the billing front, carrier customers can offer pooled voice lines between locations, burst extra lines on demand, or use a traditional line or seat model.

## ADTRAN ACHIEVES SHORETEL CERTIFICATION

ADTRAN has received ShoreTel Innovation Network interoperability certification for the ADTRAN NetVanta switch portfolio. ADTRAN is the only partner in the Innovation Network to have a complete, end-to-end solution set certified to support requirements from point of demarcation with enterprise session border controllers all the way to the LAN with Ethernet switches, says the company.

According to sources at ADTRAN, traditional switch vendors are building products without focusing on the demanding application needs of VoIP. In contrast, ADTRAN is maintaining a sharp focus on voice quality to provide a stronger foundation for VoIP business communications. The interoperability certification ensures that ADTRAN and ShoreTel solutions will provide seamless quoting, deployment and management processes for partners, in addition to offering proven reliability, say the companies.

"The ShoreTel Innovation Network guarantees our partners seamless interoperability and cutting-edge capabilities as they build and deploy hardware, software and services," said Chad Horton, manager of innovation and network services at ShoreTel. "These additions allow partners to access best-in-class technology that is easy to manage and meets our high standards for customer satisfaction."

"By combining our solution set with ShoreTel's business UC platform, we are empowering the market with the best tools to deliver high-quality voice services while simplifying infrastructure and streamlining deployments. The pre-integrated solution reduces costs of VoIP rollouts and improves margins, allowing VARs, MSPs and carriers to focus on maintaining a competitive edge in the market," said Todd Lattanzi, director of product management for ADTRAN's Enterprise Networks Division.

## VONAGE APP AVAILABLE FOR APPLE WATCH

Addressing the increasingly popular wearables market, Vonage continues its commitment to innovation by bringing the Vonage Mobile App to Apple Watch. Vonage Mobile on Apple Watch means that users no longer need to pick up their iPhone to respond to messages and calls. Vonage Mobile users can respond to calls and text messages from other Vonage Mobile users directly from Apple Watch.

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Understanding consumers are always on-the-go, Vonage Mobile for Apple Watch is one of the first wearable communications apps on the market that allows users to set personal reminders to return a phone call or message at a later time, says the company. This can be done directly from the watch's incoming call screen or by accessing recent calls/messages from the watch.

Vonage Mobile users also can easily reject a call and send a pre-set "Can't talk right now" message to the caller from the watch. In addition, they can respond to text messages with voice-to-text functionality or one of five preset responses. Other Vonage Mobile features for Apple Watch include integration with the phone's native contact list, call waiting and mirroring the iPhone's notifications.

Vonage Mobile for Apple Watch is available from the App Store for Apple Watch.

### VOCAL IP NETWORKX SIGNS CARRIER SALES AS MASTER AGENT

Vocal IP Networkx has formed a strategic partnership with master agency CarrierSales. This partnership enables CarrierSales partners across the country to leverage and present Vocal IP Networkx VoIP and carrier services to their customers.

Vocal IP Networkx is a national facilities-based carrier and IP telephony services provider headquartered in New York City. Vocal IP Networkx operates two super-POPs in Newark, N.J. and Las Vegas, with two smaller access POPs in Chicago and Dallas.

According to Austin Holverson, vice president of marketing for CarrierSales, Vocal IP Networkx will fill a strategic niche in the portfolio for the master agency's partners selling hosted PBX and SIP services.

### SHORETEL, INGRAM MICRO, HP TEAMS UP ON UC SOLUTIONS

ShoreTel, Ingram Micro and HP are jointly bringing to market unified communications offerings for small- to medium-sized businesses to be sold through Ingram Micro's channel partner network. The program will include ShoreTel cloud services and HP routers and POE switches.

Ingram Micro has been selling the ShoreTel on-premises solution for four years and is now certified to offer ShoreTel Sky. With this joint solution, named HP Networking for ShoreTel Solutions, customers purchase the ShoreTel cloud offering and can choose from an HP switch or both an HP switch and an HP router, depending on their needs. The offers will be available via joint HP and ShoreTel channel partners that work with Ingram Micro.

"Unified communications-as-a-service is a growing sales and ongoing service opportunity for channel partners who specialize in the IT needs and business outcomes of

SMBs," said Eric Kohl, executive director of Ingram Micro Advanced Solutions. "By working closely with HP and ShoreTel, we're able to bring to market a tightly integrated, seamless, end-to-end hosted IP telephony and UC solution that is built for SMBs and easy for channel partners to market, sell and support."

"Our SMB customers are looking to reap the benefits of a hosted solution, and this solution complements the existing on-prem HP-ShoreTel offering and provides the network backbone for ShoreTel's complete UC&C solution," said Bob Johnson, vice president of HP Networking Americas. "This is HP's first offering for the ShoreTel Sky cloud solution and will help SMB customers realize benefits including ease of management, increased efficiency and lower costs."

HP Networking for ShoreTel Solutions will be available in calendar Q3 2015.

### EQUINIX, GLOBAL CAPACITY COLLABORATE ON CLOUD ACCESS

Global interconnection and data center company Equinix and Global Capacity announced a collaboration to provide enterprise customers with direct access to the many cloud service providers available on the Equinix Cloud Exchange via Global Capacity's One Marketplace. Through a direct Ethernet connection from One Marketplace to the Equinix Cloud Exchange, enterprises gain high-performance access to multiple cloud services from the eight Equinix International Business Exchange (IBX) data centers in which Global Capacity resides.

And, because Global Capacity provides network access to 9.6 million commercial addresses, cloud service providers have the ability to extend their market reach to a larger enterprise audience.

Leveraging One Marketplace, enterprise customers can bypass the public Internet with secure, private Ethernet services, connecting their headquarters, data centers and remote locations to cloud providers available on the Equinix Cloud Exchange, says the company. With these services, enterprises can now access cloud service providers from additional IBX data centers. For example, if an enterprise requires access to Amazon Web Services (AWS), but is not in one of the eight markets offering AWS on the Cloud Exchange, by using One Marketplace they are able to gain access to this service without being physically inside that location.

"The secure, high-performance connectivity provided by One Marketplace to the Equinix Cloud Exchange allows enterprises to access the services needed to build sophisticated hybrid cloud solutions capable of supporting their business-critical operations and applications," said Jim Poole, vice president, global service providers, Equinix. "With this solution, cloud providers such as AWS in Washington, D.C., are now easily accessible from nearby metropolitan centers such as New York."

Global Capacity and Equinix have been working together since 2013. Global Capacity is currently interconnected in

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eight Equinix IBX data centers in North America, including Atlanta, Chicago, Dallas, Seattle, Silicon Valley and Washington, D.C., with additional sites being added in 2015.

## XO ADDS LATIN AMERICA REACH

XO Communications has broadened the reach of its international data services via new network-to-network interconnections (NNIs) with Neutrona Networks, a neutral and independent Latin American carrier.

XO selected Neutrona as part of its strategy to improve its international coverage because the company's strong regional presence in Mexico, as well as Central and South America, it said. XO interconnects to the Neutrona network from XO's points-of-presence in Dallas and Miami.

"Expanding into Latin America through Neutrona is the first phase of our strategy to broaden significantly our international coverage to meet customer needs," said Jake Heinz, senior vice president of marketing and product at XO Communications. "Our international connectivity strategy is based on teaming with respected providers with strong regional network footprints. Through Neutrona, we are pleased that we can now offer cost-effective high-speed data connections into Latin America while offering the consistent global service level our customers demand."

"Neutrona looks forward to helping XO grow their international enterprise business by providing a transparent network bridge into Latin America and by providing high quality field operations and logistics," added Luciano Salata, president and COO of Neutrona Networks.

## NTT RECOVERY SERVICE NAMED A GARTNER QUADRANT LEADER

NTT Communications Corp. was recognized for its cloud-based disaster recovery services and positioned as a leader in the *Magic Quadrant for Disaster Recovery as a Service (DRaaS)* report issued by Gartner. In this inaugural Magic Quadrant DRaaS report, Gartner evaluated the capabilities of a select set of DRaaS providers that have support for communication services, DR/BC recovery services, hosting and infrastructure-as-a-service and direct cloud recovery. NTT was recognized for its "ability to execute and completeness of vision," in the report.

"DRaaS is quickly becoming a highly diverse market evolving from a service that appealed mainly to small businesses to one that serves organizations of all sizes across all verticals, and NTT Communications is proud to be distinguished as a leader," said Nayan Naik, senior director product strategy, NTT Communications. "However, despite industry progress, disaster preparedness is often overlooked leaving companies in a vulnerable position. With our hybrid cloud-based DR solutions, we help companies identify their weaknesses and prepare them for any disaster event."

Gartner estimates the size of the DRaaS market to be approximately \$1.3 billion, with a related compound annual growth rate of approximately 30 percent. By 2018, Gartner estimates that the size of the DRaaS market will exceed that of the market for more traditional subscription-based DR services."

## ACCELERATION SYSTEMS BOWS CHANNEL STRATEGY

Cloud-based, software-as-a-service (SaaS) bandwidth optimization provider Acceleration Systems has launched a channel partner program. The announcement follows the recent appointment of Alan Fortier as vice president of channel sales.

Acceleration Systems offers bandwidth optimization and Internet acceleration technology to the SMB market. The offerings are available in a subscription-based SaaS format and are targeted across many vertical segments, including energy and natural resources, satellite network operators, Internet service providers, government, travel and hospitality, education, disaster relief, health care and retail.


The partner program offers two tier classifications, as well as the ability to sell private cloud services. Partners can select the program type that best fits their operation and customers' requirements.

## GDS FORGES AHEAD IN CHINA

GDS Services, a carrier-neutral data center service provider, is hopping on the "One Belt and One Road" strategy, which has been devised and promoted by the Chinese government. Focused on the countries along the old Silk Road, into Europe and around the globe, it seeks to encourage trade, commerce and a whole range of other forms of international exchange through both infrastructure and interconnectivity.

GDS aims to help companies targeting foreign businesses enter the Chinese market via new international partnerships that will allow GDS to exchange markets, resources and strengths. It plans to focus on professional service platforms providing high-availability IT support for the international expansion strategies of both Chinese and foreign customers.

To go along with this, GDS has introduced a brand-new concept, CloudMix. CloudMix is a hybrid infrastructure service concept combining legacy platform, cloud and high-availability services. It also optimizes the customer experience through a one-stop infrastructure service.

Traditional data centers and cloud services struggle to meet the challenges posed by growing IT complexity – legacy platforms are still widespread. CloudMix instead integrates data centers, IaaS, private cloud and other related services to allow customers to move data and applications between legacy platform, private and public cloud, while providing security, availability, agility and automation. 

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## Numbers Worth Noting

By **Martin** Vilaboy

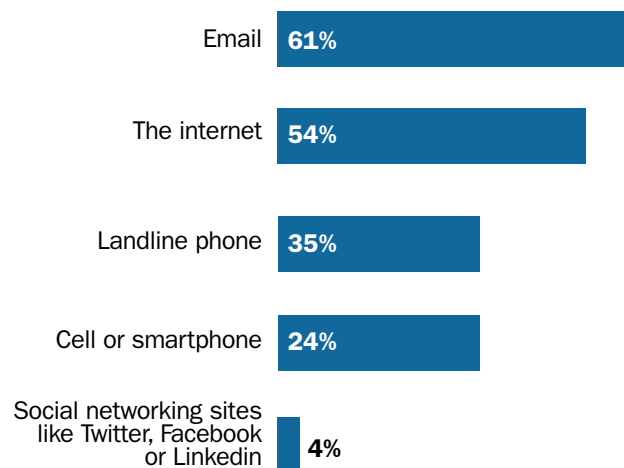
# 10,000

The maximum theoretical downlink speed, in Mbps, expected for 5G wireless technology, according to GSMA. To put in perspective, 100 Mbps is the maximum theoretical of standard 4G/LTE.

### BLOCKING & TACKLING

Social media gets the buzz, but email still does all the work. Online workers in the U.S. overwhelmingly site email as being “very important” to their jobs versus just 4% who say the same about social networks, according to a Pew Research Center study.

#### Percent of working internet users who say each is “very important” to doing their job ...



Source: Pew Research Center

# 35

Percentage of IT services today that are delivered totally or partially by cloud, according to a CDW survey. Of those, 54 percent migrated from traditional delivery.

### VENDOR CONTENT KINGS

Product brochures and white papers are considered by B2B technology buyers as the vendor-produced content that is most influential toward a purchase, according to a survey from Eccolo Media. The vendor content type

seen as being least influential on buying decisions are tweets (4%).

#### Content Types Ranked as the Top Five Asset Types Being Very Influential

Product brochures	39%
White papers	33%
Case studies/success stories	31%
Detailed technology guides	23%
Competitive vendor worksheets	22%
Video/multimedia files	17%
Webinars	16%

Source: Eccolo Media

### TOP OF MID-MARKET MINDS

Cloud computing and mobility remain the top IT priorities among mid-market firms in 2015, according to surveys by Techaisle, but budget constraints and managing that mobility top the list of challenges. The number one “business issue” among mid-market firms, not surprisingly, is reducing operational costs.

#### 2015 Top 10 Mid-Market Issues, Priorities, Challenges

Top 10 Business Issues	Top 10 IT Priorities	Top 10 IT Challenges
Reducing operational costs	Cloud computing	Budget constraints
Increase profitability	Mobility solutions	Excessive data growth
Increase business growth	Server virtualization	Mobile device management
Improve quality of products/processes	Social media	Mobile security
Improve workforce productivity	Collaboration	Data protection/recovery/BC
Managing inventory effectively	Business intelligence	Implementing/accelerating cloud computing
Creating innovative products	Managed services	Regulatory compliance
Managing uncertainty	VDI/DaaS	Data/application integration
Keeping pace with competition	Big data	Energy efficiency and monitoring
Government policies/regulations	Converged infrastructure	Controlling cost/Justification for IT investment

Source: Techaisle





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- Ken Mercer, Vice President of TBI.

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# Roaming into Global Opportunity



By **Tara** Seals

**I**nternational roaming charges for wireless data and voice calls are a notorious wallet-buster, with horror stories about four-digit cell phone bills after a European vacation or business trip being not uncommon. A handful of high-profile communications giants are now saying that they're paving the way for the end of bill shock – which could be good for agents looking to help out their globe-trotting business customers.

Mobile Ecosystem's Mark Lowenstein laid out the problem in a recent column: "Fix International. There has been some headway by operators, but the whole

international ball 'o wax can still be confusing and expensive. Plus, it's still not easy for the occasional traveler to buy a temporary plan on an as-needed basis."

Into the breach come a few players: Sprint, for instance, said that it's dropping the charges for international roaming in Latin America, Europe and Japan. The offer is actually applicable in only 15 countries (Argentina, Brazil, Chile, Costa Rica, El Salvador, Germany, Guatemala, Japan, Mexico, Nicaragua, Panama, Russia, South Korea, Spain and the United Kingdom), and it applies mainly for voice. Data roaming is a different animal, because the "free" aspect only applies to 2G.



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But, there are alternatives for those that need to use a lot of data. Sprint's prepaid international roaming plans, for instance, offer 3G speeds at reasonable day rates: \$15 for a one-day pass and 100MB of data; \$25 for 200MB over seven days; or \$50 for 500MB for 14 days.

Sprint's not alone in zeroing in on international roaming as a differentiator. T-Mobile has rolled out an "un-carrier" offering of no annual contracts, overages or international roaming fees for enterprise users, available via its channel partner program.

The company recently launched Un-Carrier 9.0, or Un-Carrier for Business, in which it promises a "radically new level of transparency, simplicity and value – and upending how business buys wireless."

The carrier said that the average American business can save more than \$5,100 on 20 lines over two years.

"We're going to do for businesses what we've already been doing for consumers," said John Legere, T-Mobile's president and CEO. "Eliminate pain points and force change. The majority of U.S. businesses – a full 99.7 percent – have less than 500 employees and don't have the money or resources to waste debating, negotiating and deciphering the carriers' hidden pricing."

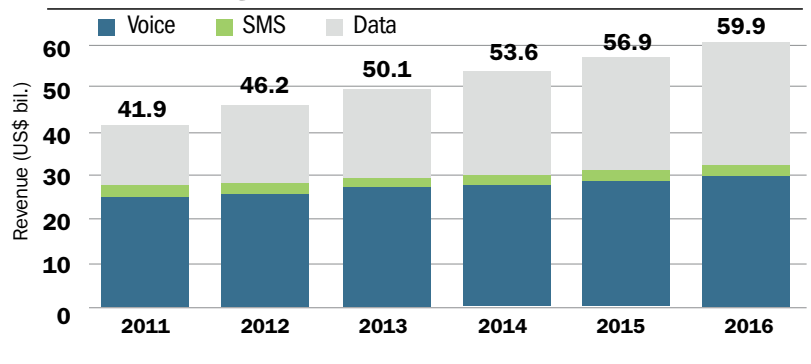
Google's Project Fi, its mobile virtual network operator (MVNO) play, also aims to shake up the roaming world. For one, the service, when launched, will allow users to pay only for the data they use, anywhere in the world.

IDC analysts Brian Haven and Carrie MacGillivray wrote in a research note that Google is banking on industry disruption, enabling seamless handoff between cellular and "a million free, open Wi-Fi hotspots," even though at launch, Google is offering just one device.

"Project Fi could be concerning for all mobile operators – in particular AT&T and Verizon," they wrote. "Google represents the third platform in its truest sense, and is infringing on the mobile operators' turf by riding on borrowed (read: wholesaled) access. With this offering, Google is essentially relegating the cellular network to a pipeline for which to deliver its product, similar to what OTT [over-the-top] providers like Netflix and HBO Go have done to traditional broadband providers. If Google can achieve some meaningful scale, it could significantly disrupt the market, and this business model could emerge as an alternative to the way that consumers traditionally subscribe to wireless service. The question is whether or not Google will try to achieve this scale – as scale is limited by the one device offered, Google Nexus 6."

Gene Munster, a financial analyst with Piper Jaffray, put it more simply: Google's Project Fi is an effort to "motivate other wireless providers to provide cheap

## Global Roaming Revenues, 2011-2016



Source: Informa Telecoms and Media, 2013

wireless service that will basically make it easier for us to consume more data." And data (and the advertising that comes with it) is after all the business that Google is really in.


Again though, channel partners putting together wireless strategies for their customers would do well to examine the fine print.

"The main thing that strikes me is that it's not especially cheap," said Dean Bubley of Disruptive Analysis. "Yes, \$20 per month is a good headline price for U.S. consumers who have a major-operator plan today, but \$10 per GB isn't really that good a deal, unless you're a mostly Wi-Fi user who just needs a bit of cellular data for maps and emails when you're out and about."

International, though, could be its ticket. Google said that it will offer wireless roaming in 120-plus countries without charging roaming fees. It will cost \$20 a month for unlimited talk/text around the world and \$10 per 1GB of global data – because thanks to a deal with Hong Kong-based Hutchison Whampoa, U.S. customers will be able to travel across international markets for free. The arrangement includes roaming on Hutchison's three operations in the United Kingdom, Ireland, Italy and other markets around the world.

"If this is going to be a unique software/hardware oriented experience, Google could take a stab at improving the experience for users when calling internationally or when traveling," Lowenstein said.

There's also the old-fashioned way to avoid roaming fees: buy a local SIM card in the country you're traveling to. Agents can often strike bulk wholesale deals with overseas distributors in popular markets such as the UK or Mexico. Users simply swap out their SIM cards inside the device. As Lowenstein pointed out, this can be confusing for end users. But, agents can help users determine whether CDMA or GSM is the compatible way to go.

Of course, for those businesspeople traveling to a number of countries on a regular basis, the home carrier's roaming plan may actually be the optimal choice. Again, a channel partner has an opportunity here to play a consultative role. 

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# Network Resurgence Drives Bandwidth Growth



By **Tara** Seals

**I**nternet bandwidth continues to explode – and exponentially. As a snapshot: the 65Tbps of new capacity deployed in 2014 is comparable to nearly the entire amount of bandwidth in service globally in 2011.

In fact, new data from TeleGeography reveals that international bandwidth grew 44 percent in 2014, to reach 211Tbps.

Network operators are meeting bandwidth demand by both upgrading the capacity of existing cables and investing billions of dollars in new systems. New cables set to enter service in 2015 include Asia Pacific Gateway, Hibernia Express, the Pacific Caribbean Cable System and Bay of Bengal Gateway. While Africa and Asia have accounted for the bulk of new submarine cable investments during the past three years, the focus of new investment is shifting, with more than \$1 billion worth of new cables expected in Latin America and also on the Europe-Asia route by the end of 2016.

This rapid capacity growth is driven by a changing mix of global network operators, the firm added. Private networks, particularly those of large content providers, account for a growing share of international bandwidth, even surpassing Internet bandwidth on the trans-Atlantic

route last year. That's mainly due to the exponential growth of streaming video.

Consequently, network operation has become a core part of the business for some of the largest content providers.

For instance, while Internet service providers (ISPs) get a lot more attention than any of the other players in the streaming video space, there's another piece of the video ecosystem that is becoming absolutely critical to how content on streaming sites such as Netflix finds its way to people's TVs: content distribution networks (CDNs).

A report from BI Intelligence on the video ecosystem finds that CDNs specialize in delivering large volumes of traffic over multiple ISPs, varying geographies and piping it through internet infrastructure. In short, CDNs take the guess-work and heavy lifting out of the complex task of delivering video, in a reliable manner, to millions of viewers served by a variety of different ISPs.

Now, content providers such as Netflix and Google are continuing to build out their own CDN networks — Netflix Open Connect and Google Global Cache, respectively — to better deliver content to consumers and attain more control over how their traffic is routed. Purpose-built CDNs such as

Open Connect give streaming video services greater control over the performance and cost of content delivery.

And, with the largest content companies building their own networks, where does that leave traditional network operators? There are plenty of roles to play on the wholesale front. For instance, just like third-party CDNs, content provider-run CDNs must also establish relationships with other network operators. Netflix, for instance, would not have had to establish its individual paid interconnect agreement with Comcast, if it had continued to use a third-party CDN service instead of Open Connect.

However, not all wholesale customers can achieve as large of a scale as content companies, leaving additional, and substantial, demand for purchases of more granular increments of capacity, TeleGeography noted.


“Traditional wholesale carrier consortia are continuing to build global cable systems, even though content providers now play a major role in network development on core routes,” said TeleGeography research director Alan Mauldin. “While content providers and other large capacity users invest in new submarine cable systems to acquire large blocks of capacity, such as a fiber pair, at low cost, service providers build cables to improve route diversity, reach new or underserved markets, or secure competitive advantage.”

Mobile networks are continuing to drive plenty of traffic, as well. According to the latest annual update of the Cisco *Visual Networking Index (VNI) Global Mobile Data Traffic*

*Forecast for 2014 to 2019*, the ongoing adoption of more powerful mobile devices and M2M connections, combined with broader access to faster cellular networks, are key contributors to significant mobile traffic growth.

The worldwide shift from basic-feature phones to smartphones – combined with the continued growth in tablets, a resurgence in laptops with tablet-like capabilities as well as expanding machine-to-machine (M2M) applications – are key factors supporting the increasing smart traffic trend. From a global mobile network perspective, 3G is expected to surpass 2G as the top cellular technology, based on connection share, by 2017. By 2019, 3G networks will support 44 percent of global mobile devices and connections; 4G networks will support 26 percent of connections, though will generate 68 percent of traffic.

Last year, 88 percent of global mobile data traffic was “smart” traffic, with advanced computing/multi-media capabilities and a minimum of 3G connectivity, but that figure is expected to rise to 97 percent by 2019.

In terms of topline traffic growth, the Cisco VNI projects that global mobile data traffic will reach an annual run rate of 292 exabytes by 2019, up from 30 exabytes in 2014. That represents 292 times more than all the IP traffic, fixed and mobile, generated in 2000; or 65 trillion images (e.g., 23 daily images per person on earth for a year; or a trillion video clips, which is more than two daily video clips per person on earth for a year.) 



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# Statflash: Snowballing Capacity Demand and the Internet of Things

By **Tara** Seals

INTERNATIONAL AGENTS SECTION

**F**rom its infancy in the dial-up days of the early 1990s, the modern World Wide Web has become a great unwieldy beast that consumes resources at an alarming clip: by 2019, global mobile IP traffic alone will reach an annual run rate of 292 exabytes, up from 30 exabytes in 2014, according to Cisco's Visual Networking Index.

The stats are pointing to a hockey-stick of consumption, led now by mobile, and in the future by the Internet of Things. In both instances channel partners have significant opportunities to expand their revenue streams.

Global network users will generate 3 trillion Internet video minutes per month – the equivalent of 6 million years of video, 1.2 million video minutes every second, or more than two years' worth of video every second. Most of it from mobile connections.

And the scope of the connectedness is escalating too: more than a third of the world population is now online, and smart mobile devices are growing ever more popular. There will be 5.2 billion global mobile users, up from 4.3 billion in 2014, and 11.5 billion mobile-ready devices and connections.

So what does all of this mean? For one, everything will screech to a jarring halt without the floodgate networks required to carry all of that traffic. On the wireline side, operators are trenching fiber to support 100Mbps – it's a slow process, but it's happening, and the technology is understood. On the wireless side, operators are working to evolve today's 4G networks to meet the challenge of what's coming and to interface with what's happening on the wireline side.

For channel partners, this snowballing cascade of Internet demand and capacity-building means that businesses and consumers alike are changing how they communicate. For instance, in the last 10 years the shift to mobile has seen companies increasingly turn away from the static PC toward on-the-go mobiles, tablets and phablets, in a quest for convenience and productivity. This has given rise for a need to handle data in more responsible ways, particularly as businesses go global.

That said, the IoT will be yet a bridge farther along when it comes to a sea change for businesses. Soon, all manner of devices, from toothbrushes to cars to entire cities, will be connected to the Internet and to each other, representing larger and larger networks containing billions of devices. PwC points out that the price of connectivity itself is declin-

ing, and the enabling devices, such as smartphones and tablets, are themselves becoming less expensive, more powerful and ubiquitous.


Telecom firms and their channel partners are taking advantage of this new user base of people and things by developing a variety of new services, sometimes in partnership with other companies. For example, in the U.S., AT&T is working with IBM on a smart cities program, and Spain's Telefónica offers an IoT product called Thinking Things that lets individuals develop programs to adjust climate and lighting in rooms, offices and buildings currently and in the future to control all of the home and office equipment and data they interact with.

In conjunction with companies such as Nespresso and Coca-Cola, the U.K.'s Orange has launched a machine-to-machine (M2M) communications system. Germany's Deutsche Telekom is supporting the digitizing of manufacturing with its Industrie 4.0 initiative. And an Indian firm, Bharti Airtel, is in a joint venture with the State Bank of India to develop mobile banking apps for people unable to access a local branch. Providing such farsighted services for all kinds of industries, equipment and individual needs is essential for every innovative telecom operator.

Obviously this drives a big future opportunity for channel partners in terms of providing underlying connectivity, but there are ancillary opportunities, as well as rapid evolution in communications is driving new requirements for business outcomes in general.

"Certainly the immense growth in the interconnection of machines, cameras, sensors and devices – the Internet of Things (IoT) – is increasing the connectedness of people and things on a previously unimagined scale," said Jeremy Galbraith, Burston-Marsteller's EMEA CEO and the company's global chief strategy officer. "It is also creating yet more Big Data to be dealt with responsibly and with consumers' best interests at heart."

PwC also pointed out that because many of these new services are managed in cloud-based systems, the digital environment will require a higher level of security and privacy protection than currently exists.

"That potentially presents yet another opportunity — it could be called a duty — for [channel partners] to set the benchmarks and standards for safeguarding the sensitive personal information shared by consumers, companies and machines over these ubiquitous networks," the firm said. 





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# The Accelerating Evolution of ICT Infrastructure

By **Anthony** Rossabi

**Editor's Note:** *The views expressed in this article represent those of the author and Telx and not necessarily PTC or ChannelVision magazine.*

Globalization, enterprise mobility, the Internet of Things, big data – none of these critical trends in corporate competition and computing would have been imaginable only a decade and a half ago. Big data finds its roots in business intelligence, which has been around for a while, and enterprise mobility arguably began when the first standard cell phone hit the market.

However, the scale, power, speed and level of competition seen on the global stage today, specifically as they relate to these and other trends, would simply not be fathomable to a professional back in 2000. Now, they are very much realities that all organizations, regardless of industry or region, must embrace and handle proactively.

One of the key themes here is the convergence of information and communications technologies into more holistic and centralized environments. For example, think about how unified communications systems are increasingly hosted in cloud computing environments. Going a step further, much of the average corporate IT budget is now being directed toward software defined networking (SDN) and cloud computing assets.

None of the trends mentioned above would really be possible, or at least come with the capability to thrive, had legacy IT still been the only real form of infrastructure when they emerged. This includes globalization, as information sharing and cross-border competition would simply not be where it is today without the robust digital environments to which so much of the world now has access.

For evidence, consider a *Data Center Knowledge* article from April 2015, which cited 451 Research's projections that the colocation data center market will grow significantly in the next two years. This will result in 40 million square feet in global footprint growth, and revenue will increase from \$22.3 billion this spring to \$36 billion by 2017, a 50 percent increase in revenues over just two years.

If that is not enough, ESG Research's Jon Oltsik published an article this May in *Network World* to describe



some of his firm's findings. They included an estimate that 68 percent of mid-market and large enterprise firms are using software-as-a-service currently, while 41 percent are using infrastructure-as-a-service, and 35 percent have deployed platform-as-a-service. Cloud computing markets are flourishing, to say the least.

Finally, it is not just nameless groups of organizations and enterprises making changes to their ICT infrastructure. Also in April, Verizon released a public statement regarding its work with several major ICT players to migrate to a software defined networking infrastructure. Considering the fact that this is one of the more powerful telecommunications players, it should be clear that the market is transforming from top to bottom.

Most of the changes taking place are truly needs-based, as service providers and telecom companies need to handle price wars, to meet expectations of increasingly demanding clientele and to navigate more competitive landscapes than ever before.

Dynamic and futuristic cloud ecosystems are being erected, SDNs are becoming vital to everyone's future growth, colocation is gaining serious traction and global, borderless competition and corporate operations are now realities. It should not be surprising the already massive and accelerating demand for these modern components of infrastructure is ushering in a new era of competition

between vendors, developers and service providers.

As necessity is the mother of invention, let's take a deeper look at why ICT infrastructure is evolving so quickly, and then dive into how the relevant innovations are playing out on a global scale.

Even if you are not all that keen on buzzwords, two that have gained real substance in the past few years have been "fast" and "agile." For the purposes of this discussion, let's also throw "lean" into the mix.

In short, the most successful entities in the private sector today tend to be the most agile, which allows them to become quicker in their approaches to new trends and opportunities. The lean aspect fuels agility and speed, as financial and operational restraints will be eased given the eradication of waste.

These are the firms that survive, and often thrive, given the immense volatility of the global economy, as well as the speed with which preferences and demands change on a large scale.

Those trends mentioned in the beginning of this article – globalization, enterprise mobility, the IoT, and big data – have arguably come with the biggest impacts to the ways in which enterprises and other organizations go about ICT infrastructure provisioning. This is because they have among the most complex network, storage, access, security, uptime, and cost control demands.

Try to envision a small business in a rural area embracing enterprise mobility with traditional ICT frameworks; we bet you cannot, because it would not be possible. Cloud computing, SDN, colocation and other advanced approaches to ICT infrastructure have not only made it possible for most entities to embrace enterprise mobility and other critically important trends, but do so in a fast, agile and lean fashion.

Take public cloud as an example, which will generally be an operational expenditure rather than a capital expenditure, easing what would traditionally be massive strain on budgets when a firm needed to overhaul its IT. Companies also will almost always pay for only what they need, rather than going overboard.

The speed with which public cloud solutions – including IaaS – can be deployed in an organization once the final contracts have been signed is also breathtaking. Whenever the firm needs to adjust its provisioning, such as situations in which demand either spikes or drops, it can do so with far less trouble than trying to return or replace physical equipment.

The cloud strengthens corporate agility, efficiency and speed for other reasons, while colocation data centers and SDNs come with similarly positive impacts on these characteristics of operations. With respect to those major trends discussed above, these advanced infrastructure options further improve a firm's ability to embrace, optimize and capitalize on all of them.

Just as a note here, ICT is the crux because of how quickly market competition has become rooted in the digital space.

This really only represents a minor part, but Statista explained that global ecommerce sales surpassed \$1.2 trillion in 2013 between business and consumers alone – not even

factoring in B2B. The segment of total gross domestic product that digital commerce comprises is growing very fast and is expected to accelerate further.

With the global economy seemingly moving in the right direction, as well as the fact that another major recession can strike at any time, there are so many opportunities and risks out there today.

To capitalize on opportunities and mitigate risks in stride, fast, agile and lean technologies are needed, and leading players in ICT markets are making it happen.

Now, while all of the above assertions and explanations should be enough to illustrate how complex, demanding and rapidly evolving ICT infrastructure truly is, we did not even go into other emerging trends. More efficient data center technologies that use renewables and minimize carbon footprints represent one major movement that is beginning to take shape.


Multi-tenant cloud computing environments are being leveraged to reduce costs on an individualized basis, while more valuable and rewarding colocation and interconnectivity environments are being erected by leaders in the field. Add to this the fact that so many telecom companies and others are beginning to migrate to SDN infrastructure, and the direction in which the market is moving should be clear.

Telx's latest strategies, objectives and achievements represent how all of these matters are converging. Take, for example, the 451 Research report on the company that discussed Telx's MarketplacePORTAL and other solutions, as well as its improvements to service level agreements that now guarantee 100 percent uptime and 24-hour cross-connect provisioning.

This was made possible by the advancement of data center, colocation and cloud computing facilities strategically positioned in central commercial hubs. 451 Research's Kelly Morgan noted that Telx's decision to start 2015 with two expansions in its leading market of New York will likely propel it toward the expected 20 percent year-over-year revenue growth this year.

This involved the Telx Trifecta of data center facilities – NYC1 in Tribeca, NYC2 in Chelsea and NYC3 also in Tribeca, which have dramatically increased the connectivity, power and space it can now offer to clientele. These and other facilities include densely interconnected meet-me room facilities that help bring clientele together.

Furthermore, the Telx Cloud Xchange ecosystem of public, private and hybrid cloud solutions, as well as managed services, gives customers the edge when it comes to provisioning, procurement and deployment.

In the coming years, businesses will need to ensure that they are leveraging the most advanced, efficient, affordable and powerful ICT infrastructure to survive and thrive. Colocation, cloud computing, SDNs and other advanced data center options will be at the center of progress for years to come, regardless of whether trends tie back to IT or telecommunications. 

*Anthony Rossabi is Executive Vice President of Marketing, Sales & Strategy at Telx.*

# Close Contact

## Cloud Contact Centers Get Personal

By **Tara** Seals



**C**ontact center operations are moving rapidly into the cloud, as a growing number of businesses embrace the flexibility and simplicity of service subscription models. For channel partners, this presents a big opportunity – especially as cloud-based platforms come to market that offer critical differentiators such as personalization and contextual communications.

According to Frost and Sullivan, the cloud contact center market is growing at almost twice the rate of premises-based contact center systems (11.6 percent versus 6.1 percent). And no wonder: moving a contact center to the cloud has a number of benefits in terms of flexibility. It allows customer service agents

and supervisors to be in any location and allows companies to scale up to manage peak or seasonal demands – a huge benefit in the retail and entertainment sector, in particular. In addition, cloud-based contact centers support business continuity and remote agent strategies.

There's also cost-efficiency to consider. A cloud service solution eliminates the need to maintain premises-based contact center infrastructure or to download thick clients

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†Proprietary Internal Market Assessment Survey September 2014.

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on individual agent endpoints, which can provide significant management efficiencies.

Avaya, for instance, is collaborating with Google on a cloud-based solution, dubbed the OnAvaya Powered by Google Cloud Platform. It includes a subscription-based license and the customer engagement OnAvaya software – from there, users can provision a Chrome device and a headset. Customer service reps will be able to access the Customer Engagement OnAvaya agent and supervisor desktops with a Google Chrome device and communicate through a WebRTC-enabled interface and headset.

In the U.S., certified Avaya and Google business partners and Google for Work partners authorized by Avaya will be able to sell the solution.

“Avaya is bringing its customer engagement technology leadership to midmarket companies with an easy-to-use subscription service,” said Joe Manuele, senior vice president and general manager of global cloud services at Avaya. “Through the power of Google Cloud Platform, Avaya is providing a simple and scalable foundation that allows customers and partners to deploy contact centers faster, and agents to work from anywhere.”

“We continue to see our customers transitioning to cloud-based offerings to speed the implementation of business-critical customer engagement services,” said Tony Bianco, president of the cloud computing division at Onix, one of the first partners to pilot and offer the platform. “This offer from Avaya, working with Google, eliminates installation complexity and provides us with access to the industry’s leading contact center software-as-a-cloud service. We anticipate that customers in a variety of industries will be very excited about this product offering.”

These traditional benefits are critical talking points in the sales process. But there’s also a benefit (and additional value for the channel partner) when it comes to providing differentiating, omnichannel, personalized customer service.

## IT’S A MULTICHANNEL WORLD

A January 2015 customer experience survey examined consumer perceptions of service while making online or phone purchases of more than \$25 in the previous six months. The study, conducted online by Harris Poll on behalf of inContact, found that consumers expect a personalized, omnichannel customer journey that includes agent service continuity and choice of channels for follow-up communications.

In order of importance to consumers, preferred agent-sup-

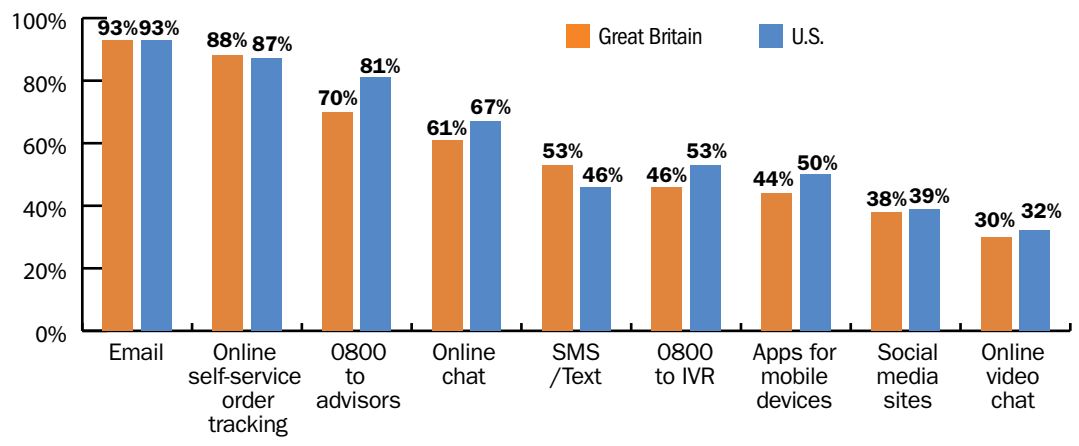
ported channels include: email (93 percent); 1-800 to live reps (81 percent); online chat (67 percent); apps for mobile devices (50 percent); SMS/text message (46 percent); social networking sites (39 percent); and online video chat (32 percent).

When feeling dissatisfied with an order, the majority (81 percent) of U.S. adults prefer assistance from a live representative via phone or online chat rather than using email or online self-service – but, they want these other channels available too.

According to the findings, 43 percent of U.S. adults who made at least one purchase online of more than \$25 during the last six months had interacted directly with a company representative at least once, with an average of two interactions. When purchasing via phone, 84 percent of buyers were in touch with a company representative an average of five times.

### Consumers Expect Multichannel Choices

Consumers who think these channels are important for service when purchasing online



Source: Harris Poll, inContact

“We set out to understand how shoppers interact with companies when they are making purchases online or via phone,” noted Paul Jarman, CEO of inContact. “Consumers still frequently turn to agent-assisted channels in addition to using self-service options during different stages of the purchase cycle, which makes the contact center a vital link to the customer experience when it matters most – when they are buying.”

## A FOCUS ON PERSONALIZATION

Given this expectation for multichannel communication, it’s perhaps unsurprising that personalization is a key to loyalty and a good experience for consumers.

According to the InContact research, a full 65 percent of U.S. adults expect customer service reps to know their purchase history regardless of method of communication (e.g., phone, chat, email). And, there’s a need for more focus on transition times. About two-thirds (67 percent) expect to be able to call the same company representative they worked with previously if they had an order or service issue. And research from Aspect Software found that nearly all (96 percent) of the consumers surveyed said when contacting customer service about the same issue, they should be able to pick up where they last left off, regardless of channel.



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Aspect in fact found that the top customer service frustration for consumers today is having to repeat themselves multiple times to multiple people via multiple channels – ahead of being transferred and ahead of not getting any issue resolution at all. Essentially, any customer service engagement, whether with an agent or through self-service, if done in isolation from a customer’s interaction history or live-service engagement, can create consumer frustration.

The InContact study found that the stakes are high: it revealed that 86 percent would be very likely to switch to another company in the future after a bad customer service experience. “Companies need to be more intentional about the omnichannel journey or face the consequences of increased dissatisfaction and churn,” Jarman said.

## CONTEXTUAL RELEVANCE

One of the benefits of a cloud-based contact center strategy is the ability to wrap in other IP-based functionality by integrating customer experience software.

For instance, Aspect has tackled the contextual issue with Aspect Experience Continuity, available in a cloud-based configuration. It’s an intelligent customer interaction platform that provides context and continuity for those times when customers move from self-service to live-service, switch between service channels, or migrate between proactive outbound communication and inbound service inquiries.

Connected and contextually linked service gives customers quick and convenient access to information when needed, and can also provide quick ROI for businesses that can focus their contact center staff on more elaborate inquiries and customer retention efforts.

As an example, consider an exchange about a policy claim between a customer and their insurance company. The customer makes a call outside of business hours and interacts with the IVR, inquiring about a claim, but doesn’t get all the answers they want from the automated system. The Continuity Server stores data about this interaction so the next day the insurance company takes action based on this information and calls the

customer back, asking them if they’d like to pick up where the IVR conversation had left off.

“With the proliferation of available customer care channels in this age of pervasive mobile computing, a smooth handover between channels such as mobile app, IVR or Web site, or when switching from self-service to live-service, is more crucial than ever to providing excellent customer service,” said Spence Malder, CTO and general manager at Aspect. “We call it ‘Experience Continuity.’”

By storing context cookies in Aspects’ Continuity Server during the customer journey, customers can experience continuity when attempting to complete an interrupted transaction either at a later time, or on a different channel, explained Malder. “If executed effectively, it significantly reduces the age-old complaint of customers having to repeat themselves.”

Also, now out of stealth mode, software startup Altocloud is prepping a commercial launch of its predictive communications platform for customer service.

The hosted platform takes aim at boosting customer sales and engagement with a combination of machine learning and real-time communications. The idea is to intelligently identify and profile an online visitor and deliver tailored chat, voice, video and content to that customer. In doing so, the platform makes real-time decisions such as “will connecting this prospect to this sales representative now help them purchase today, or should we simply make a recommendation?”

“We are a digital business driving value through our digital and self-service channels,” said Steven Wastie, CMO at AppDynamics, which is a beta customer for the platform. “Altocloud predictive communications allows us to profile and engage prospects where they are – online – according to their personas and behaviors to improve customer experiences and sales conversion.”

To that end, the software-as-a-service play also can integrate with existing marketing automation and e-commerce platforms.

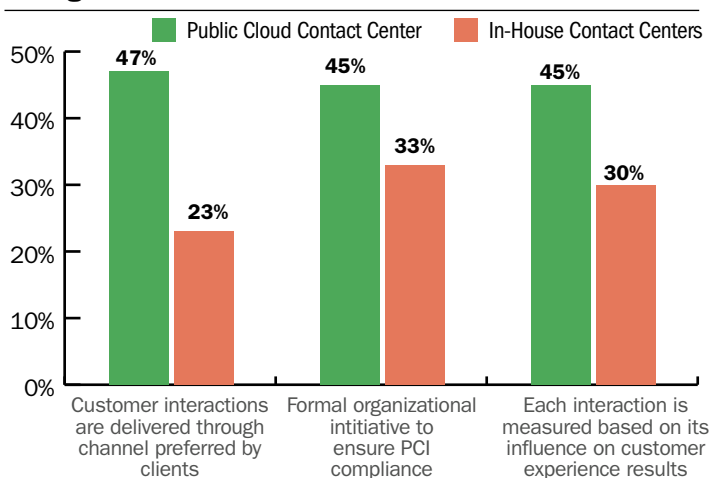
“There is a better route to digital customer engagement than yesterday’s 1-800 numbers, random chat pop-ups and disjointed telephone conversations,” explained Altocloud CEO Barry

O’Sullivan. “Our platform enhances existing marketing and sales software so that companies doing business online can reach out to prospects at a time when they’re most interested, to drive increased sales.”

Bottom line? The cloud offers many perks that channel partners can talk up to their clients, both prospective and existing. And being armed with the knowledge of key pain points – i.e. the need to enable a customer interaction trail that provides channel-agnostic context to the service rep – can be a true differentiator in the rapidly developing contact center space.

“Our research shows that customers, on average, use more than four different self-service or live-assist channels in order to complete their e-commerce tasks,” said Dan Miller, lead analyst at Opus Research. “Rapid recognition of each customer’s intent within the context of an ongoing conversation shortens each step, promotes loyalty and creates a more pleasing experience for both customers and their selected agent.” □

### Strengths of Public Cloud Contact Centers



Source: Aberdeen Group



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# Buyer's Choice



## Purchase factors varied for small business VoIP

By **Tara** Seals

**H**osted PBX and unified communications (UC) services are a growth market that has moved well beyond early stages, with revenue on track to grow 13 percent through August and positive activity in every major geographic region, according to Infonetix. And, small businesses will be a critical growth element in the market, especially in the cloud space.

Infonetix expects continued strong worldwide growth for the cloud PBX and UC market during the next five years, projecting it will reach \$12 billion in 2018 with 62.6 million seats in service.

“While sales of premises-based PBX systems have been stagnant to declining over the past few years, the market for cloud services continues to expand with businesses worldwide seeking out hosted alternatives,”

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# Technology Adoption Lags for Small Business

Small business owners are facing significant headwinds when it comes to adopting new technologies, network security and staying connected with their customers in today's highly competitive market.

According to Time Warner Cable Business Class' second annual small business technology survey, security remains a major area of focus and continued education is needed to help small business owners understand the offerings and benefits of outsourced security solutions. A full 27 percent of survey respondents said that securing their network from external threats is their biggest technology challenge today.

About a third – 33 percent – of small business owners manage their own network security solutions, while 40 percent use a managed security network solution from a third party. Unfortunately though, 27 percent of small business owners do not have a security solution in place.

Other technology challenges facing small business owners today include the fact that 32 percent find that keeping up with the latest technology and upgrade trends is the greatest challenge. Slow Internet was identified by 27 percent of respondents as a key challenge, and 26 percent of small business owners have a tough time dealing with securely backing up their data.

“Leveraging new technologies by small businesses is critical for their ultimate success,” said Maureen Link, group vice president for small business at Time Warner Cable Business Class. “Small business owners are being stretched and challenged to meet the growing demands of today's consumer. Modern technology deployments and services allow them to provide a memorable experience while maintaining the trust and business of customers. Our latest survey has also shown that small business owners are focused on keeping their doors open and growing their business, not technology. We need to continue to engage with our customers on the solutions out there that will help enable them to exceed their business goals.”

Further data points have to do with growth areas. Social media continues to be a growth opportunity for small business owners when it comes to connecting with customers and prospective customers. Facebook is the social platform of choice for small business owners, with 60 percent of respondents using it regularly to promote their business and connect with customers. LinkedIn is the second most used platform at 28 percent.

They're making some progress here: 60 percent of small business owners use social media to attract new customers to their business. But 63 percent of small business owners do not use social media in order to have a better understanding of their customers.

The survey also showed that Wi-Fi for customers can provide higher rates of customer satisfaction when offered by small businesses: 74 percent of the small businesses that do offer Wi-Fi see business benefits from a higher rate of customer satisfaction, repeat business and more time and revenue spent within their business. Yet, most small businesses (68 percent) do not provide free Wi-Fi to their customers today.

“As the world and consumers become more connected, businesses need to continue to understand and implement technology that makes their business more secure, efficient and attractive to customers,” said Brian Allen, GVP and chief security officer for legal and security at Time Warner Cable Business Class. “The stats from our latest survey show that small business owners are focused on their core business, while we need to continue to educate and engage them on cost-effective ways to protect their business from the growing threat of security attacks and technology disruptions.”

noted Diane Myers, principal analyst for VoIP, UC and IMS at Infonetics Research.

Hosted VoIP services in particular have hit their stride, experiencing broad adoption among small, medium and large enterprises.

That said, the competitive landscape for business services is highly fragmented, with an increasing number of PBX and unified communications vendors, enterprise agents, system integrators and resellers expanding into the market along with traditional service providers. The biggest challenges for businesses evaluating hosted solutions are the wide variety of options available and inconsistent billing structures across the industry.

For those channel partners looking to tap the small business market effectively, it pays to understand what's driving interest – and purchasing decisions – in this segment.

## COMMUNICATIONS NEEDS DIVERSE

Small business VoIP is one significant growth area, with thousands of organizations looking for the right voice or unified communications service that can converge audio and data. According to a recent survey from Software Advice, more small business buyers already use VoIP service (36 percent of the sample) than any other type of voice service (POTS usage is at 24 percent, and PRI usage is at 11 percent) – with many, many others evaluating the purchase of a replacement product.

The study also shows that small business priorities are varied.

For instance, buyers view call forwarding as the most critical PBX functionality. Indeed, more request call forwarding (29 percent) than even voicemail (25 percent) – a staple of small-business communications – making it the most requested functionality in the report. Most of the buyers who request call forwarding say they want to send calls to mobile devices. Another 21 percent seek PBX systems with mobile compatibility.

Some businesses also value call reporting (7 percent) and monitoring (6 percent) functionality, which are commonly used by call centers. Increasingly, call centers want the information logged on call reports about inbound and outbound calls, including phone numbers and call length, served up in real time, along with the ability to monitor calls without agents' knowledge. Many of those buyers that already use cloud-based phone systems, in particular, request call reporting in the form of visual displays known as dashboards.

Other businesses are interested in integrating VoIP software with other kinds of business software (6 percent). Of these buyers, three-quarters specifically want integrations with customer relationship management (CRM) systems, which help businesses store, organize and analyze data related to customer interactions. For instance, call centers often integrate phone systems with CRM systems so agents can instantly view customer data during a call.

Another interesting trend is the need for a centralized phone-system setup (cited by 7 percent). Some of these buyers work at organizations with multiple locations that each have their own PBX system. These multi-vendor setups can



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"We are very grateful for the recognition from ChannelVision magazine, and we can't wait to continue pushing the boundaries of innovation in 2015." — Nicholas Aldi, CFO/COO, Telispire



create problems, such as expensive per-minute rates and a lack of routing functionality for calls between locations. Other buyers work at organizations that are opening new locations, and want to replace existing systems with a new one that will be deployed uniformly across the company.

VoIP is helping buyers reduce their overall number of lines. It allows businesses to provision lines more flexibly, because services are priced according to the average number of employees simultaneously on the phone, as opposed to the total number of employees. Small businesses with 20 to 49 employees are making particularly good use of this cost-saving characteristic of VoIP technology, suggest the findings from Software Advice.

To satisfy this varied slate of requirements, cloud system adoption is becoming more widespread.

“The adoption rate for cloud systems among small businesses is nearly even with those for on-premises IP PBX systems and legacy PBX systems,” Software Advice said in the report. “Many buyers move to the cloud to save money and avoid the hassle of updating and maintaining their phone systems themselves, though some buyers prefer to manage their own systems and opt for on-premises solutions.”

## PURCHASE DRIVERS FOR SMALL BUSINESSES

Communications needs are one thing, but when it comes to actually pulling the trigger to purchase technology, the evolution of VoIP sales has been driven by the organizational needs of the customer. This trend is most obvious in the market for UC software.

There are thousands of small business organizations now looking for the right voice and unified communications service. In a look at the top purchase drivers shaping the market, budget, call-quality and uptime issues turn out to be relatively insignificant, said Software Advice. That suggests that most buyers looking for VoIP systems already receive reliable service with satisfactory audio quality at a decent price.

Instead, the highest percentages of buyers seek new phone systems because they need a more scalable solution to accommodate growth (15 percent), or need to replace an aging system (14 percent).

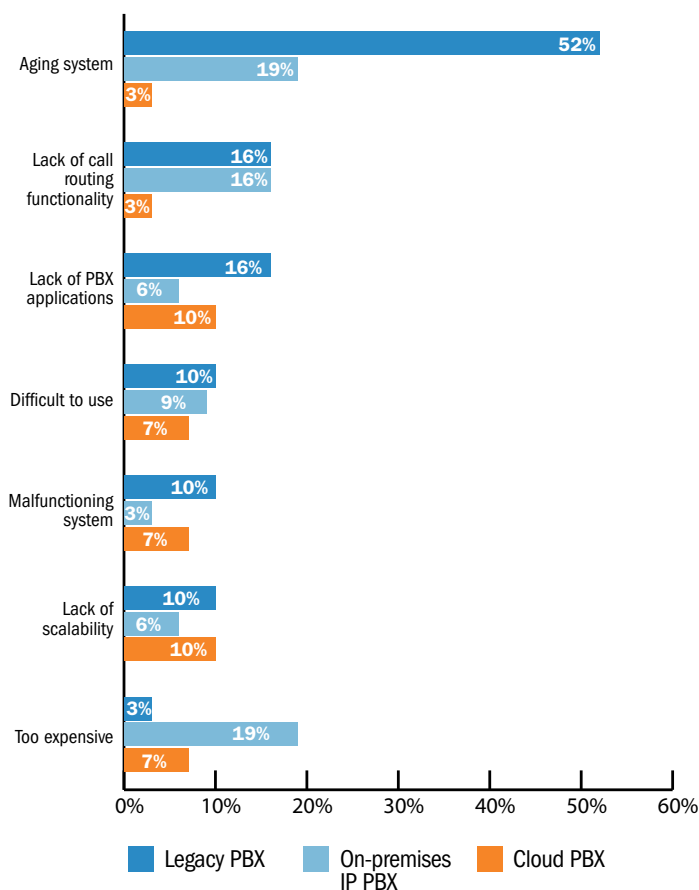
The vast majority of buyers seeking to replace aging systems are using legacy PBX systems with PRI (52 percent) and/or POTS service (36 percent). Almost one-fifth (19 percent) of the buyers in the Software Advice sample report difficulties with aging on-premises IP PBX systems.

First-generation IP PBX systems from the early 2000s generally don't have the dramatic problems that plague aging legacy PBXs from the late '80s and '90s (which lack support, qualified technicians, replacement parts, etc.). That said, some buyers still complain that their older on-premises IP PBX systems don't offer the functionality of newer ones, and that they're more challenging to use.

For instance, one buyer with an on-premises IP PBX purchased in 2005 complains, “We have an auto-attendant, but it's difficult to use. We have remote checking of voice-mail, too, but it's difficult to use and program.”

Many businesses also have the need for a centralized phone-system setup (cited by 7 percent). Some of these buyers work at organizations with multiple locations that each have their own PBX system. These multi-vendor setups can create problems, such as expensive per-minute rates and lack of routing functionality for calls between locations. Other buyers work at organizations that are opening new locations and want to replace existing systems with a new one that will be deployed uniformly across the company.

**By Current Phone System Type:  
Top Reasons for Evaluating New VoIP**



Source: Software Advice

Also, businesses relying on cellular service run into difficulties scaling their systems more frequently than other groups in the sample. This is likely because only 1 percent use a “virtual number system,” which adds a business line to users’ personal mobile devices. Businesses relying on cellular service don't have a unified phone system, but rather, work using just a collection of employees’ personal devices. This is a ripe opportunity for UC.

According to the FCC, 15 percent of all American businesses have now adopted VoIP and UC. And the Software Advice findings indicate that many small businesses are eager to jump on the bandwagon. Understanding what motivates buying behavior can be invaluable to capitalizing on the opportunity. □

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**DATA | INTERNET | COLOCATION | VOICE**

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 [linkedin.com/company/firstlight-fiber](https://linkedin.com/company/firstlight-fiber)

AT&T  
Bright House  
BroadSmart  
BroadView  
CenturyLink  
Colo5  
Comcast  
Copper Services  
DataSite  
Digium  
Earthlink  
Entelegent  
FPL Fibernet  
Granite  
GreenCloud  
Intercall  
Level3  
LightPath/Optimum  
Masergy  
NBS  
NetWolves  
Nitel  
Optimum  
Peak10  
Powernet  
Stratus Networks  
Telx  
Time Warner Cable Business  
Class  
tw telecom  
WestIP  
Windstream  
WOW  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DS0-OCn)  
BC/DR  
Colocation/Data Center services  
Dark Fiber  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Wireless data access  
**Support/Other Services:**  
Consulting  
Installation  
Expense/Mobile Management

**Advanced Technology Consulting (ATC)**

6792 Heritage Club Dr.  
Mason, OH 45040  
513.234.4778 (voice)  
www.4atc.com  
**Contact:** Nick Enger  
nenger@4atc.com  
**Underlying Providers:**  
ACC Business  
Access One  
Access Point  
AireSpring  
ANPI  
Ascendum AIMS  
AT&T  
Birch Communications  
Broad Sky Networks  
Broadview  
BullsEye Telecom  
CenturyLink  
Cincinnati Bell  
The Conference Group  
EarthLink  
EvolveIP  
Fusion  
GTT  
Gloablink  
GSG Communications  
inContact  
InterCall  
Internap  
Level 3  
Masergy  
McGraw Communications  
MegaPath  
PGI

Prescient Worldwide  
Sawis  
Shoretel  
SingTel  
Sonoran Integrations  
Sprint  
Star2Star  
Telepacific  
Thinking Phones  
Time Warner Cable Business  
Class  
TNCI  
T-Mobile  
tw telecom  
Verizon  
Verizon Wireless  
Virtela  
West IP  
Windstream  
XO  
**Voice Services:**  
Dedicated local/LD  
Hosted PBX  
SIP trunking  
VoIP  
Unified communications/  
collaboration  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Colocation  
BC/DR  
Dark fiber  
Private line, Point to point  
Email  
Ethernet services  
Hosted infrastructure/platforms  
Hosted Office/IT services  
Integrated access  
Managed network services  
MPLS VPN  
Security/Firewall  
WAN transport  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Consulting  
Expense/Mobile management  
Installation

**Advantage Communications Group**

125 Mineola Ave.  
Suite 306  
Roslyn Heights, NY 11577  
516.821.1700 (voice)  
515.625.0715 (fax)  
www.advantagecg.com  
**Contact:** David Gardner  
dgardner@oneadvantage.com  
**Primary Underlying Providers:**  
AboveNet  
Access Point  
AT&T  
BCN  
Broadview  
Cablevision  
CenturyLink  
ChinaTel  
Cogent  
Colt  
Equinix  
euNetworks  
FiberNet  
Granite  
GTT  
Internap  
KDDI  
Level 3  
Lighttower  
Masergy  
Optimum Lightpath  
PacNet  
PCCW  
PGI  
Reliance  
ShoreTel  
Sprint  
Tata Communications  
Telx  
US Signal  
Wingspan  
Verizon  
XO  
**Voice Services:**  
Calling cards  
Call Center  
Conferencing  
Dedicated local/LD  
Mobile  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DS0-OCn)  
Colocation/Data Center services  
Dark Fiber

Ethernet services  
Fiber  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Wireless data access  
**Other/Support Services:**  
Consulting  
Expense management  
Premises systems/gear  
  
**Advoda Communications**  
6455 Yosemite St., Suite 400  
Greenwood Village, CO 80111  
720.956.0571 (voice)  
www.advoda.com  
**Primary Underlying Providers:**  
Accel Networks  
AccessPoint  
BullsEye  
Cedar Networks  
CenturyLink  
Clearly  
Comcast  
Fastrack  
FRII  
Globalinx  
Hosting  
inContact  
Integra  
IntelePeer  
InterCall  
Latisys  
Level 3  
Mammoth Networks  
Masergy  
MeetingOne  
MegaPath  
MetTel  
MHO Networks  
Momentum Telecom  
NeoNova  
PGI  
SIP Advantage  
SpringsHosting  
Symmetrix  
tw telecom  
UNSI  
Vir sage  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DS0-OCn)  
BC/DR  
Colocation/Data Center services  
Dark Fiber  
Desktop virtualization  
Ethernet services  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access

**allConnex**  
141 Chestnut St  
North Attleboro, MA 02760  
508.660.2688 (voice)  
781.793.5959 (fax)  
www.allconnex.com  
**Contact:** Steve King  
sking@allconnex.com  
**Primary Underlying Providers:**  
ACC Business  
AT&T  
BridgeConnex  
Broadview Networks  
CenturyLink  
Comcast  
EarthLink  
Level3  
Lighttower  
McGraw Communications  
MetTel

Thinking Phone  
Verizon  
Vocalocity  
Windstream  
XO  
Zone Telecom  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
BC/DR  
Colocation/Data center services  
Dark Fiber  
Email  
Ethernet services  
Managed Network services  
MPLS VPN  
WAN transport  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Billing/OSS  
Business services  
Consulting  
Legal  
Location-based services

**Allyance**  
2600 Michelson Dr.  
Suite 1700  
Irvine, CA 92612  
949.863.0025 (voice)  
949.480.0037 (fax)  
www.allyance.net  
sales@allyance.net  
**Primary Underlying Providers:**  
AboveNet  
ACC Business  
Airband  
AT&T  
Broadcore  
CacheFly  
CenturyLink  
Charter  
China Telecom  
China Unicom  
ChinaCache  
Comcast  
Comstructure  
Cox  
Earthlink  
Equinix  
GTT  
Highwinds  
Intellectrace  
Internap  
KDDI  
Latisys  
Level3  
Layer Communications  
NTT  
Opsource  
Rackspace  
Sawis  
Server Central  
Sprint  
SwitchNAP  
Tata Communications  
Telepacific  
Telnes  
Telx  
Terremark  
Time Warner cable  
tw telecom  
Verizon Business  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
International  
Mobile services  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DS0-OCn)  
BC/DR  
Colocation/Data Center services  
Email  
Ethernet services  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
Managed network services  
MPLS VPN  
Storage  
Security/Firewall  
WAN optimization  
Web hosting

Wireless data access  
**Support/Other Services:**  
Business services  
Expense/Mobile management  
Installation  
  
**AMD Communications, Inc.**  
PO Box 182  
Merrimack, NH 03054  
888.704.3183 (voice)  
www.amdcomm.com  
**Contact:** Kyle Bowden  
sales@amdcomm.com  
**Primary Underlying Providers:**  
Accel Networks  
Access Point  
Advantix  
AireSpring  
Alpheus  
ANPI  
Appia  
Arkadin  
AT&T  
Bay Ring  
BCN  
Bright House Networks  
Broad Sky Networks  
Broadview Networks  
BullsEye Telecom  
CallTower  
Cbeyond  
CenturyLink Alliance  
Charter  
Comcast Business  
DSCI  
EarthLink Business  
Evolve IP  
Exceda, Inc  
GLOBALINX  
Granite  
Green Cloud  
GTT  
iCore Networks  
inContact  
INET  
Integra  
IntelePeer  
InterCall/West IP  
Internap  
Jive  
Level 3  
Lighttower  
MASERGY  
Matrix  
McGraw  
MegaPath  
Metro Optical Solutions  
MetTel  
NBS  
NetWolves  
New Horizon Comm.  
nGenX  
nitel  
OpenText  
Optimum Business  
OTT  
Oxford Networks  
Pacnet  
PGI  
QTS  
RapidScale  
SAFEView  
ServerCentral  
ShoreTel Sky  
SimpleSignal  
Sprint  
Star2Star  
TelePacific  
Telnes  
Telx  
Thinking Phone Networks  
Time Warner Cable/Navisite  
TNCI  
TouchTone  
tw telecom  
Verizon  
Verizon Wireless  
Windstream  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
SIP trunking  
Unified communications  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DS0-OCn)  
Colocation/Data center  
Dark fiber  
Desktop virtualization  
Integrated access  
International access

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Managed network services  
MPLS VPN  
Private line, Point to point  
WAN optimization  
Wireless data access  
**Support/Other Services:**  
Consulting

**AMT Telecom Group**

30777 Northwestern Hwy.  
Suite 300  
Farmington Hills, MI 48334  
800.340.1846 (voice)  
248.862.2001 (fax)  
info@amtgroup.com  
www.amtgroup.com

**Primary Underlying Providers:**

123Net  
AccuConference  
AireSpring  
Broadview Networks  
BullsEye Telecom  
Charter Business  
Comcast  
Fax Michigan  
First Communications  
Level 3  
Powernet  
Rj10.com  
US Signal  
Windstream  
XO

**Voice Services:**

Conferencing  
Dedicated local/LD  
SIP trunking  
VoIP

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Email  
Ethernet services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Storage

**Support/Other Services:**

Billing/OSS  
Expense/Mobile management

**Anavon Technology Groups**

113 S. Airport Rd.  
Suite A  
Traverse City, MI 49686  
231.933.9744 (voice)  
www.anavontech.com

**Contact:**Russ Madsen  
rmadsen@anavon.net

**Primary Underlying Providers:**

123Net  
Charter  
Cynergy  
Mitel  
NetSolutions  
Telarus  
TelNET  
Windstream

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
WAN transport  
Web Hosting  
Wireless data access

**Support/Other Services:**

Business services  
Installation  
Premises systems/gear

**Associated Telecommunication Network (ATN)**

10080 Carol Canyon Rd.  
San Diego, CA 92131  
858.637.5700 (voice)  
858.637.5720 (fax)  
www.atn-online.com

**Underlying Providers:**

AT&T  
ATN  
CenturyLink  
Verizon

**Voice Services:**

POTS lines  
Centrex  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)/T-1  
Access (DSO-OCn)  
Private line, Point to point

**Association Resource Group (ARG)**

7926 Jones Branch Drive  
Suite 1150  
McLean, VA 22102  
703.734.3500 (voice)  
866.371.7982 (fax)  
www.myarg.com

**Contact:** Greg Praske  
gpraske@assnresource.com

**Primary Underlying Providers:**

Allied  
AT&T  
Cogent  
Cox  
Level3  
Microsoft  
PGI  
Sprint  
Verizon  
Windstream  
XO

**Voice Services:**

Conferencing  
IP Telephony  
Mobile services  
POTS line  
SIP Trunking  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Ethernet services  
Integrated access  
Private line, Point to point  
Support/Other Services  
Expense/Mobile management

**Atrion Networking Corp.**

125 Metro Center Blvd.  
Warwick, RI 02886  
401.736.6400 (voice)  
401.633.6766 (fax)  
www.atrioncarrierservices.net  
inform@atrion.net

**Primary Underlying Providers:**

Comcast  
Level 3  
Lightower  
New Horizon  
Tierpoint  
Towerstream  
Verizon  
Windstream  
Zayo

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
SIP trunking  
VoIP

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data center services  
Dark fiber/Ethernet  
Infrastructure/platforms  
Managed services  
MPLS  
Private line, Point to point  
Security  
Storage  
Virtualization

**Avant Communications**

153 West Ohio St.  
Suite 500  
Chicago, IL 60654  
877.312.AVANT (voice)  
info@avantcommunications.net  
www.avantcommunications.net

**Primary Underlying Providers:**

365 Data Centers  
AccessPoint  
Allied  
Ascent  
AT&T  
Business Only Broadband  
CallOne  
CenturyLink  
Comcast  
ComLink  
CoreSite  
Cosentry

DataPipe  
Digital Realty  
diCloud  
Enventis  
Equinix  
Eunetworks  
EvolveIP  
Expedient  
Involta  
FiberLight  
FiberTech  
First National  
GSG  
Hosting  
Hudson Fiber  
Immedion  
InContact  
IntelePeer  
InterCall  
Internap  
Internap  
ITEMize  
KDDI  
Latisys  
Layered Tech  
Level 3  
Lightower FiberNetwork  
LiveOps  
Masergy  
Mosaic Network  
NaviSite  
NetWolves  
Ngenx  
Nitel  
Nscaled  
OneStream  
OpenText  
Pacnet  
Peak10  
Phoenix NAP  
QTS  
Raging Wire  
RapidScale  
RootAccess  
Server Central  
ShoreTel  
Singlehop Hosting  
SingTel  
SoftLayer  
Southern Light  
Sprint  
Steadfast  
Sunesys  
Sungard  
Telefonica  
TeleHouse  
Telx  
Thinking Phone Networks  
Time Warner Cable  
tw telecom  
Unitas Global  
US Signal  
Verizon  
Viawest  
West IP  
Windstream  
XO  
YourLink  
Zayo

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Dark Fiber  
Desktop virtualization  
Ethernet services  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access



**BCN Solutions Express**

254 S. Main St.  
4th Floor  
New City NY 10956  
800.411.3611 (voice)  
www.bcnsolexp.com  
**Contact:** Mike McCrosson  
agentsalesmanager@bcnsolexp.com

**Primary Underlying Providers:**

AT&T  
CenturyLink  
Charter  
Comcast  
Cox  
Earthlink  
Fairpoint  
Frontier  
Level 3  
Lightpath/Optimum  
Megapath  
Sprint  
Time Warner cable  
TW Telecom  
Verizon Business  
Windstream  
XO Communications

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data center services  
Data storage/analysis  
Email  
Ethernet services  
Hosted infrastructure/platforms  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
WAN optimization  
WAN transport  
**Support/Other Services:**  
Billing/OSS  
**(See ad page 40-41)**

**Business Communications Management (BCM)**

521 Fifth Ave.  
14th Floor  
New York, NY 10175  
800.543.4226 (voice)  
www.bcm-tel.com

**Contact:** Frank Wassenbergh  
newpartners@bcm-tel.com

**Primary Underlying Providers:**

AboveNet  
ACC Business  
Airband  
Broadview Networks  
CenturyLink  
Cogent  
Comcast  
FPL  
Granite  
Integra  
Internap  
Level 3  
Lightower  
Masergy  
McGraw  
MegaPath  
One Stream  
QTS  
Rainbow Broadband  
RCN Business  
Savvis  
ShoreTel  
Sprint  
TelePacific  
Telx  
Terramark  
Time Warner Cable  
TowerStream  
tw telecom  
Verizon  
Webex  
West IP

**Windstream**

Xigo Now  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Dark Fiber  
Desktop virtualization  
Ethernet services  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Billing/OSS  
Business services  
Expense/Mobile management  
Installation  
IT Integration services  
Premises systems/gear

**Belmont Telecom, Inc./ dba Long Distance Post**

PO Box 481  
Belmont MA 02478  
617.489.5952 (voice)  
617.812.0370 (fax)  
www.ldpost.com

**Contact:** Alex Filippov  
sales@ldpost.com

**Services Offered:**

Dedicated LD  
International  
Mobile services  
Prepaid voice/data  
Virtual office

**Blessed Hope Communication**

PO Box 892131  
Oklahoma City, OK 73189  
877.619.6231 (voice)  
blessedhopeCEO@cox.net  
www.bhcbusiness.com

**Voice Services:**

Dedicated LD/local  
Prepaid  
**Data/Network Services:**  
Access (DSO-OCn)  
Private line, Point to point

**Bridgepointe Technologies**

1900 S. Norfolk St.  
Suite 305  
San Mateo, CA 94403  
650.701.1481 (voice)  
650.294.4809 (fax)  
info@bpt-corp.com  
www.bpt-corp.com

**Underlying Providers:**

8x8  
ACC  
AireSpring  
Arkadin  
AboveNet  
AT&T  
BCMOne  
Obeyond  
CenturyLink  
Cogent  
Cologix  
Comcast  
CoreSite  
DataPipe  
Digital Realty Trust  
DynaLink  
Equinix  
GTT  
Integra  
IntelePeer  
Internap  
IO Data Centers  
Level 3  
LoopUP  
Masergy

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Sonic.net  
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Spectrum Business  
Sprint  
Sungard  
T-Mobile  
TelePacific  
Telx  
Thinking Phones  
Time Warner Cable  
tw telecom  
Unitas Global  
Unity Telephone  
Verizon

ViaWest  
Wiline  
Windstream  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
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Access (dial-up, DSL, cable, T1)  
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Ethernet services  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access

International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access

**Broadband National**  
2770 Indian River Blvd.  
Suite 501  
Vero Beach, FL 32960  
772.564.9871 (voice)  
772.316.1004 (fax)  
www.broadbandnational.com  
**Primary Underlying Providers:**  
AT&T  
Bright House  
CenturyLink  
Comcast  
Covad

Cox  
DeltaCom  
Direct TV  
Frontier  
Insight  
MegaPath  
Optimum Lightpath  
Packet8  
SpeakEasy  
Suddenlink  
Time Warner Cable  
Verizon  
Windstream  
**Voice Services:**  
IP Telephony  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Ethernet services  
Integrated access  
MPLS VPN  
Private line, Point to point  
Satellite broadband

www.carrierconsulting.com  
**Contact:** Jonathon Marder  
info-la@carrierconsulting.com  
**Primary Underlying Providers:**  
AboveNet  
ACC Business  
Access Point  
Adtran  
Airband  
AireSpring  
AT&T  
Avaya  
Broadview  
BullsEye Telecom  
Cbeyond  
CenturyLink  
Charter Business  
Cisco  
Cogent  
Comcast  
Conference Plus  
Copper Conferencing  
DynaLink  
EarthLink  
Equinix  
FairPoint  
First Communications  
Fortrust  
Frontier  
Global Crossing  
Globalinx  
Granite  
inContact  
InterCall  
InterNap  
iTekniq  
Lightyear  
Masergy  
MegaPath  
Mitel  
NEC  
Nortel  
PGI  
Polycom  
Powernet  
Samsung  
ShoreTel  
Sprint  
Switch and Data  
TCast  
TelePacific  
Telnes  
Time Warner Business Class  
T-Mobile  
TNCI  
Toshiba  
tw Telecom  
UCN  
Verizon  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Email  
Ethernet services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Wireless data  
**Support/Other Services:**  
Installation  
Premises systems/gear

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**Carrier Access, Inc.**  
12129 University Ave.  
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Clive, IA 50325  
800.373.7548 (voice)  
515.440.0595 (fax)  
www.carrieraaccessinc.com

sales@carrieraaccessinc.com  
**Primary Underlying Providers:**  
AireSpring  
AT&T  
CenturyLink  
Charter  
Comcast  
Dell  
Fathom Voice  
Frontier  
Communications  
Global Crossing  
Green Cloud  
Hale  
InterCall  
Klarrratee  
Lightedge  
Masergy  
Mediacom  
MegaPath  
MetTel  
Nitel  
Sprint  
Time Warner Business Class  
tw telecom  
Verizon  
Windstream

**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Ethernet services  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Wireless data  
**Support/Other Services:**  
Installation  
Premises systems/gear

**Carrierbid Communications**  
3219 E. Camelback Rd.  
Suite 274  
Phoenix, AZ 85018  
888.706.5656 (voice)  
866.338.7594 (fax)  
www.carrierbid.com  
agents@carrierbid.com  
**Primary Underlying Providers:**  
AT&T  
CenturyLink  
Comcast  
Granite Telecommunications  
MegaPath  
Time Warner Cable  
Windstream  
Verizon

**Carrier Consulting**  
531 Main St. Ste. 650  
El Segundo, CA 90245  
800.987.4000 (voice)  
310.640.0635 (fax)



XO

**Voice Services:**

Conferencing  
Dedicated local/LD  
Mobile services  
SIP trunking  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Cloud computing  
Ethernet services  
Managed network services  
MPLS VPN  
Private line, Point to point  
WAN transport  
Wireless data access

**CarrierSales.com**

11781 S. Lone Peak Pkwy.  
Suite 230  
Draper, UT 84020  
800.838.9500 (voice)  
801.838.9501 (fax)  
www.carriersales.com

**Contact:** Josh Lupresto

jlupresto@carriersales.com

**Primary Underlying Providers:**

ACC Business  
AireSpring  
AT&T  
CenturyLink  
Comcast  
EvolvIP  
Frontier  
inContact  
Integra  
Level3  
Masergy  
Megapath  
MetTel  
Momentum  
PGI  
Telesphere  
TNCI  
Velocity  
ViaWest  
Windstream  
XO

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile  
SIP trunking  
Unified communications  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center svcs  
Dark fiber  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platforms  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Storage  
Virtual servers  
WAN optimization  
Wireless data access  
**Support/Other Services:**  
Consulting  
Energy  
Expense/Mobile management

**Cloudnexion**

11757 W. Ken Carlye Ave.  
Suite F 406  
Littleton, CO 80127  
720.515.2866 (voice)  
www.cloudnexion.com

**Contact:** Jake Cummins

jake@cloudnexion.com

**Primary Underlying Provider:**

ACC Business  
Accel Networks  
Airband  
AireSpring  
Ajubeo  
Alpheus Communications  
Appia  
AT&T  
Avaya  
BroadSky  
Broadview  
Cbeyond  
CenturyLink  
Charter  
Cogent  
Colo Atl  
Comcast  
Core  
EarthLink

Equinix

Ernest

Fortrust

GTT

InContact

Integra

Intelligent

InterCall

Internap

IO

Latisys

Level 3

Lightower

Lightpath

Masergy

MegaPath

Metro Optical

Netwolves

NewCloud

Nitel

Peak Colo

Rackspace

RealLinX

Savvis

ServerCentra

Sidera

SimpleSignal

Sprint

Staminus

Sunset

Telehouse America

TelePacific

TeliaSonera

Telx

Terramark

Time Warner Business

Class

tw telecom

Unitas Global

Verizon

ViaWest

West IP

Windstream

XO

YellowFiber

Zayo

**Voice Services:**

Conferencing

Dedicated Local/LD

Hosted PBX

Mobile

SIP trunking

VoIP

Unified communications

**Data/Network Services:**

Access (DSO-OCn)

BC/DR

Colocation/Data center

Dark fiber

Desktop virtualization

Hosted email

Hosted infrastructure/platforms

Hosted office IT services

Integrated access

International access

Managed network services

MPLS VPN

Private line, Point to point

Security/Firewall

Storage/Data analysis

Virtual servers

WAN optimization

Web hosting

Wireless data access

**Support/Other Services:**

Business services

Consulting

Expense/mobile management

**CM Group**

16 Via Helena

Rancho Santa Margarita,

CA 92688

949.459.0311 (voice)

949.459.5420 (fax)

www.cmgroup.tv

**Primary Underlying Providers:**

ACC Business

Access One

Allegiance Telecom

Associated Telecom

AT&amp;T

DataLink Networks

Electric Lightwave

Global Crossing

ICC

Internap

Pac West

Sprint

TelePacific

TNCI

UCN

XO

**Voice Services:**

Conferencing  
Hosted PBX  
IP telephony  
Mobile services  
POTS lines  
Prepaid  
Unified communications/  
collaboration  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center services  
Email  
Ethernet services  
Private line, Point to point  
Web Hosting  
Wireless data access

**Colocation America**

9360 W. Flamingo Rd.  
Suite 110-178  
Las Vegas, NV 89147

800.296.8915 (voice)  
www.colocationamerica.com  
**Contact:** Albert Ahdoot  
partners@colocationamerica.com  
**Voice Services:**  
VoIP  
**Data/Network Services:**  
Colocation/Data center services  
Managed services

**COLOpeople**

5927 Priestly Dr.  
Suite 101  
Carlsbad, CA 92008  
800.550.5546 (voice)  
www.colopeople.com

**Data/Network Services:**

Colocation  
Disaster avoidance

**COLOTRAQ**

One Gatehall Dr.  
Suite 208  
Parsippany, NJ 07054

973.575.7997 (voice)

973.575.6963 (fax)

www.colotraq.com

**Contact:** Lou Peccoraro

lpeccoraro@colotraq.com

**Primary Underlying Providers:**

Colt

Cyrus One

Interxion

Sungard

Telx

ViaWest

**Voice Services:**

Unified communications

**Data/Network Services:**

Colocation/Data center services

Hosted infrastructure/platforms

Managed network services

**Support/Other Services:**

Consulting

**COMLINK, Inc.**

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**Contact:** Rod Randolph  
 info@comlinktelecom.com  
**Primary Underlying Providers:**  
 AT&T  
 Comcast  
 Earthlink  
 Time Warner Cable  
 Windstream  
 40 other providers  
**Voice Services:**  
 Conferencing  
 Dedicated local/LD  
 Hosted PBX  
 SIP trunking  
 VoIP  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)/T-1  
 BC/DR  
 Ethernet services  
 Hosted Office IT services  
 WAN optimization  
 Wireless data access  
**Support/Other Services:**  
 Business services  
 Consulting  
 Expense/Mobile management  
 Installation  
 IT Integration services  
 Premises systems/gear

**CommAdvisors**  
 27068 La Paz Rd.  
 Suite 160  
 Aliso Viejo, CA 92656  
 949.394.5710 (voice)  
 949.221.3508 (fax)  
 www.commadvisors.com  
 info@commadvisors.com  
**Primary Underlying Providers:**  
 Level 3  
 AT&T  
 MegaPath  
 CenturyLink  
 Spring  
 Masergy  
 China Telecom  
 Tata Communications  
**Voice Services:**  
 Dedicated LD/local  
 VoIP  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Access (DSO-OCn)  
 Ethernet services  
 Private line, Point to point  
 MPLS VPN

**Communication Management Services**  
 2240 5th Ave.  
 San Diego, CA 92101  
 800.233.8258 (voice)  
 619.544.0900 (fax)

www.cmstelcom.com  
**Contact:** Tiffany Wolf  
**Primary Underlying Providers:**  
 AT&T  
 AboveNet  
 ACC  
 Access Point  
 Airband  
 AireSpring  
 Cbeyond  
 CenturyLink  
 Comcast  
 Copper Conferencing  
 CradlePoint  
 EarthLink  
 EvolveIP  
 Globalinx  
 Granite  
 Ingram Micro  
 Level 3  
 Lightyear  
 Masergy  
 MegaPath  
 Nitel  
 PGI  
 Powernet  
 RIM  
 Sprint  
 TelePacific  
 Tempo  
 TempoPro  
 Time Warner Cable  
 tw telecom  
 Verizon  
 Windstream  
 XO  
**Voice Services:**  
 Conferencing  
 Hosted PBX  
 IP Telephony  
 Mobile services  
 SIP Trunking  
 Unified communications  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Access (DSO-OCn)  
 BC/DR  
 Colocation/Data Center services  
 Email  
 Ethernet services  
 Hosted Office IT services  
 Integrated access  
 Managed network services  
 MPLS VPN  
 Private line, Point to point  
**Support/Other Services:**  
 Expense/Mobile management

**Comtel Communications**  
 4551 Cox Rd.  
 Suite 475  
 Glen Allen, VA 23060  
 800.435.1718 (voice)  
 www.comtelcommunications.com  
**Contact:** Ben Humphreys  
 bhumphreys@comtelcommunications.com

**Primary Underlying Providers:**  
 AboveNet  
 ACC Business  
 Access Point  
 Allied Telecom  
 American Teleis  
 Broadsmart  
 CenturyLink  
 Coast2Coast  
 Comcast  
 EarthLink  
 EvolveIP  
 inContact  
 Level 3  
 Magellan Hill  
 Masergy  
 MetTel  
 NetWolves  
 Sawvis  
 Simplicity  
 Sprint  
 TNCI  
 Verizon  
 Windstream  
 West IP  
 XO  
**Voice Services:**  
 Conferencing  
 Mobile  
 VoIP  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Access (DSO-OCn)  
 Conferencing  
 Email  
 Ethernet services  
 MPLS VPN  
 Private line, Point to point  
 Web hosting  
 Wireless data access  
**Support/Other Services:**  
 Business services  
 Expense/Mobile management  
 IT Integration services  
 Premises systems/gear

**Concierge Core Services LLC**  
 4801 S Lakeshore Dr.  
 Ste. 106  
 Tempe AZ 85282  
 888.353.9900 (voice)  
 www.conciergecs.com  
**Contact:** Clark Atwood  
 ccs-broker@conciergecs.com  
**Primary Underlying Providers:**  
 ACC Business  
 America On Hold  
 AT&T  
 Birch Communications  
 C7 Data Centers  
 CenturyLink  
 Control Fusion  
 Cox Communications  
 EvolveIP  
 inContact  
 Integra Telecom  
 Jive Communications

Level3  
 Mammoth Networks  
 Masergy  
 ON24  
 OpenText  
 PGI  
 SimpleSignal  
 Sprint  
 SunGard  
 Telesphere  
 Telx  
 Time Warner Cable  
 Verizon Wireless  
 Windstream  
 XO Communications  
**Voice Services:**  
 Conferencing  
 Hosted PBX  
 Mobile services  
 SIP trunking  
 Unified communications  
 VoIP  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Access (DSO-OCn)  
 BC/DR  
 Colocation/Data center  
 Dark fiber  
 Desktop virtualization  
 Ethernet services  
 Hosted email  
 Hosted infrastructure/platforms  
 Hosted Office IT services  
 Integrated access  
 International access  
 Managed network services  
 MPLS VPN  
 Private line, Point to point  
 Security/Firewall  
 Storage  
 Virtual servers  
 WAN optimization  
 Wireless data access  
 Support/Other Services  
 Business services  
 Consulting  
 Expense/Mobile management

**Connectivity Source**  
 7780 Brier Creek Pkwy.  
 Suite 225  
 Raleigh, NC 27617  
 919.781.4186 (voice)  
 866.819.7901 (fax)  
 www.connectivitysource.com  
 partner@connectivitysource.com  
**Primary Underlying Providers:**  
 Access Point  
 AT&T  
 CenturyLink  
 Charter  
 Earthlink  
 Fusion  
 Time Warner Cable Business  
 Class  
 Windstream  
 XO

and many more  
**Voice Services:**  
 Dedicated local/LD  
 Hosted PBX  
 Mobile services  
 SIP trunking  
 VoIP  
 Unified communications  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Access (DSO-OCn)  
 Managed network services  
 MPLS VPN  
 Private line, Point to point  
 Wireless data

**Converged Network Services Group (CNSG)**  
 11016 Rushmore Dr.  
 Suite 1.80  
 Charlotte, NC 28277  
 866.738.1662 (voice)  
 704.584.0463 (fax)  
 www.cnsg-usa.com  
**Contact:** Matthew Harty  
 info@cnsg-usa.com

**Primary Underlying Providers:**  
 ACC Business  
 Airband  
 Allegiance Merchant Services  
 AT&T  
 Bright House  
 Broadview Networks  
 C3 Integrated Services  
 Call Tower  
 Cbeyond  
 CenturyLink  
 Comcast Business Class  
 DC74  
 DukeNet  
 EarthLink  
 Entelegent  
 Evolve IP  
 Expereo  
 Granite Telecommunications  
 Green Cloud Technologies  
 Granite  
 IntelePeer  
 Level 3  
 Lighttower  
 LSI  
 Masergy  
 Mediacom  
 MegaPath  
 MetTel  
 NetCarrier  
 NetWolves  
 Nitel  
 Pacnet  
 PanTerra Networks  
 QTS  
 Reallinx  
 ShoreTel Sky  
 SoundConnect Conferencing  
 Spectrotel  
 Spirit Communications  
 Sprint

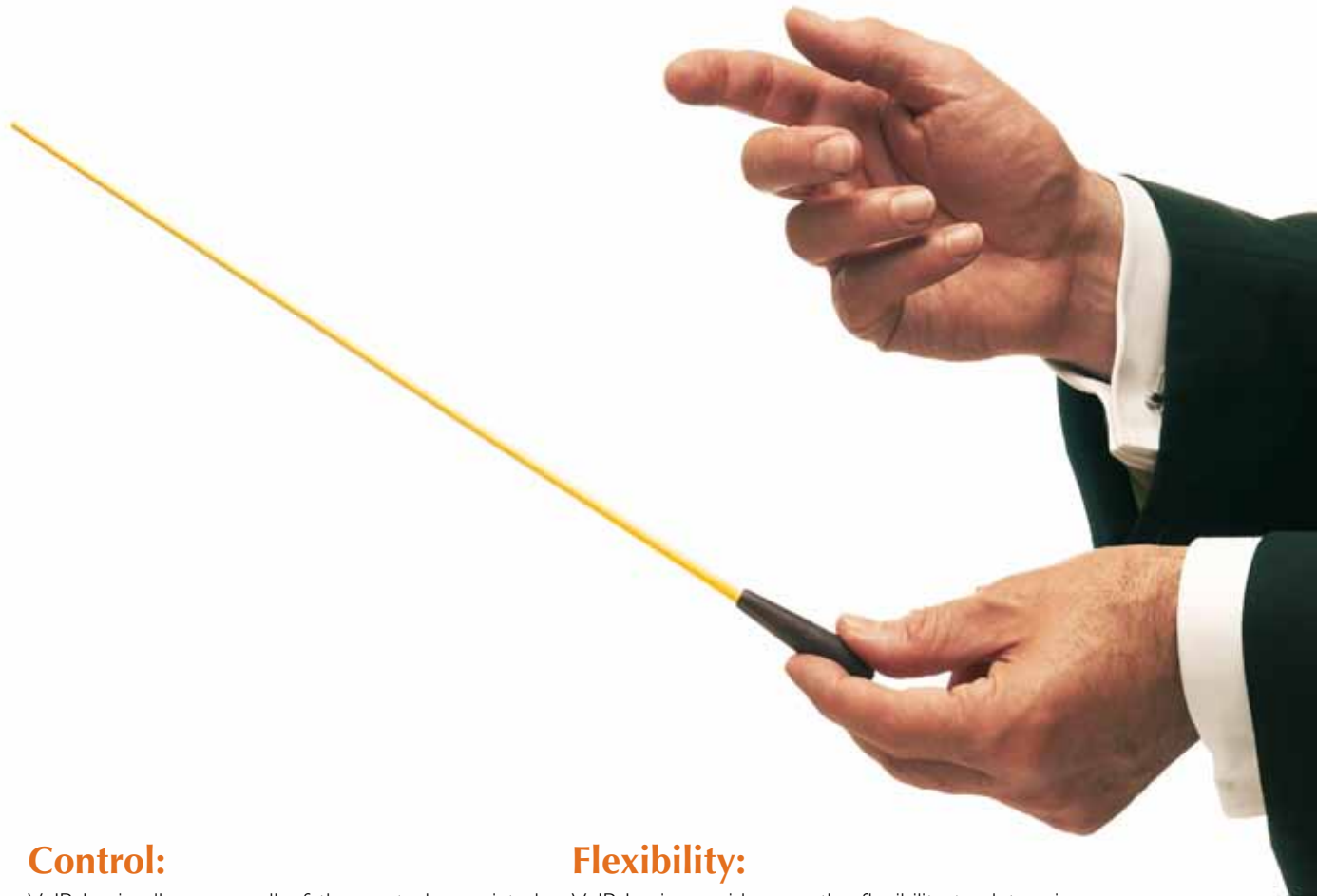
## Mobile & Telecom Billing for Next Gen Providers

blulogix.com

### Manage Your Recurring Revenue Lifecycle

# You are the Service Provider. You should be conducting.

**VoIP Logic** gives you the best platform using the leading technologies to run your Hosted PBX business.



## **Control:**

VoIP Logic allows you all of the control associated with facility ownership. This allows you to **adapt** your offer, **differentiate** from your competition, **evolve** with the market, **retain** ownership of your customer data, **add** new services, features and devices, **choose** network and **prioritize** your technical objectives.

## **Flexibility:**

VoIP Logic provides you the flexibility to determine your cost basis and the options which give your business a distinct advantage. This flexibility puts the key decisions about choosing your **network carriers**, **bandwidth access**, **devices**, **services**, **features**, **platform add-ons** and **external integrations** in your hands.



Let us be your orchestra.

You write the music.

[www.voiplogic.com](http://www.voiplogic.com)

Telesphere  
Time Warner Cable BC  
tw telecom  
Towerstream  
UNSI  
Verizon  
Windstream  
WOW!  
XO Communications  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Dark Fiber  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services

**Cost Management Group**

5490 McGinnis Village Pl.  
Suite 100  
Alpharetta, GA 30005  
800.599.9315 (voice)  
678.405.6195 (fax)  
www.partnertel.com  
info@costmfg.com  
**Contact:** Chad Fisher  
cfisher@partnertel.com  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data Center services  
Ethernet  
Hosted infrastructure/platforms  
Hosted Office IT services  
Managed network services  
MPLS VPN  
Private line, Point to point  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services  
Expense/Mobile management

**CPI Communications**

4200 University Ave.  
Suite 300  
West Des Moines, IA 50266  
515.331.7560 (voice)  
515.331.7563 (fax)  
www.cpitelecom.net  
**Contact:** Cale Perry  
cperry@cpitelecom.net  
**Primary Underlying Providers:**  
Alliance Connect  
CenturyLink  
Enventis  
Frontier  
MediaCom  
SuddenLink  
Windstream  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile  
SIP trunking  
Unified Communications  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Colocation/Data center  
Dark Fiber  
Desktop virtualization

Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
**Support/Other Services:**  
Business services  
Consulting

**CrosStar Network Solutions**

108 West 39th St.  
Fourth Floor  
New York NY 10018  
212.997.7676 (voice)  
www.crosstarnetwork.com  
info@crosstarnetwork.com  
**Primary Underlying Providers:**  
AboveNet  
ACC Business  
AireSpring  
American Telesis  
Broadview Networks  
Bullseye Telecom  
BT  
CenturyLink  
Charter Business  
China Telecom  
China Unicom  
Coast to Coast Cellular  
Cogent  
Comcast  
Covad  
CTI  
FiberNet  
Genesys Conferencing  
Globalinx  
Granite  
Level 3  
Lighttower  
Masergy  
MegaPath  
MetTel  
New Edge Networks  
NTT Communications  
One Communications  
Optimum Lightpath  
Powernet  
RCN  
Sprint  
Stage 2  
Spectrotel  
tw Telecom  
Telepacific  
Time Warner cable  
T-Mobile  
Transbeam  
Verizon  
WBS Connect  
**Voice Services:**  
Dedicated local/LD  
Hosted PBX  
Prepaid voice/data  
SIP trunking  
VoIP

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Dark Fiber  
Desktop virtualization  
Ethernet  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Web hosting

**CTG3**

15821 NE 8th St #W160  
Bellevue, WA 98008  
800.775.9312 (voice)  
425.696.1337 (fax)  
www.ctg3.com  
**Contact:** Tony Cheng  
tony@ctg3.com

**Primary Underlying Providers:**

ACC Business  
AccelNet  
AireSpring  
BroadSky  
Broadview  
Cbeyond  
CenturyLink  
Charter  
Comcast  
Forethought  
Frontier  
Granite  
Hurricane Electric  
Integra  
Level 3

Mammoth Networks  
ViaWest  
Wave Broadband  
Windstream  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Unified communications  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Dark fiber  
Email  
Ethernet services  
Managed network services  
MPLS VPN  
Private line, Point to point  
Storage  
WAN transport  
**Support/Other Services:**  
Energy services

**D****DataTel Solutions**

875 Laurel Dr.  
Roseville, CA 95678  
888.835.2681 (voice)  
925.470.2832 (fax)  
www.datatelsolutions.com  
info@datatelsolutions.com  
**Primary Underlying Providers:**  
ACC Business  
AireSpring  
AT&T  
Cbeyond  
CenturyLink  
Charter  
Cogent  
Colotraq  
Comcast  
Cox  
Datatel  
Dial 411  
Easton  
First Communications  
Integra  
ITS  
Global Crossing  
Level 3  
MegaPath  
New Edge  
Nitel  
PGI  
Sprint  
SureWest  
Telepacific  
TeleSphere  
tw telecom  
Verizon  
Windstream  
XCast  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Mobile services  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center services  
Content delivery network  
Managed network services  
MPLS VPN  
Private line  
Storage  
WAN optimization  
WAN transport  
Web hosting  
Wireless data access

**Support/Other Services:**  
Expense/Mobile management

**Derby Agency**

10200 Forest Green Blvd. LL1  
Louisville, KY 40223  
502.386.1128 (voice)  
www.derby-agency.com  
kshady@derby-agency.com  
**Primary Underlying Providers:**  
Alliance Cost Containment  
Calibus  
Comm-Core  
CostCrushers  
Curvature  
eSuite  
Fathom Voice  
Global Risk Management  
Green Light

HarborLink  
Kindred  
My Force  
NetOnTheRun  
Network Intelligence  
PGI  
R66T  
RapidScale  
Ringbox  
SignalPay  
Star2Star  
Triple Crown Digital  
UNSI  
US Network  
Voice4Net  
Voyport  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile  
SIP trunking  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Colocation/Data Center  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services  
Consulting  
Energy services  
Installation  
Legal/Regulatory/Compliance

**Digital Planet Communications, Inc.**

178 9th St.  
Suite 200  
St. Paul, MN 55101  
651.233.5800 (voice)  
651.233.5801 (fax)  
www.dpcinc.com  
info@dpcinc.com

**Primary Underlying Providers:**

AboveNet  
ACC Business  
Access One  
AccessPoint  
AT&T  
Avaya  
Broadsky  
Broadview Networks  
Cbeyond  
CenturyLink  
Comcast  
Confertel  
Copper Conferencing  
EarthLink  
Eventis  
Globalinx  
GTT  
Integra  
InterCall  
Intronis  
Level 3  
Masergy  
McGraw  
MegaPath  
Networks  
nGenx  
One Communications  
Optimum Lightpath  
PGI  
Polycom  
Savvis  
Sophos  
Sprint  
Telepacific  
TeleShere  
telx  
Time Warner Cable  
TNCI  
tw telecom  
Windstream  
XO  
Zone Telecom  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Mobile services  
SIP trunking  
VoIP  
Unified communications

**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Ethernet services  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Web hosting  
**Support/Other Services:**  
Business services  
Consulting  
Installation  
Premises systems/gear

**E****ECT Telecom**

8668 Navarre Pkwy.  
Suite 105  
Navarre, FL 32566  
850.664.3071 (voice)  
772.325.2297 (fax)  
www.ecttelecom.com  
**Contact:** Kenny Wilder  
kenny@ecttelecom.com

**Primary Underlying Providers:**

A+ Conferencing  
ACC Business  
Accel Networks  
Airband  
AireSpring  
AT&T  
CenturyLink  
Cogent  
Covad  
Global Crossing  
InContact  
IntelePeer  
Level 3  
Masergy  
MegaPath  
Nitel  
Nuvox  
PCCW  
PGI  
Powernet  
ShoreTel  
Sprint  
Telecom Recovery  
TNCI  
TouchTone  
Verizon  
West IP  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Hosted contact center  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Email  
Managed network services  
MPLS VPN  
Private line  
Virtual desktop  
Web hosting  
Wireless data access

**eSquared Communications**

560 E 3rd St.  
Suite 202  
Lexington, KY 40508  
859.685.4600 (voice)  
859.685.4601 (fax)  
www.esquaredcom.com  
**Primary Underlying Providers:**  
ACC Business  
Airespring  
AT&T  
Broadvox  
BullsEye Telecom  
Cbeyond  
CenturyLink  
EarthLink  
Ernest Communications  
First Communications  
Granite  
Insite Business  
Itemize  
Level 3

MetTel  
NuVox  
One Communications  
Powernet  
QX.Net  
Sprint  
Thinking Phone  
Time Warner cable  
T-Mobile  
TNCl  
Verizon  
XO Communications  
Windstream

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
VoIP

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DS0-0Cn)  
BC/DR

Ethernet services  
Integrated access  
Managed network services  
MPLS VPN  
Private line

Security/Firewall  
Wireless data access

**Support/Other Services:**

Expense/Mobile management

**Express Wireless**

2110 East Rt. Unit 21  
Cherry Hill, NJ 08003  
856.751.1125 (voice)  
www.expresswireless.net

**Primary Underlying Providers:**

Verizon

**Voice Services:**  
Mobile services

**F****Fusion**

155 Willowbrook Blvd.  
Wayne, NJ 07470  
973.638.2100 (voice)

www.fusionconnect.com  
**Contact:** Toni Campanello  
tcampanello@fusionconnect.com  
**Primary Underlying Providers:**

Alpheus  
AT&T  
Broadview  
CenturyLink  
Charter Cable  
Cogent  
Comcast  
MegaPath  
COX Cable  
Deutsche Telekom  
EarthLink  
Equinix  
FiberTech  
FPL Fibernet (FL Power & Light)  
Hurricane Electric  
Inteliquest  
Level 3  
Lightower Fiber Networks  
LighthPath  
TelePacific Communications  
Time Warner Cable  
tw telecom  
Transbeam  
Verizon  
GTT

Windstream  
XO  
Zayo

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Prepaid  
SIP trunking  
VoIP

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
BC/DR  
Email

Integrated access  
Managed network services  
MPLS VPN

WAN optimization  
Web hosting

**Support/Other Services:**

Billing/OSS  
Consulting

Installation  
Premises systems/gear

**G****Global Communications Group (GCG)**

10333 E. Dry Creek Rd.  
Suite 320  
Englewood, CO 80112  
303.865.9000 (voice)  
866.709.5800 (fax)  
www.gcgcom.com

**Primary Underlying Providers:**

8x8  
ACC Business  
Airetel  
Ajubeo  
Arkadin  
AT&T  
Avaya

Bell Canada  
BroadSky  
BullsEye  
CenturyLink  
China Telecom  
China Unicom  
Cisco

Cogent  
Comcast  
CoreSite  
CyrusOne

Data Foundry  
Digital Reality  
Dimension Data  
Earthlink  
Equinix

Evolve IP  
Faction  
Fortrust

Global Capacity  
Global Cloud Exchange  
Granite  
GTT

Hosting.com  
Inernap  
Integra Telecom  
IntelePeer

IO Cloud Data Centers

KDDI  
Level 3  
LiveOps  
Mammoth Networks  
Masergy  
MegaPath  
Mercury Payment Systems  
MetTel

MHO Networks  
Momentum  
NaviSite  
NetFortris  
Nitel  
NTT  
PacNet  
Peak10  
PGI

PhoenixNAP  
Quality Technology Services  
Server Central  
Simple Signal  
SingTel  
SoftLayer

Spectrum Business  
Sprint  
Sungard  
Telehouse  
Telepacific  
Telx

Thinking Phones  
Time Warner Cable  
T-Mobile  
Unisys  
Unitas Global  
Vantage Data Centers  
Verizon Wireless  
ViaWest  
Visage  
West IP  
Windstream  
Wowrack  
XO  
Zayo

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP trunking  
VoIP  
Unified communications

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DS0-0Cn)  
Colocation/Data center services  
Content delivery network  
Email  
Ethernet services  
Hosted infrastructure/platforms  
Hosted Office IT services  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
WAN optimization  
WAN transport  
Web Hosting  
Wireless data access

**Support/Other Services:**

Business services  
Expense/Mobile management  
IT integration services  
Premises systems/gear

**Global Systems Telecom Inc.**

5489 Wiles Rd. #301  
Coconut Creek, FL 33073  
954.623.6300 (voice)  
www.gstpartners.com

**Contact:** Geoffrey McCarroll  
geoffrey@gstpartners.com

**Primary Underlying Providers:**

8x8  
ACC Business  
Agent Alliance  
AireSpring  
AT&T  
Brich  
Broadsmart  
BullsEye  
Colo5  
Comcast  
EarthLink  
Fathom Voice  
FiberLight  
Gafachi  
Granite  
InContact  
Level 3  
Masergy  
Mitel  
Nitel

# wave<sup>®</sup>

## business

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Wholesale Dark Fiber, Ethernet, Wavelength, Data Center, IP Transit

100% Fiber Network

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NetWolves  
Nexogy  
PGI  
RapidScale  
QTS  
Telnes  
The Alliance  
Thinking Phone  
Time Warner Cable  
tw telecom  
Verizon  
WCS  
West IP  
Windstream  
XO  
and many others  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
IP Telephony  
Mobile services  
Prepaid voice/data services  
SIP Trunking  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center  
Email  
Ethernet services  
Hosted infrastructure/platforms  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Storage  
WAN optimization  
Web hosting  
**Support/Other Services:**  
Expense/Mobile management

**Global Telecom Solutions**

1501 6th St.  
Detroit, MI 48226  
313.371.9440 (voice)  
313.557.6369 (fax)  
www.gtsdirect.com  
**Contact:** Mark Stackpoole  
info@gtsdirect.com  
Primarily Underlying Providers:  
123.NET  
ACC Business  
AireSpring  
AT&T  
CenturyLink  
Charter Business  
Comcast Business  
Earthlink  
Grid 4  
Level 3  
Masergy  
Telnet  
Time Warner Cable  
US Signal  
VOXOX  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Dedicated Local/LD  
Hosted PBX  
Mobile  
SIP trunking  
Unified communication  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data Center  
Desktop virtualization  
Hosted email  
Hosted infrastructure  
Hosted office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Wireless data access  
**Support/Other Services:**  
Consulting

**Great American Power**

320 Centre St.  
Pottsville, PA 17901  
877.215.4140 (voice)  
484.229.0707 (fax)  
admin@greatamericanpower.com  
www.greatamericanpower.com  
**Services Offered:**  
Energy services

**GreenAppX**  
6000 Fairview Rd.  
Suite 1200  
Charlotte, NC 28210  
877.207.9555 (voice)  
www.greenappx.com  
**Contact:** Jim Safran  
jim@greenappx.com  
Underlying Providers:  
BlueTie  
DataMotion  
Global Relay  
GoMeetNow  
McAfee  
McAfee  
Microsoft  
Mozy  
OfficeDesktop  
Skoot  
Spontania  
US DataVault  
WebEx  
**Cloud Services:**  
Business Continuity  
Business Process  
Conferencing  
Remote Email  
Remote IT management  
Security/Firewall  
Virtual Desktop

**Green Razor Communications**

28030 Dorothy Dr.  
Suite 302  
Agoura Hills, CA 91301  
818.309.4000 (voice)  
818.309.4020 (fax)  
sales@greenrazor.com  
www.greenrazor.com  
**Primary Underlying Providers:**  
AboveNet  
ACC Business  
AireSpring  
AT&T Wireless  
BCE Nexxia  
Cbeyond  
CenturyLink  
Charter cable  
Comcast  
Earthlink  
Level 3  
Megapath  
Sprint  
TCAST  
Telepacific  
Time Warner cable  
T-Mobile  
tw telecom  
Verizon Wireless  
Windstream  
XO

**Voice Services:**  
Conferencing  
Dedicated Local/LD  
Hosted PBX  
Mobile Services  
SIP trunking  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data center services  
Ethernet services  
Integrated access  
Managed network services  
MPLS VPN  
Private line  
WAN transport  
Wireless data access

**Infolink Communications**

2801 Grover Dr. North  
Greensboro, NC 27455  
800.625.2860 (voice)  
336.282.7244 (fax)  
www.infolinktele.com  
sales@infolinktele.com  
**Primary Underlying Providers:**  
ACC  
Accel Networks  
AccuConference  
Advantix  
AireSpring  
Alpheus  
AT&T  
Birch  
Broadsky  
Broadview  
Cbeyond  
CenturyLink  
Charter  
Comcast  
DukeNet

Earthlink  
Ernest  
GTT  
inContact  
Integra  
Level 3  
Masergy  
MegaPath  
NetWolves  
New Cloud  
Nitel  
Optimum Lightpath  
Powernet  
Reallinx  
StartMeeting  
Suddenlink  
Telepacific  
Telnes  
Telx  
Time Warner Business Class  
tw telecom  
UNSi  
Verizon Business  
Vocal IP  
West IP  
Windstream  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (DSO-OCn)  
Dark Fiber  
Ethernet services  
Hosted Office IT services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
**Support/Other Services:**  
Expense/Mobile management

**Integral Choice Inc.**

877.948.3526 (voice)  
www.integralchoice.com  
**Primary Underlying Providers:**  
ACC Business  
AireSpring  
AT&T  
Birch  
Broadview  
Cbeyond  
CenturyLink  
Charter  
ClarityTel  
DynaLink  
EarthLink  
FiberLight  
Level 3  
Masergy  
Telepacific  
Verizon  
West IP  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Mobile services  
SIP trunking  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Ethernet  
MPLS VPN  
**Support/Other Services:**  
Expense/Mobile management

**Intelisys**

1318 Redwood Way  
Suite 120  
Petaluma, CA 94954  
800.615.8330 (voice)  
707.792.4908 (fax)  
www.intelisyscorp.com  
info@intelisys.com  
**Primary Underlying Providers:**  
8x8  
ACC Business  
Access Point  
ANPI  
Appia  
Arkadin  
AT&T  
BCN Telecom  
Brich  
Bright House  
BroadSky  
Broadview

CallTower  
Cogent  
Cologix  
Comcast  
CoreSite  
Corvisa  
EarthLink  
Equinix  
First Communications  
FPL Fibernet  
Frontier  
Fusion  
Globalinx  
Granite  
Green Cloud  
GTT  
Icore Networks  
inContact  
iNet Communications  
Integra  
IntelePeer  
InterCall  
InterNap  
Jive  
Level 3  
Lighttower  
Masergy  
Matrix  
McGraw  
MegaPath  
NetWolves  
Optimum  
Lightpath  
Pacnet  
PGI  
RapidScale  
SAFEView  
ServerCentral  
ShoteTel  
SimpleSignal  
SpectroTel  
Spectrum  
Sprint  
Star2Star  
SuddenLjnk  
T-Mobile  
TelePacifc  
Telnes  
Telx  
thinking Phones  
Time Warner Cable Business  
Class  
TNCI  
Windstream  
tw telecom  
UnitedLayer  
Verizon  
Windstream  
WOW  
XO Communications  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO - OCn)  
BC/DR  
Colocation/Data center  
Dark fiber  
Desktop virtualization  
Ethernet service  
Hosted email  
Hosted infrastructure/platform  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
WAN transport  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Expense/Mobile management  
Installation

**Intellex Communications Corp.**

4551 Cox Rd. #475  
Glen Allen, VA, 23060  
804.201.4444 (voice)  
866.251.2248 (fax)  
**Contact:** James Booker  
info@intellexcommunications.com  
www.intellexcommunications.com  
**Primary Underlying Providers:**  
ACC Business  
Access Point

Cavalier Telephone  
MetTel  
New Edge Networks  
Primus  
Sprint  
Verizon  
Windstream  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Hosted email  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
WAN optimization  
**Support/Other Services:**  
Billing/OSS  
Business services  
Consulting  
Expense/Mobile management  
Legal/Regulatory/Compliance  
Location-based services  
Testing/Certification

**Interactive Telecom Solutions**

12 Rt. Ste. 120  
Paramus, NJ 07652  
**Contact:** Keith Muller  
201.845.5515 (voice)  
201.221.7567 (fax)  
www.i-telcom.com  
**Contact:** Brett Diamond  
bdiamond@i-telcom.com  
**Primary Underlying Providers:**  
AboveNet  
ACC Business  
AT&T  
Cablevision  
CenturyLink  
Cervallis  
Cogent  
Comcast  
CoreSite  
Cox  
EarthLink  
Equinix  
FiberMedia  
Global Crossing  
GlobalNet  
IBM  
Internap  
io Data Centers  
Level 3  
Lighttower  
Masergy  
McGraw  
MegaPath  
MetTel  
Optimum Lightpath  
Pacnet  
RCN  
Russo Development  
Sawis  
Sidera  
Spread Wireless  
Star2Star  
Sungard  
Telehouse  
Telx  
Time Warner Cable  
TowerStream  
Transbeam  
tw telecom  
Windstream  
XCast Labs  
XO  
Zayo  
**Services Offered:**  
Data  
Hardware  
Project management  
Voice  
Wireless

**Invictus Converged Solutions, Inc.**

100 South Bedford Rd  
Mount Kisco NY 10549  
888.748.4273 (voice)  
www.ics3.net  
**Primary Underlying Providers:**  
AppNeta  
CenturyLink  
Comcast  
Juniper  
McAfee  
Optimum Lightpath



# Decades of Service to the Telecom Channel.

## + PRACTICE AREAS:

- LITIGATION & ARBITRATION
- CONTRACT DRAFTING & REVIEW
- REGULATORY COMPLIANCE
- MERGERS & ACQUISITIONS
- NEGOTIATION
- INTELLECTUAL PROPERTY
- TELEMARKETING COMPLIANCE  
*Hot topic. Regulations recently changed!*



202-895-1707  
[www.tlgdc.com](http://www.tlgdc.com)

*Serving Telecommunications & Technology Businesses*

PGI  
Time Warner Business Class  
**Voice Services:**  
Conferencing  
IP Telephony  
SIP Origination & termination  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Ethernet services  
Hosted infrastructure/platforms  
Private line, Point to point  
Security/Firewall  
WAN optimization  
**Support/Other Services:**  
Consulting  
Expense/Mobile management  
Premises systems/gear

**iQwired Communications**

PO Box 460099  
Denver, CO 80246  
303.468.4815 (voice)  
303.847.9179 (fax)  
www.iqwired.net  
info@iqwired.net

**Primary Underlying Providers:**

8x8  
A+ Conferencing  
AboveNet  
ACC Business  
Access One  
Access Point  
Access2Go  
Airband Communications  
AireSpring  
Alcatel - Lucent  
American Telesis  
AT&T  
ATI/InterMetro  
BandTel  
Broad Sky Networks  
Broadview  
Broadvox  
BullsEye Telecom  
Cavalier  
CBeyond, Inc.  
CenturyLink  
Charter Cable  
ChinaUnicom  
Cincinnati Bell  
Cogent  
Colotraq  
Comcast  
Comstructure  
Conferencing Advisors  
Covad  
Data Storage  
Defero3  
Dynalink  
EasyLink  
EasyNet  
EcoMotion  
Ernest Communications  
Excel  
Excel Conferencing  
First Communications  
foreThought  
Fortrust  
FluxCom  
Fonality  
Frontier  
Global Crossing  
Global Venture Partners  
inContact  
Integra  
InterCall  
Internap  
iTEMize  
KDDI  
Level 3  
Lightyear  
Masergy  
McGraw  
MegaPath  
MetTel  
MHO  
NetWolves  
New Edge Networks  
Nitel  
NTT Communications  
One Communications  
PAETEC  
PCCW  
PeakColo  
PowerNet Global  
Premiere Global  
CenturyLink  
Simple Signal  
SingTel  
Speakeasy  
Sprint  
Sungard  
TATA  
TCAST Communications

Telecom Recovery  
TelePacific  
Telesphere  
TelNes  
TelX  
Terremark  
Time Warner Cable  
TMC  
TNCI  
Total Call / OPEX  
TouchTone  
TSI  
TW Telecom  
US Signal  
Velocity Networks  
Verizon  
Verticom  
ViaWest  
West IP  
Windstream  
XO  
Zayo  
Zone Telecom  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
SIP trunking  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Dark fiber  
Desktop virtualization  
Hosted Email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services  
Consulting  
Expense/Mobile management

**ITD Solutions Inc.**

2 Neptune Road  
Suite 413  
Boston, MA 02128  
617.884.2426 (voice)  
www.itdpartners.com

**Contact:** Darren Tessitore

darren@itdsolutions.net

**Primary Underlying Providers:**

8x8  
AireSpring  
Alteva  
Appia Communications  
AT&T  
Broadview Networks  
CenturyLink  
Charter  
DSCI  
Earthlink  
Evolve IP  
Hosting  
Hostway  
Jive  
Level 3  
Microsoft  
NaviSite  
NEF  
NeoNova  
nGenX  
PGI  
Polycom  
RapidScale  
Savvis  
Server Central  
Star2Star  
Thinking Phone Networks  
Time Warner Business Class  
VoXox  
Windstream  
XO  
Zayo  
**Voice Services:**  
Hosted PBX  
SIP trunking  
Unified communications  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
BC/DR  
Desktop virtualization  
Hosted email

Hosted infrastructure/platforms  
Hosted Office IT services  
MPLS VPN  
Storage  
**Support/Other Services:**  
Premises equipment

**J**

**James Communications Corp.**

800.745.4170 (voice)  
www.jamescom.com

**Contact:** Brad James

brad@jamescom.com

**Primary Underlying Providers:**

Access One  
AT&T  
Avaya  
Cbeyond  
CenturyLink  
EarthLink  
Level 3  
Mitel  
NEC  
Panasonic  
Polycom  
Samsung  
Shoretel  
Sprint  
Talkswitch  
TelePacific  
Toshiba  
Verizon  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Hosted PBX  
IP Telephony  
Mobile services  
POTS line  
SIP Trunking  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Email  
Private line, Point to point  
Wireless data access  
**Support/Other Services:**  
Business services  
Energy services  
Premises systems/gear

**K**

**King Communications**

1566 W. Algonquin Rd.  
Suite 218  
Hoffman Estates, IL 60192  
847.776.7777 (voice)  
847.574.7410 (fax)  
www.kingcommunications.com

**SelecTel/opportunities.shtml**

**Contact:** Ron Bohm

rbohmk@kingcommunications.com

**Primary Underlying Providers:**

A+ Conferencing  
ACC Business  
AireSpring  
CenturyLink  
inContact  
Masergy  
Nitel  
PGI  
TouchTone Communications  
West IP  
Windstream  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
Unified communications/  
collaboration  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center services  
Email  
Ethernet services  
Integrated access  
MPLS VPN  
Private line, Point to point  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Premises systems/gear

**KINGCOM**

8060 SW Pfaffle  
Tigard, OR 97223  
844.267.5464 (voice)  
www.kingcom.com

**Contact:** Reed Reynolds

rparris@kingcom.com

**Primary Underlying Providers:**

ACC  
AT&T  
Charter  
Cogent  
Comcast  
Level 3  
Lightower  
Lightpath  
PGI  
Star2Star  
Time Warner Cable  
tw telecom  
Windstream  
Zayo

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data services  
SIP trunking  
Unified communications  
VoIP

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center  
Dark fiber  
Desktop virtualization  
Ethernet services  
Hosted Email  
Hosted infrastructure/platform  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services  
Consulting  
Expense/Mobile management

**L**

**Long Distance Post LLC**

PO Box 481  
Belmont MA 02478  
617.489.5952 (voice)  
617.812.0370 (fax)  
www.ldpost.com

**Contact:** Alex Filippov

sales@ldpost.com

**Voice Services:**

IP telephony  
Mobile services  
Prepaid voice/data

**Liquid Networkx**

PO Box 780099  
San Antonio, TX 78278  
866.547.8439 (voice)  
info@liquidnetworkx.com  
www.liquidnetworkx.com

**Contact:** Don Douglas

**Primary Underlying Providers:**

AT&T  
CenturyLink  
Cisco  
CityNap  
IBM  
Level 3  
Masergy  
tw telecom  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Hosted PBX  
Mobile services  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center  
Dark fiber

Desktop virtualization  
Ethernet services  
Hosted Email  
Hosted infrastructure/platform  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services  
Consulting  
Expense/Mobile management  
Installation  
Premises systems/gear

**M**

**MicroCorp Inc.**

4901 Olde Towne Pkwy  
Suite 200  
Marietta, GA 30068  
770.649.1919 (voice)  
770.649.1717 (fax)  
www.microcorp.com

**Contact:** Stacy Conrad

stacy@microcorp.com

**Primary Underlying Providers:**

AireSpring  
BCN Solutions Express  
Birch  
Bright House  
Broadview  
CBeyond  
CenturyLink  
Charter  
Comcast Business Class  
Contingent  
EarthLink  
Evolve IP  
Global Solutions Inc  
inContact  
Intercall  
Internap  
Level 3  
Masergy  
NBS  
NeoNova  
NetWolves  
Nitel  
PGI  
Powernet  
QTS  
RapidScale  
ShoreTel Sky  
Sprint  
Stratus Networks  
TelePacific  
Time Warner Cable  
tw telecom  
West IP  
Windstream  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Hosted PBX  
Mobile services  
SIP trunking  
VoIP  
Unified communications  
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Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services  
Consulting  
Expense/mobile management





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**Primary Underlying Providers:**  
Blackberry  
Microsoft  
Vidyo  
VM Ware

**Voice Services:**  
Conferencing  
Hosted PBX  
SIP trunking  
VoIP  
Unified communications

**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Desktop virtualization  
Hosted infrastructure/platforms  
Virtual servers

**Support/Other Services:**  
Expense/Mobile management

**N**

**Namada.com**  
8 Buxley Court  
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800.862.6232 (voice)  
www.namada.com

**Contact:** Joseph Horton  
jh@namada.com

**Primary Underlying Providers:**  
iTeleCenter  
tel3 Advantage  
The Conference Group  
Callture  
United World

**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
International calling services  
VoIP

**Network Consulting Group**  
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Tustin, CA 92780  
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www.ncgtelecom.com

**Contact:** John Wheels  
sales@ncgtelecom.com

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AT&T  
CenturyLink  
Comcast  
Cox  
Level 3  
Sprint  
Star2Star  
Sonic.net  
TelePacific  
Time Warner Cable  
tw telecom  
Windstream  
XO  
Zayo

**Voice Services:**  
Dedicated local/LD  
Hosted PBX  
Mobile services  
VoIP

**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Ethernet services  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
Managed network services  
Private line, Point to point  
Virtual servers  
Wireless data access

**Support/Other Services:**  
Consulting  
Expense/mobile mamngement  
Installation

**New Horizon Communications Group**  
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www.nhcgrp.com

**Contact:** Glen Nelson  
gnelson@nhcgrp.com

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Dedicated local/LD  
Hosted PBX  
SIP trunking  
VoIP

**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Email  
Ethernet services  
Managed network services  
MPLS VPN  
Private line, Point to point  
WAN optimization  
WAN transport  
Web hosting  
Wireless data access

**Nice Touch Communications**  
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212.584.2350 (voice)  
www.nicetouch.net  
info@nicetouch.net

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AT&T  
Broadview  
Ceyond  
China Unicom  
Cincinnati Bell  
Colotrqa  
Comcast  
CoreSite  
Cox  
Earthlink  
Evolve IP  
Frontier  
GTT  
Hudson Fiber  
InterCall  
Internap  
KDDI  
Latisys  
Level 3  
Lighttower  
LighPath  
Masergy  
MegaPath  
MetTel  
NaviSite  
Networks  
NTT  
PacNet  
PCCW  
Powernet  
QTS  
Shoretel  
Sprint  
Star2Star  
Tata  
Telefonica  
Telehouse  
TeleSphere  
Telx  
Time Warner Cable  
T-Mobile  
US Signal  
West IP  
Windstream  
XO  
Zayo

**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications

**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center services  
Dark fiber  
Hosted IT services  
Ethernet services  
Integrated access  
Managed network services  
MPLS VPN  
Private line  
Security/Firewall  
Web hosting  
Wireless data access

**Support/Other Services:**  
Billing/OSS  
Expense/Mobile

management  
Premises systems/gear



**Omni Solutions Inc.**  
www.omnisolutionsinc.com

**Contact:** Randy Marshall  
rmarshall@omnisolutionsinc.com

**Voice Services:**  
Dedicated local/LD  
VoIP

**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data center services  
MPLS VPN  
Private line  
WAN transport

**Support/Other Services:**  
Billing/OSS

Business Services  
Consulting  
Legal/Regulatory/Compliance

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608.873.4454 (fax)  
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**Contact:** Bill Mansfield  
bill@ontrackcom.com

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Charter Business  
Contigent  
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EarthLink  
Ernest Communications  
NetOnTheRun  
Nitel  
Time Warner Cable

TNCI  
US Signal  
West IP  
Windstream

**Voice Services:**  
Dedicated local/LD  
Hosted PBX  
SIP trunking  
VoIP

**Data/Network Services:**  
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Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Ethernet  
Fiber services  
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Integrated access  
Managed network services  
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info@onvisource.com  
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Dedicated local/LD  
Hosted PBX  
SIP trunking  
VoIP  
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Access (DSO-OCn)  
Hosted IT services  
Private line  
Wireless data access  
**Other/Support Services:**  
Business services

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**Contact:** James Ulrich  
julrich@osstelco.com  
**Primary Underlying Providers:**  
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Arkadin  
AT&T  
Birch  
Broadview Networks  
Cbeyond  
CenturyLink  
Charter  
Cogent  
Cologix  
Comcast  
EarthLink  
Equinix  
EvolveIP  
InContact  
Intelepeer  
InterNap  
Io Data Centers  
Level 3  
Lighttower  
Lightpath  
Masergy  
NetWolves  
Nitel  
PacNet  
PGI  
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ShoreTel  
SoundConnect  
Spectrotel  
Sprint  
Telecom Recoverit  
TeleSphere  
Telnes  
Telx  
Thinking Phones  
Time Warner Cable  
T-Mobile  
tw telecom  
Unitas Global  
UNSI  
Verizon  
Viawest  
Windstream  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
SIP trunking  
VoIP  
Unified communications

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center services  
Email  
Ethernet services  
Hosted infrastructure/platforms  
Hosted Office IT services  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Billing/OSS  
Business services  
Energy services  
Expense/Mobile management  
Premises systems/gear

**P****P2 Telecom, LLC**

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Stamford, CT 06907  
203.388.7250 (voice)  
www.p2telecom.com  
**Contact:** Bill Patchett  
BPatchett@p2telecom.com  
**Primary Underlying Providers:**  
AT&T  
Bandwave  
Broadsmart  
Charter  
Conference Group  
Broadview  
American Telesis  
BullsEye  
Comcast  
Earthlink  
GlobaInx  
MetTel  
New Horizons  
Nitel  
Time Warner Cable  
Thinking Phones  
Telnes  
Spectrotel  
Transbeam  
Optimum  
CenturyLink  
Sprint  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Colocation/Data Center services  
Dark fiber  
Desktop virtualization  
Hosted email  
Ethernet services  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
Private line, Point to point  
Storage  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services  
Consulting  
Expense/Mobile management

**Phone Tech Communications, Inc.**

6004 W 146th St.  
Overland Park, KS 66223  
913.345.0437 (voice)  
www.phonecommunications.com  
info@phonecommunications.com  
**Contact:** Vivek Dayal  
vivek@phonecommunications.com  
**Primary Underlying Providers:**  
A+ Conferencing  
ACC Business  
Access2Go  
AireSpring  
AT&T  
Bandwave  
CenturyLink  
Covad  
Ernest  
Global Crossing

Level 3  
New Edge  
NBS  
Nitel  
Sprint  
TelePacific  
Time Warner Business Class  
TouchTone  
tw telecom  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP trunking  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data Center services  
Managed network services  
MPLS VPN  
Private line, Point to point  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services  
IT Integration services  
Premises systems/gear

**PlanetOne Communications Inc.**

9845 E. Bell Rd.  
Suite 130  
Scottsdale, AZ, 85260  
877.487.8353 (voice)  
480.596.3334 (fax)  
www.planetone.net  
**Contact:** Lauren Shapiro  
lauren.shapiro@planetone.net  
**Primary Underlying Providers:**  
ACC  
AT&T  
Birch  
CenturyLink  
Cogent  
Corvisa  
EarthLink  
EvolveIP  
GTT  
inContact  
Integra  
IntelePeer  
Internap  
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Level 3  
Lighttower  
Masergy  
MegaPath  
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NuveStack  
NYNEX  
PGI  
QTS  
Retarus  
ScaleMatrix  
Spring  
TelePacific  
TeleSphere  
Telnes  
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**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
BC/DR  
Colocation/Data Center services  
Dark fiber  
Desktop virtualization  
Hosted email  
Hosted Office/IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to Point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting

Wireless data access  
**Support/Other Services:**  
Business services  
Expense/Mobile management  
Financial services

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**Contact:** Daryl Heller  
dheller@premiercompaniesllc.com  
**Primary Underlying Providers:**  
ACC  
AT&T  
AT&T Wireless  
Broadview  
CenturyLink  
Level 3  
Sprint  
TNCI  
Verizon  
Verizon Wireless  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
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Mobile services  
Prepaid voice/data  
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Access (dial-up, DSL, cable, T1)  
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Colocation/Data center services  
Private line, Point to point  
Web hosting  
Wireless data access  
**Other/Support Services:**  
Billing/OSS  
Consulting  
Expense management  
Premises systems/gear

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**Primary Underlying Providers:**  
ACC Business  
AireSpring  
Alliance Cost Containment  
AMC  
AT&T  
Broadview  
BullsEye  
Cbeyond  
Charter  
Cogent  
Coltraq  
Comcast  
Cox  
Earthlink  
Integra  
Level 3  
Masergy  
MegaPath  
Nitel  
PGI  
RapidScale  
Sonic.net  
Sprint  
Star2Star  
TechMD  
Telekenex  
TelePacific  
Tier Zero  
Time Warner Cable  
T-Mobile  
Towerstream  
tw telecom  
Unitas Global  
Verecloud  
Verizon  
Windstream  
CenturyLink  
X2nSat  
XCast  
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**Voice Services:**  
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Ethernet services  
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Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access

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www.rittenhouse.com.com  
contact@rittenhouse.com.com  
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ATC  
Bandwave  
Broadview  
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Cogent  
Comcast  
Covad  
DynaLink  
EvolveIP  
Granite  
InPhonex  
Line Systems  
Masergy  
MetTel  
NetCarrier  
New Edge  
Optimum  
Paetec  
Paramount Communications  
PGI  
Reliance Globalcom  
Speakeasy  
Spectrol  
Vantage Communications  
Verizon  
Whaleback  
Windstream

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Unified communications  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Ethernet services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Wireless data access

S

**Sandler Partners**

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Hermosa Beach, CA 90254  
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310.546.3922 (fax)  
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**Contact:** Alan Sandler  
alan@sandlerpartners.com

**Primary Underlying Providers:**

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ACC Business  
Access One  
AccessLine  
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AirBand  
AireSpring  
AT&T  
Bandcon  
BCN  
Broadview  
Calltower  
CenturyLink  
Charter  
China Unicom  
Cogent  
Color Broadband  
Conserto  
Covad  
Cox  
EarthLink  
Easton  
Excel  
Frontier  
Global Crossing  
Granite  
Host.net  
inContact  
Integra  
Intelletrace  
ITS  
Level 3  
Masergy  
MegaPath  
Netwolves

New Edge  
O1 Communications  
Paetec  
Powernet  
Savvis  
Sprint  
Sungard  
Telnes  
Time Warner Cable  
TMC  
T-Mobile  
tw telecom  
Verizon  
Xcast  
XO

**Voice Services:**

Conferencing  
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Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications

**Data/Network Services:**

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Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Email  
Ethernet services  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Business services  
Expense/Mobile management  
Installation  
IT Integration services  
Premises systems/gear

**Sarco Communications Inc.**

1580 Chapel St.  
New Haven, CT 06511  
203.777.1234 (voice)  
203.724.5952 (fax)  
www.sarcocommunications.com  
bstrom@sarcotel.com

**Primary Underlying Providers:**

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New Horizons  
One Communications  
Windstream

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Hosted  
Local  
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Ethernet  
MPLS-VPN  
Private line  
Video

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info@call4less.com

**Primary Underlying Providers:**

AccessOne  
AccuLinQ  
AireSpring  
Allegiance  
CenturyLink  
Mpower  
Powernet  
Talk America  
Total Call International

**Voice Services:**

Conferencing  
Dedicated local/LD  
Prepaid voice/data  
SIP trunking

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Private line, Point to point  
Wireless data access

**Sierra Business Solutions**

1133 Airline Dr. Ste. 2200  
Grapevine, TX 76051  
817.442.8566 (voice)  
419.730.3767  
www.sierrabiz.com  
**Contact:** Scott Hailey  
scott@sierrabiz.com

**Voice Services:**

Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP trunking  
Unified communications  
VoIP

**Data/Network Services:**

Access (dial-up, DSL, cable, T1)  
BC/DR  
Colocation/Data center services  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Web hosting  
**Support/Other Services:**  
Consulting  
Energy services  
Expense/mobile management  
Premises systems/gear

**SimpleComm Solutions Inc.**

125 N. Halsted St.  
Suite 302  
Chicago, IL 60661  
312.715.1600 (voice)  
312.715.1595 (fax)

www.simplecomm.net

**Primary Underlying Providers:**

AboveNet  
AccessOne  
AT&T  
Cogent  
Comcast  
Converged Communications  
Earthlink  
First Communications  
Grapevine  
Intercall  
Intermap  
Level 3  
Lower Electric  
MegaPath  
Prime Communication  
Sprint  
Stratosphere Networks  
T-Mobile  
US Signal  
Verizon Wireless  
XO  
Zayo

**Voice Services:**

Conferencing  
Dedicated local/LD  
Mobile services  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center services  
Ethernet services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Wireless data access

**Support/Other Services:**

Business services  
Energy services  
Premises systems/gear

**Smith Communications Group**

1119 Sandstone Rd.  
Greensburg, PA 15601  
724.850.7979 (voice)  
724.552.0123 (fax)  
www.smithcommgroup.com

**Simple Channel Math**

**Add** Increased revenue from providing true Fax over IP (FoIP), wireless PBXs, IP phones, gateways, and SBCs to your solutions offerings

**Subtract** costs of POTS Lines and customer support

Join the NetGen Communications Channel and add to your portfolio, increase revenue, and complete your customers' needs. Decrease your costs and reduce customer service calls.

**A+**

**Contact:** Curt Smith  
 csmith@smithcommgroup.com  
**Primary Underlying Providers:**  
 AboveNet  
 ACC Business  
 AT&T  
 CenturyLink  
 Duquesne Light Energy  
 Dominion  
 First Energy  
 Level 3  
 Nuvox  
 One Communications  
 tw telecom  
 XO  
**Voice Services:**  
 Dedicated local/LD  
 Integrated access  
 VoIP  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Dark Fiber  
 Ethernet services  
 Integrated access

International access  
 Managed network services  
 MPLS VPN  
 Private line, Point to point  
**Support/Other Services:**  
 Energy services  
**SOVA, Inc.**  
 18 Maffett St.  
 Plains, PA 18705  
 570.824.6800 (voice)  
 570.824.6801 (fax)  
 www.sova.com  
**Contact:** Angela Welby  
 sales@sova.com  
**Primary Underlying Providers:**  
 Verizon  
 Verizon Cloud  
 Verizon Wireless  
**Voice Services:**  
 Dedicated local/LD  
 Hosted PBX  
 Mobile services  
 SIP trunking

Unified communications  
 VoIP  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Access (DSO-OCn)  
 BC/DR  
 Colocation/Data Center services  
 Hosted email  
 Hosted infrastructure/platforms  
 Integrated access  
 International access  
 Managed network services  
 MPLS VPN  
 Private line, Point to point  
 Security/Firewall  
 Storage  
 Virtual servers  
 WAN optimization  
 Web hosting  
 Wireless data access  
**Support/Other Services:**  
 Consulting

**Spectrum Inc.**  
 9145 Governors Way  
 Cincinnati, OH 45249  
 513.697.2000 (voice)  
 513.697.2001 (fax)  
 www.3spectrum.com  
**Primary Underlying Providers:**  
 CenturyLink  
 Level 3  
 PGI  
 TNCI  
 XO  
**Services Offered:**  
 Broadband services  
 Expense/Mobile management  
 Voice and Data  
**StrataCore**  
 2320 2nd Ave.  
 Suite 2100  
 Seattle WA 98121  
 206.686.3211 (voice)  
 www.stratacore.com  
 info@stratacore.com  
**Primary Underlying Providers:**  
 AT&T  
 CenturyLink  
 China Telecom  
 DataPipe  
 Digital Fortress  
 Digital Realty  
 Edge Cast  
 Integra  
 Inteliquent  
 Interxion  
 io Data Centers  
 Latisys  
 Level 3  
 Limelight  
 NaviSite  
 Pacnet  
 QTS  
 Sabey Data Centers  
 Server Central  
 SoftLayer  
 Spectrum  
 Sungard  
 Tata  
 Telx  
 The Westin Building  
 Tier 3  
 TierPoint  
 Verizon  
 WCI  
 Wowrack  
**Voice Services:**  
 Dedicated local/LD  
 SIP trunking  
 VoIP  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Access (DSO-OCn)  
 Colocation/Data center  
 Hosted infrastructure/platforms  
 MPLS  
 WAN transport  
 Web hosting  
 Wholesale Internet

**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Access (DSO-OCn)  
 Integrated access  
 Private line, Point to point  
**Support/Other Services:**  
 Premises systems/gear  
**T1 Solutions**  
 PO Box 12232  
 Research Triangle Park  
 North Carolina 27709-2232  
 800.360.4864 (voice)  
 www.t1solutions.com  
 info@t1solutions.com  
**Primary Underlying Providers:**  
 AT&T  
 Cbeyond  
 CenturyLink  
 Earthlink  
 Level 3  
 MegaPath  
 Sprint  
 Time Warner Cable  
 tw telecom  
 Windstream  
 Verizon  
 XO  
**Voice Services:**  
 Voice T1  
**Data/Network Services:**  
 Access (dial-up, DSL, cable, T1)  
 Access (DSO-OCn)  
 Integrated access  
 Private line, Point to point  
**T2 Technologies**  
 4610 Ulster St #150  
 Denver, CO 80237  
 303.762.1100 (voice)  
 866.296.7888 (fax)  
 www.t2technologies.com  
 info@t2technologies.com  
**Voice Services:**  
 Conferencing  
 Dedicated local/LD  
 E911  
 Hosted VoIP  
 Mobile services  
 Network monitoring  
 SIP trunking  
 VoIP origination/termination  
**Data/Network Services:**  
 Access (DSO-OCn),  
 Email  
 MPLS/VPN  
 Premises systems/gear  
 Private line, Point to point  
**TDM, Inc**  
 7608 Hwy 146  
 Suite 300  
 PeWee Valley KY 40056  
 Voice 502.244.1668  
**Fax:** 502.245.1155  
**Contact:** Brad Fenton  
 bradf@tdm.cc  
 TDM100.com  
**Primary Underlying Providers:**  
 123Net  
 ACC  
 Access Point  
 Ainet  
 Alteva  
 American Telesis  
 Bandwave  
 BCN  
 Birch  
 Bright House  
 Broadview  
 Bulk TV  
 CCI  
 Centurylink  
 Cincinnati Bell  
 Comcast  
 Contingent  
 Convey  
 Cox  
 Dynalink  
 Earthlink  
 Entelegent  
 Ernest  
 Granite  
 Intercall  
 Keystone  
 Level 3  
 Mediacom  
 Megapath  
 Mitel  
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**PHONE: 310.374.1350**  
**WWW.GIGLINX.COM**

**T**

**T-1 Connections Inc.**  
 877.673.3781 (voice)  
 www.t1connections.com  
**Contact:** Robert Fox  
 rfox@t-1c.com  
**Primary Underlying Providers:**  
 ACC Business  
 Acces2Go  
 AireSpring  
 AT&T  
 Broadview Networks  
 Cbeyond  
 CenturyLink  
 Covad  
 Level 3  
 MegaPath  
 MetTel  
 Speakeasy  
 Sprint  
 TelePacific  
 T-Mobile  
 Verizon  
 Windstream  
 XO  
**Voice Services:**  
 Dedicated local/LD  
 Prepaid voice/data  
 SIP trunking

Spectrotel  
SCD.net  
Airespring  
Spectrum Business  
Suddenlink  
TDM Inc.  
TelePacific  
Telnes  
The Conference Group  
Time Warner Cable Business  
Class  
U4  
Velis4  
West IP  
Windstream  
WOW  
XO  
**Voice Services:**  
Conferencing  
Dedicated Local/LD  
Hosted PBX  
Mobile  
SIP Trunking  
VoIP  
Unified Communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
BC/DR  
Colocation/Data Center  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line  
Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Expense/mobile management

**TDMobility**  
5350 Tech Data Drive  
Clearwater, FL 33760  
800.237.8931 (voice)  
www.techdata.com/tdmobility  
brian.kosoy@techdata.com  
**Primary Underlying Providers:**  
AT&T  
Blackberry  
Sprint  
Symantec  
T-Mobile  
Verizon  
VMWare  
**Services:**  
Mobile devices  
Mobile lifecycle management  
Premises systems/gear  
Turnkey wireless services

**Technology Management Solutions**  
1443 E. Washington St.  
Suite 117  
Pasadena, CA 91104  
626.737.2960 (voice)  
www.tms-tech.com  
**Contact:** Ralph Teel  
rteel@tms-tech.com  
**Data/Network Services:**  
Access (DSO-OCn)  
BC/DR  
Email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Managed network services  
Private line, Point to point  
Security/Firewall  
Web hosting  
**Support/Other Services:**  
Business services  
Consulting  
IT Integration services  
Regulatory/Compliance

**Tel-Affinity Corp**  
888.419.6722 (voice)  
781.433.0951 (fax)  
www.tel-affinity.com  
info@tel-affinity.com  
**Primary Underlying Providers:**  
A+ Conferencing  
ACC Business  
Access One  
AireSpring  
Allegiance Telecom  
American Telesis  
AT&T

CenturyLink  
MegaPath  
Sprint  
TelePacific  
TMC  
Verizon  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data center services  
Email  
Ethernet services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Web hosting  
**Support/Other Services:**  
Business services  
Expense/mobile management

**Telarus, Inc**  
45 W Sego Llyy Dr.  
Suite 220  
Sandy, UT 84070  
801.523.2100 (voice)  
www.telarus.com  
**Contact:** Ryan Bennion  
rbennion@telarus.com  
**Primary Underlying Providers:**  
365 Main  
ACC Business  
AccuConference  
Advantix  
AireSpring  
Alpheus  
Birch  
Broad Sky  
Broadvox  
C7 Data Centers  
CentraCom  
Centurylink  
Cogent  
Comcast  
DukeNet  
Earthlink  
Exede  
GTT  
Granite  
inContact  
Inegra  
Level 3  
Lightpath  
Masergy  
MegaPath  
Momentum  
NetWolves  
New Cloud  
Nitel  
Optimum  
Peak10  
Powernet  
Reallinx  
StartingMeeting  
Suddenlink  
TelePacific  
TeleSphere  
Telnes  
Telx  
Time Warner Cable  
Business Class  
tw telecom  
Unitas Global  
Verizon  
ViaWest  
VocalIP Network  
VX Suite  
Spectrum Business  
West IP  
Windstream  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL,

cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center  
Dark fiber  
Desktop virtualization  
Hosted email  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Billing/OSS  
Business services  
Consulting  
Expense/Mobile management  
Installation

**TelcoIQ**  
4300 Forbes Blvd.  
Suite 110  
Lanham, MD 20706  
202.595.1500 (voice)  
www.telcoiq.com  
contact@telcoiq.com  
**Primary Underlying Providers:**  
ACC Business  
AT&T  
Cavalier  
CenturyLink  
Cogent  
Covad  
Global Cross  
Level 3  
Masergy  
MegaPath  
New Edge  
Nuvox  
Savvis  
Speakeasy  
Sprint  
West IP

Windstream  
XO  
Xspedius  
**Voice Services:**  
Dedicated local/LD  
Hosted PBX  
Prepaid voice/data  
SIP trunking  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center services  
Ethernet services  
Integrated access  
MPLS VPN  
Private line, Point to point  
**Telcombroskers**  
888.853.9664 (voice)  
www.telcombroskers.com  
**Primary Underlying Providers:**  
8x8  
ACC Business

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American Telesis  
ANI Networks  
ANPI  
ATN  
Broadsmart  
BullsEye  
Cbeyond  
CCI Network Services  
CenturyLink  
Charter  
Coast2Coast  
Comcast  
Compass Global  
CRA  
DynaLink  
EarthLink  
Fusion  
Globalinx  
GTT  
HyperCube  
inContact  
Level 3  
Masergy  
MegaPath  
My Global Talk  
Nitel  
PGi  
RapidScale  
SingTel  
Sprint  
TeleData Solutions  
TelePacific  
Telnes  
The Conference Group  
Time Warner Business Class  
T-Mobile  
TNCI  
TowerStream  
tw telecom  
UCN  
US Colo  
Velocity Networks  
Verecloud  
West IP  
Widepoint  
Windstream  
XCast Labs  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated Local/LD  
Hosted PBX  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
BC/DR  
Colocation/Data Center services  
Desktop virtualization  
Email  
Ethernet services  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Web hosting  
**Support/Other Services:**  
Business services

**Telcorp International**  
11650 Olio Road  
Suite 1000-287  
Fishers, IN 46037  
317.849.5239 (voice)  
317.578.0394 (fax)  
www.telcorpinternational.com  
bob@telcorpinternational.com  
**Primary Underlying Providers:**  
Bluetone  
Corvisa  
Goodwin  
inContact  
PowerNet  
TouchTone  
USA Digital  
plus many other  
**Voice Services:**  
Conferencing  
Call center services  
Hosted PBX  
IP Telephony  
SIP Trunking  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data Center services  
Ethernet services  
Managed network services

MPLS VPN  
Private line, Point to point  
**TeleCHOICE**  
11556 Willow Garden S  
Windermere, FL 34786  
888.735.3535 (voice)  
www.telechoice.net  
**Primary Underlying Providers:**  
ACC Business  
AireSpring  
BCN Solutions Express  
Broadview  
BullsEye Telecom  
Cbeyond  
CenturyLink  
Cogent  
Earthlink  
EvolveIP  
FiberLight  
InContact  
Integra  
IntelePeer  
InterCall  
InterNap  
Level 3  
LiveOps  
Masergy  
Nitel  
NTT  
PGi  
Powernet  
QTS  
RapidScale  
Tata SingTel  
TCN  
TelePacific  
TeleSphere  
Time Warner Cable Business Class  
TouchTone  
tw telecom  
West IP  
Windstream  
XO  
"More than 70 top providers"  
**Services Offered:**  
Conferencing  
**Voice Services:**  
Conferencing  
Hosted PBX  
SIP Trunking  
Unified communications  
VoIP  
**Data/Network Services:**  
Contact center services  
Dark Fiber  
Ethernet services  
Hosted email  
Hosted infrastructure/platforms  
International access  
Integrated access  
Hosted Office IT services  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual desktop  
Virtual servers  
**Support/Other Services:**  
Business services

**Telecom Brokerage Inc. (TBI)**  
8770 West Bryn Mawr Ave.  
Chicago, IL 60631  
847.465.4500 (voice)  
847.465.1488 (fax)  
www.tbicom.com  
**Contact:** Ken Mercer  
info@tbicom.com  
**Primary Underlying Providers:**  
8x8  
ACC Business  
ADAR  
Airespring  
ANPI  
Birch  
Bright House  
Business Only Broadband  
Cbeyond  
CenturyLink  
Charter  
Cogent  
Comcast Business  
EarthLink Business  
Evolve IP  
Ernest  
First Communications  
Fortis  
Frontier  
Fusion  
Granite  
GTT  
inContact

Integra  
Intercall  
IT Sawy  
JMark  
Level 3  
Lighttower  
Masergy  
Mediacom  
MegaPath  
MetTel  
Mitel  
Netcarrier  
Netwolves  
Nitel  
PCCW  
PGi  
RapidScale  
Rootaccess  
Singlehop  
Sprint  
Suddenlink  
T-Mobile  
Telepacific  
TeleSphere  
Telnes  
Telx  
Thinking Phones  
Time Warner Cable Business Class  
TruMobility  
tw telecom  
US Signal  
Verizon  
Voxox  
West IP  
Whoa  
Windstream  
WOW Business  
XO Communications  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated Local/LD  
Hosted PBX  
Mobile services  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Dark fiber  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Consulting  
Expense/Mobile management  
**Telecom Consulting Group**  
602 E. McNab Rd.  
Pompano Beach, FL 33069  
954.776.5000 (voice)  
www.tcg-partners.com  
**Contact:** Dan Pirigyi  
dan@tcg-partners.com  
**Primary Underlying Providers:**  
ACC Business  
Access Point  
Airespring  
ANPI  
AT&T  
Atlantic Broadband  
Bright House  
Broad Sky Networks  
Broadsmart  
Broadvox  
BullsEye Telecom  
CallTower  
Cbeyond  
CenturyLink  
Charter  
Cogent  
Comcast  
Conference Group  
Cox  
Digium  
EarthLink  
Equinix  
Fiberlight  
FPL Fibernet  
GTT

Green Cloud  
HiQ Data  
Host.net  
Hotwire  
iM Integrated  
inContact  
iNet Communications  
Intercall  
Internap  
IP FONE  
JIVE  
Level 3  
LiveOps  
Mediacom  
MegaPath  
MetTel  
NetWolves  
Nexogy  
Nextiva  
Nitel  
Optimum Cable  
PGi  
Powernet  
QTS  
QxC Communications  
RapidScale  
Sprint  
Start Meeting  
Suddenlink  
Sungard  
TelePacific  
Telnes  
Thinking Phones  
Time Warner Cable  
Towerstream  
tw telecom  
UNSI  
Verizon  
ViaWest  
Vonage  
West IP  
WHOA.com  
Windstream  
WOW Business  
X2NSat  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP trunking  
Unified communications  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data center  
Dark fiber  
Desktop virtualization  
Ethernet services  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Storage  
Virtual servers  
Wireless data access  
**Support/Other Services:**  
Consulting

**Telecommunications On Demand, Inc.**  
1 S. 2nd St.  
Pottsville, PA 17961  
570.581.8300 (voice)  
484.229.0707 (fax)  
www.tcdemand.com  
**Contact:** Jeffrey Bornstein  
jeff@tcdemand.com  
**Services:**  
Business process services  
Contact center services  
Energy services  
Telemarketing services  
Web content services

**TeleDomain Inc.**  
131 W 35th St  
8th Fl.  
New York, NY 10001  
516.504-9448 (voice)  
www.teledomain.com  
info@teledomain.com  
**Underlying Providers:**  
AboveNet  
ACC  
Access Point  
AireSpring

American Telesis  
AT&T  
ATC  
Broadsmart  
Broadview  
CenturyLink  
Cogent  
Dialog  
DynaLink  
Earthlink  
iZigg  
Level 3  
Lighttower  
LoopUp  
MegaPath  
Mettel  
NetWolves  
New Horizon  
Optimum Lightpath  
Powernet  
PGi  
RCN  
SpectroTel  
Telecom Recovery  
TelePacific  
telx  
Time Warner cable  
TouchTone  
TowerStream  
Transbeam  
Verizon  
VoDa Networks  
West IP  
Windstream  
Zone Telecom  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Toll Free  
Wholesale termination  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data Center services  
Ethernet services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Storage  
WAN optimization  
**Support/Other Services:**  
Installation  
Premises systems/gear  
**Telegration, Inc**  
905 W. Maple Rd.  
Clawson, MI 48017  
248.284.6700 (voice)  
800.860.6571 (fax)  
www.telegration.com  
**Contact:** Heather Conaway  
hconaway@telegration.net  
**Primary Underlying Providers:**  
123.net  
ACD.Net  
AireSpring  
AT&T  
Bright House Networks  
Broadview  
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BullsEye Telecom  
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CenturyLink  
Comcast  
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PGi  
QTS  
Retarus  
ShoreTelSky  
Spectrum  
Star2Star  
TDS Metrocom  
Telesystems  
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Thinking Phone



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US Signal  
Windstream  
XO Communications  
WOW Business  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP Trunking  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-0Cn)  
BC/DR  
Colocation/Data Center  
Content delivery network  
Dark fiber  
Email  
Ethernet services  
Hosted infrastructure/platforms  
Integrated access  
Managed network services  
MPLS VPN  
Security/Firewall  
Storage  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Billing/OSS  
Business services  
Expense/Mobile management  
Location-based services  
Premise systems/gear

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23461 Southpointe Dr.  
Suite 185  
Laguna Hills, CA 92653  
888.999.4244 (voice)  
888.999.5801 (fax)  
www.teleproviders.com

**Primary Underlying Providers:**  
AboveNet  
AT&T  
CenturyLink  
Cogent

Earthlink  
InterCall  
Level3  
Lightyear  
Masery  
MetTel  
Rackspace  
Savvis  
Sprint  
TelePacific  
Tata Communications  
tw telecom  
Verizon  
Windstream  
XO

**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-0Cn)  
Colocation/Data Center services  
Hosted infrastructure/platforms  
Integrated access  
International access  
Managed network services  
Private line, Point to point  
Wireless data access

**TheTechDepot.com**  
952 Kinwat Ave  
Baltimore, MD 21221  
443.865.3080 (voice)  
866.441.0074 (fax)  
www.thetechdepot.com

**Contact:** Chuck Anthony  
chuck@thetechdepot.com  
**Primary Underlying Providers:**  
ACC Business  
AireSpring  
AT&T  
Cavalier  
Network Innovations  
One Communications  
UCN  
XO  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
SIP trunking

VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-0Cn)  
Colocation/Data Center services  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Storage  
Virtual servers  
WAN optimization  
Wireless data access  
**Support/Other Services:**  
Consulting  
Expense/Mobile management

**Top Speed Data Communications**

1310 Redwood Way  
Suite 200  
Petaluma, CA 94954  
707.242.8266 (voice)  
707.795.3050 (fax)  
www.topspeeddata.com  
glenn@topspeeddata.com

**Primary Underlying Providers:**  
ACC Business  
Allworx  
AT&T  
BroadSky  
CenturyLink  
Charter Business  
Comcast  
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Integra  
InterCall  
Level 3  
Masergy  
MegaPath  
Nitel  
PGI  
Quest  
Skyriver

Sonic.net  
Spectrum  
Sprint  
Stratus  
TelePacific  
Time Warner Cable  
tw telecom  
Utility Telephone  
Vista Broadband  
Widepoint  
Windstream  
XCast  
X2nSat  
XO  
Zayo  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
VoIP  
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Access (dial-up, DSL, cable, T1)  
Access (DSO-0Cn)  
Ethernet services  
Integrated access  
MPLS VPN  
Private line, Point to point  
Wireless data access

**Torrent Technologies Inc.**

30711 Zims Ln  
Grand Rapids, MN 55744  
218.327.9025 (voice)  
218.327.9024 (fax)  
www.torrenttechnologies.com  
**Contact:** Jeff Yeschick  
jeff@torrenttechnologies.com

**Primary Underlying Providers:**  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
SIP trunking  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-0Cn)  
BC/DR

Colocation/Data center services  
Ethernet services  
Hosted infrastructure/platform  
Private line, Point to point  
Web Hosting  
Wireless data access  
**Total Telecom Consulting**  
2218 Boustead St.  
Pittsburgh, PA 15216  
412.450.0005 (voice)  
www.totaltelecomconsulting.com  
**Contact:** Robert Stevens  
agents@totaltelecomconsulting.com

**Primary Underlying Provider:**  
AboveNet  
ACC Business  
ADTRAN  
Airband  
AireSpring  
AT&T  
AT&T Wireless  
BroadSky  
Broadvox  
Broadvov  
BullsEye  
Cavalier  
Cbeyond  
CenturyLink  
Cimco  
Comcast  
Covad  
Earthlink  
Ernest  
First Communications  
Global Telecom & Technology  
Granite  
Hughes  
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Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
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Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Dark Fiber  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
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Business services  
Consulting  
Expense/Mobile management  
Installation  
Premises systems/gear

U

**Ultimate Office Tech**  
2900 N. Quinlan Park Rd.  
Ste. B240-127  
Austin, TX 78732  
512-275-4333 (voice)  
www.ultimateofficetech.com  
**Contact:** Dan Taggart  
sales@ultimateofficetech.com  
**Primary Underlying Providers:**  
ACC Business  
Accel Networks  
Access One inc.  
Access Point  
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Alcatel - Lucent  
Alpheus  
American Telesis  
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Frontier Communications  
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Galileo  
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Lighttower  
Lightpath  
Masergy  
MediaCom  
MegaPath  
Message Broadcast  
MetTel  
NACR  
NaviSite (Time Warner Cable)  
NetWolves  
New Cloud  
NiTel  
NTT Communications  
Olympusat Telecom  
Optimum Business (Cablevision)  
PacNet  
PCCW  
PGi  
Powernet  
QTS  
RapidScale  
ShoreTel Sky  
Simple Signal  
SingTel  
Solar City  
Spark Energy  
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Star2Star  
Stratus  
Sungard  
T-Mobile  
TATA  
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Telesphere  
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Ting  
TouchTone  
Towerstream  
TSI  
tt Telecom  
UNSi (Airband)  
US Signal  
Velocity Networks  
Verizon  
Verizon Wireless  
ViaWest  
VoxOx  
West IP  
Windstream  
XO  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data Center services  
Dark Fiber  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platforms  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
Storage

Virtual servers  
WAN optimization  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Billing/OSS  
Business services  
Consulting  
Energy services  
Expense/Mobile management  
Installation  
Legal/Regulatory/Compliance  
Premises systems/gear

V

**Venicom**  
14650 N. 78th Way  
Scottsdale, AZ 85260  
602.277.0000 (voice)  
602.277.5151 (fax)  
www.venicom.com  
**Contact:** Stephen Goble  
partnersignup@venicom.com  
**Underlying Providers:**  
CenturyLink  
T-Mobile  
Over 100 other carrier relationships  
**Voice Services:**  
Conferencing  
Dedicated LD/local  
Hosted PBX  
Mobile  
Prepaid voice/data  
SIP trunking  
Unified communications  
VoIP  
**Data/Network Services:**  
Access (dial-up, DSL, Cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data center  
Dark fiber  
Desktop virtualization  
Hosted email  
Hosted infrastructure/platform  
Hosted Office IT  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point-to-point  
Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Web hosting  
**Support/Other Services:**  
Billing/OSS  
Business services  
Consulting  
Energy services  
Expense/mobile management  
Installation  
Legal/Regulatory  
Premises systems/gear

**VentureGroup**  
2520 Whitehall Park Dr.  
Charlotte, NC 28273  
704.409-2411 (voice)  
www.vgei.com  
**Contact:** Mark Hoffman  
mh@vgei.com  
**Primary Underlying Providers:**  
Over 45 Service Provider Relationships  
**Voice Services:**  
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Dedicated local/LD  
Hosted PBX  
Mobile  
SIP trunking  
VoIP  
**Data/Network Services:**  
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Access (DSO-OCn)  
BC/DR  
Colocation/Data center services  
Data storage/analysis  
Dark fiber  
Desktop virtualization  
Ethernet services  
Hosted Email  
Hosted infrastructure/platform  
Hosted Office IT services  
Integrated access  
International access  
Managed network services  
MPLS VPN  
Private line, Point to point

Security/Firewall  
Storage  
Virtual servers  
WAN optimization  
Wireless data access  
**Support/Other Services:**  
Consulting  
Energy services  
Expense/Mobile management

**Visioncom, Inc**  
7265 Highway 1  
Finland, MN 55603  
248.661.8290 (voice)  
248.661.4713 (fax)  
www.callvci.com  
**Contact:** Jay Lewis  
jlewis@callvci.com  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (DSO-OCn)  
Email  
Ethernet services  
Hosted Office IT services  
Integrated access  
Managed network services  
MPLS VPN  
Private line, Point to point  
Wireless data access  
**Support/Other Services:**  
Business services

**Vital Voice & Data**  
153 Morris Ave.  
Long Branch, NJ 07740  
888.558.8855 (voice)  
908.325.0100 (fax)  
www.vitalvoiceanddata.com  
**Contact:** Michael Longo  
info@vitalvoiceanddata.com  
**Underlying Providers:**  
"All major carriers"  
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Avaya  
Broadview  
BullsEye  
CenturyLink  
Cisco  
Dell  
Granite  
HP  
Intuit  
Microsoft  
Level 3  
Mitel  
Nortel  
Siemens  
Verizon  
Windstream  
**Voice Services:**  
Conferencing  
Dedicated local/LD  
Hosted PBX  
Mobile services  
Prepaid voice/data  
SIP trunking  
VoIP  
Unified communications  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
BC/DR  
Colocation/Data center services  
Content delivery network  
Dark fiber  
Email  
Ethernet services  
Managed network services  
MPLS VPN  
Private line, Point to point  
Security/Firewall  
WAN optimization  
WAN transport  
Web hosting  
Wireless data access  
**Support/Other Services:**  
Billing/OSS  
Business services  
Consulting  
Expense/Mobile management  
Installation  
Legal/Regulator/Compliance  
Premises systems/gear  
Prepaid voice/data  
Testing/Certification

**Voice Smart Networks**  
4840 Market St.  
Suite D  
Ventura, CA 93003  
805.642.3558 (voice)  
805.642.2954 (fax)  
www.voicesmartnetworks.com  
sales@voicesmartnetworks.com  
**Primary Underlying Providers:**  
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**Voice Services:**  
Conferencing  
Hosted PBX  
Premises systems/gear  
POTS lines  
IP telephony  
Unified communications/  
collaboration  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center services  
Ethernet services  
Hosted Office IT services  
Managed network services  
MPLS VPN  
Private line, Point to point  
Wireless data access  
**Support/Other Services:**  
Business services  
Installation  
IT Integration services  
Premises systems/gear

W

**Wholesale-Telecom**  
303-471-2550 (voice)  
720-528-8058 (fax)  
www.wholesale-telecom.com  
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**Primary Underlying Providers:**  
360 Networks  
A+ Conferencing  
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CenturyLink  
Cingular  
ClearOne  
Electric Lightwave  
eMeritus  
Focal  
Genesys Conferencing  
ICG  
Internap  
Level 3  
MicroSource  
New Edge Networks  
Primus  
Raindance  
Savvis  
SBC  
Sprint  
Time Warner Telecom  
T-Mobile  
Triton  
US Cellular  
Verizon  
Windstream  
XO  
Xtream Studio  
**Voice Services:**  
Conferencing  
Hosted PBX  
IP telephony  
Mobile services  
POTS lines  
Unified communications/  
collaboration  
**Data/Network Services:**  
Access (dial-up, DSL, cable, T1)  
Access (DSO-OCn)  
Colocation/Data center services  
Ethernet services  
Private line, Point to point  
Web Hosting  
Wireless data access  
  
**WinTel Communications Corp.**  
18 E. 48th St., 10th Fl  
New York, NY 10017  
212.532.2300 (voice)  
212.532.2333 (fax)  
www.wintelworks.com  
info@wintelworks.com  
**Primary Underlying Providers:**  
PGI

**Services:**  
 Conferencing

**WTG**  
 22761 Pacific Coast Hwy.  
 Suite 101  
 Malibu, CA 90265  
 310.456.2200 (voice)  
 310.456.2213 (fax)  
 www.wtg.com

**Underlying Providers:**  
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 ACC Business  
 Accel Networks  
 AccessPoint  
 AireSpring  
 American Telesis  
 Alcatel-Lucent  
 ANPI  
 BandTel  
 BCE Nexia  
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 Broadview Networks  
 Bullseye Telecom  
 Cbeyond  
 CenturyLink  
 Charter Business  
 China Unicom  
 Cincinnati Bell  
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 Cogent  
 Colotraq  
 Comcast  
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 Conferencing Advisors  
 CoreSite  
 CounterPath  
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 Data Storage Corp.  
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 Level 3  
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 Lightpath  
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 McGraw  
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 NewCloud  
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 TCast  
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 Telstrs International  
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Time Warner Cable Business  
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 TNCI  
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 Velocity Networks  
 Verizon  
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 Voxox  
 West IP  
 Windstream  
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 Zayo  
 Zone Telecom

**Voice Services:**  
 Conferencing  
 Hosted PBX  
 IP Telephony  
 Mobile services  
 POTS line  
 Prepaid voice/data services  
 SIP trunking  
 Unified communications

**Data/Network Services:**  
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 Integrated access  
 Managed network services  
 MPLS VPN  
 Private line, Point to point  
 Security/Firewall  
 Storage  
 WAN optimization  
 Web hosting  
 Wireless data access

**Support/Other Services:**  
 Energy services  
 Expense/Mobile management  
 IT Integration services  
 Premises systems/gear

**X**

**X4 Solutions**  
 20324 Plattner Ct  
 Mokena IL 60448  
 800.927.4444 (voice)  
 www.x4solutions.com

**Contact:** Curt Allen  
 callen@x4solutions.com

**Primary Underlying Providers:**  
 4G Biz Solutions  
 ACC Business  
 AireSpring  
 ANPI  
 AT&T  
 Birch  
 Brighthouse  
 Broadsmart  
 Business Only  
 Broadband  
 Call One  
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 Vonage  
 ViaWest  
 US Signal  
 West IP  
 WHOA  
 WIN  
 Windstream  
 WOW  
 XO Communications  
 Zayo

**Voice Services:**  
 Conferencing  
 Dedicated local/LD  
 Hosted PBX  
 Mobile

SIP trunking  
 VoIP  
 Unified communications

**Data/Network Services:**  
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 Dark fiber  
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 Hosted Office/IT services  
 Integrated access  
 International access  
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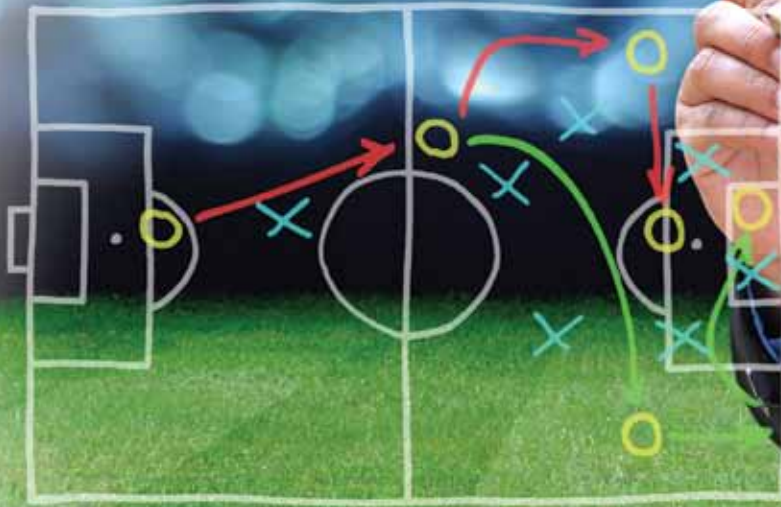


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# THE CHANNEL MANAGER'S Playbook

By Peter Radizeski



*Editor's Note: Following are the third and fourth chapters in a series on best practices for managers of indirect sales partners by noted blogger and channel curmudgeon Peter Radizeski. Chapters five through eight of the series will appear in subsequent ChannelMagazine issues. To sign up to receive the full series upon completion, contact us at [ebooks@bekapublishing.com](mailto:ebooks@bekapublishing.com).*

## CHAPTER 3: “They Aren’t Selling My Stuff”

Much of the demand that drives quotes from the channel originates from the customers. And in a Pavlovian response, partners jump to get a quote. All too often, however, this is done without doing much discovery at all. “The customer is hot! Let’s get the quote quick and win this one!” This often turns into hurry up and wait.

If the customer says, “I want broadband,” how often is the question that follows, “Why? What are you using the Internet for?” Or “How vital is the Internet to your business?”

One reason that this question: “How much would a thirty minute outage cost?” isn’t asked often enough is because the answer may be, “We’ve never had an outage.” And then the dialog is stifled. Or is it?

“My job is to sell you productivity and efficiency. The whole purpose of moving to the cloud for a business is to make that business more flexible, efficient, productive and competitive. We do this by getting you back time in seconds or minutes. On a congested pipe, all that waiting for pages causes delay and frustration.” (The same can be said for malware, viruses and older computers.)

“Let’s take a look at what you are using the Internet for, so that we can get you the right pipe. Fair enough?”

One responsibility of channel managers is to educate your partners. The education is often about products; it is rarely about how to sell it, what questions are working. When was the last time a channel manager provided a script to a new partner?

When the partner gets better at selling, he will sell more stuff – some of it will be yours, some of it won’t.

Another component of education is on the Solution Sale. The customer asked for an Internet quote, did you ask what he was doing with it? We have options beyond managed router for the customer. We have hosted email, backup, collaboration, conferencing, etc. Telling your partner these options may help him keep them in mind for when the customer doesn’t want a quote (for he is stuck in a contract). He can ask what they do for hosted email or backup – or even what conferencing bridge they use.

If anyone likes fishing, you use different lures for different fish on different days. The service portfolio is a tackle box filled with lures that the partner can use to go fishing for prospects. Many businesses have a contract for three years for phone and Internet. Getting in the door with something such as email or conferencing gives you a billing

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relationship with that customer, and billing builds trust.

To be a true Telecom Solution Seller, the partner has to want to be more than the pipe salesperson. He may not be comfortable asking about any other services. He may be transactional. Replacement services of like for like (broadband or T1 for 10MB, SIP trunk for PRI) are easy to sell transactionally. But most businesses are using hosted email, conferencing, backup (hello, Dropbox!), especially today with smartphones and their personal clouds with Apple, Amazon and Google. It can still be a replacement sale.

It is about customer wallet share. Getting deeper into the customer (for the partner) means that the churn goes down, ARPU goes up and the commission checks get bigger. Another factor: no other partner will come along and replace your services with their own, cutting you out.

Network is the easy piece. Voice and cloud services are usually a little complicated because there are moving parts (such as phone numbers, data to move, and new processes to train employees on). Yet once you get them on your service, they are sticky.

The key to sales is to be helpful. In what ways can you enhance your relationship with your partners? One way is to let them know who is buying what. When a sale is made, let partners know. "This bank bought this and that". Now the partner has a concrete idea that banks buy this and that. Service providers can do this by email, but they can also utilize their LinkedIn group or Twitter account. It doesn't have to be email all the time.

The other big issue is: How do I get their attention? Partners are drowning in email and webinar invites. Maybe email isn't the best way to reach them. Have you asked them what method of communications they would prefer?

If the partner is ignoring emails, there are other avenues. Social networks such as Google + , LinkedIn and Twitter allow for a different way to reach out to a partner. It doesn't have to be a "Hey you!"

In my experience, congratulations are a great way to touch a person. Whether it is a birthday, promotion, anniversary – or, even better, their name mentioned in the press – dropping a quick "Congrats!" on social networks is a way to

get noticed while acknowledging the moment for the partner.

"Being helpful" was Zig Ziglar's definition of sales. Jeffrey Gitomer used to say, "Always give value first." What most people care about is themselves. WIIFM is the watch word of the day: What's In It For Me.

Treat the partner to a marketing campaign to peak his interest. Tweet about the new SPIFFs without details – have them reach out to you. Use it as a hook. "One partner just got a check for \$2,000. Contact me to find out how you can get one."

Send a Vine or a video email that is two minutes or less but is personal. "Hey, your last quote request was for a bank. Just sold a couple of bank deals. Think we can leverage that for your deal? Call me." It was quick, personal (or relevant), concrete, clear with a call to action.

Often I am added to email lists. This morning I received a "newsletter" with the subject line about a disaster area. The body was a mess of info about energy and mesh and renewable. No idea who sent it or why I got it. That is the case often. Don't be that person.

The subject line needs to catch their attention. (So does the sender name.) There needs to be a call to action. An irresistible offer – SPIFF, promotions – also helps. Through all this keep in mind: am I being helpful? Is this valuable? Would I send it to a friend?

As far as being helpful, think about new partners. How can you work with a new partner to get them a win in their first 60 or 90 days?

One reason Freemium is a popular model today is that the risk for a user is really low. Extrapolate that to our business. Free-trial offers or no-risk guarantees are noteworthy. If a partner is new, a smaller deal is less risky.

It isn't always about the price, sometimes it is about the risk (which is about trust). Build trust in little ways like testimonials and reference accounts. Written procedures for deployment and introductions to the implementation team or project manager also can help build trust with a partner.

Recruiting and on-boarding are just the beginning in a partner relationship. Helping the new partner with her first win is just as important.

## CHAPTER 4: Recruitment

It all starts with recruitment. Pick the wrong partners and you will be wasting time. You can't even assume Pareto's Rule of 80/20; it's often 95/5. Only about 5 percent of your partners will produce consistent sales. And you want more like them, correct?

In each channel program, there is always the "quantity versus quality" debate. More often than not, there is pressure to add more partners. More is better. More

means more sales. That's the theory anyway.

"If the partner is selling our competitor, why couldn't he sell our stuff?" There actually could be a bunch of reasons. Ask Cisco partners to sell Juniper or Xerox partners to add Ricoh to their lines. Why aren't Ford dealers selling new Chevrolets?

But let's back up a little. Whenever I start a project in channel sales, the first thing I do is determine the

value proposition of the service provider. What differentiates this service provider from the competition? I ask that internally and externally – from partners, customers and employees. It is a valuable exercise. It is the foundation for the program: Why this service provider?

The why or the value prop is significant. It works out that organizations with a strong culture have the why baked in. Simon Sinek and Jim Collins have written about this extensively. The CEO of Zappos, Tony Hsieh, built a billion dollar business around his customer service culture. So the value prop, culture or the why is an important ingredient.

Next, I examine the existing partners. I create a partner profile of the best producers. Or, at the least, I create a set of criteria for potential partners. With the criteria, I have a checklist to use to determine who to look for – and who to decline.

While upper management may agree with a criteria (as a good idea), in actual practice, upper management will want to see signed partner agreements (plural, many). When asked why so few agreements were signed, the response that most did not fit the criteria is often met with sour looks.

Upper management wants to believe that everyone should sell their stuff, that everyone should want to and be able to. This is the crux of the problem. Most service providers are not Cisco or Microsoft with a service offering that is a good fit for everyone. Most companies deliver a service that has a good fit in a specific company and size (despite the crazed concept of being all things to all people).

Recently on a panel about “Why unified communication deployments go bad,” all the panelists agreed that a majority of the issues with UC deployments were that the customer was sold the wrong service. The panelists also admitted that they would never say “No” to a sale, any sale. Why? They just want to book revenue – even bad revenue. They really don’t care if the customer is a good fit (or if the customer is happy) as long as the customer is paying the bill. It is why many customers bounce at the end of contracts.

Then there is the flip side of the coin. The channel executives will wonder why the partners aren’t selling. What they should be asking is: Why did we sign them up in the first place? Well, because you have a quota for new agreements – not new partners, new signed partner agreements.

Signing a partner agreement does not make anyone a partner. It is just one piece of the puzzle. It is a case of measuring the wrong metric.

In the VAR world of hardware and software, while anyone can sign an agreement, committed quota determines your discount and your support level.

If upper management decides that they need as many partners as can ink an agreement, well, you just have to go along. But be warned – programs that involve fogging a mirror as the chief requirement tend to falter. It

is expensive to hire enough partner managers, sales engineers and support staff to manage 500 partners. And channel managers only can interact with a finite number of partners per month. They can only provide a finite number of quotes each day. There is a point when having too many partners generating activity or needing attention will impact results.

One partner can generate a lot of work – quotes, questions, conference calls – but never generate a sale for a variety of reasons, not the least of which is that he doesn’t trust you or he likes another service provider better. And let’s not forget the golden oldie: he just needed three quotes.

The key to recruitment is a Red Velvet Rope Policy. It is a concept from Michael Port – and any trendy nightclub. A velvet rope only lets in the “cool” people, the people on the list. Not everyone can get in. It creates demand and peaks interest. Outback Steakhouse used to artificially create a line in order to spark demand. The RBOCs used to do this with exclusivity clauses, tests and hurdles to joining their program. Today, most programs just look for the ability to sign the agreement. If you can keep the pen in your hand long enough to sign, you are in. But does signing a partner agreement itself constitute a partnership?

The master agency model is kind of a red velvet rope policy. Over the years, a few carriers shifted to a master agency model, whereby only masters were partners; everyone else would have to go through a master. It formed a kind of velvet rope. Exclusivity is the velvet rope. If anyone can get in, it is about as special as McDonalds.

One way that channel managers see interest from a prospective partner is when there is a suspected hot deal. The potential partner wants to sign up in case this hot deal closes. I suggest you start asking some pertinent questions.

“Is this a one-time deal or do you see us working together with many of your customers?”

“How do you see us working together? How do you see our services fitting into your portfolio?”

In 15 years, only one channel manager has ever asked me these questions! Ask it and you will stand out, too.

Learn to say “No.” It is liberating. It can morph into the take-away close – or it frees up your time to work with partners that will produce results. At the end of the month, we all have quotas to hit. In sales today, time management is one of the keys of selling. So any time that you can save and not waste will be a plus. In other words, learn to value your time like money.

The success of any program starts with recruitment. On-boarding is key, but without the proper partners to on-board, the program’s success will be limited. ¶



*Peter Radizeski is President of RAD-INFO INC., a telecom strategy and marketing consulting agency.*

# NetCarrier Eyes Organic Expansion



By **Tara** Seals

NetCarrier has come a long way since its start as an AOL dial-up alternative operating out of a basement in Philadelphia. Back then, in 1996, no one could have predicted the shift to all-IP carrier networks – but NetCarrier has since become one of the strongest companies in the field, with a focus that’s squarely on master agents.

From that humble start – “we had a couple of PRIs,” according to vice president of sales Bruce Wirt – the company blossomed into a force in the market, with Internet access customers up and down the East Coast. In the late 1990s and early 2000s, when it was clear that dialup was going away, the company became a CLEC in Pennsylvania and went on to grow its footprint throughout the mid-Atlantic. Then, in 2011, it began a national push and now offers a full coast-to-coast slate of local and long-distance voice and data services, plus a prodigious bring-your-own-bandwidth proposition for a range of VoIP services.

On the facilities-based side, the company has six different NNIs for dedicated access, and its own last mile in 40 major U.S. markets across the country, served with fiber or copper and either type 1 or 2 access. It has an MPLS network that can integrate into any of those areas, and NetCarrier can get phone numbers in all 48 lower U.S. states with the ability to port numbers for almost any operator, including in the smaller cities served by independent LECs. And finally, it has six backbones for least-cost routing and redundancy.

As far as VoIP goes, “Our hosted VoIP platform is really unique,” Wirt said. “This is based around a proprietary SIP architecture that allows us to bring enterprise-level features to SMBs – we can scale to thousands of seats, or serve as few as two or three.”

It’s not a fresh push for the company, he added, noting that the network was built around VoIP from the beginning. “Even back in 2001 and 2002, when we were just starting out as a CLEC, we had dynamically allocated T1s when no one was even thinking about that,” said Wirt.

Also, all deployments are managed, he explained. “We don’t believe in plug and pray,” he said.

“Everything we do is managed, from the site survey to the equipment installation and testing to the LNP turn-up. We also have no answering service, and no customer service outsourcing. Customers call and we answer, with a 27-second average response time.”

Of the BYOB push, Wirt explained, “We had a lot of customers that had Comcast circuits already and those from other providers. We discovered that customers in many cases would order a circuit with enough bandwidth from someone in their local market, but then want to deploy NetCarrier voice.”

To add momentum to its ongoing expansion, the company has been building out a dialogue with master agents, and to date has signed up CSNG and TBI, among others.

“The thing that wins them over is the fact that we’re not just a VoIP provider,” Wirt said. “Our niche is that we can offer hosted VoIP over any type of access, but also the traditional stuff.”

In 2007, the company decided to go completely indirect, jettisoning the last of its direct sales people in favor of hiring a team of channel managers, support personnel, sales engineers and operational staff. As part of that decision, the company is structured under one organizational chart. “Our messaging is aligned to the same goals across departments,” Wirt said. “Some of the big guys, when you submit an order, sales sends it on to support, and it’s a separate org chart, and they may kick it back. We are set up with the right model to have the best support we can for our partners.”

Going forward, the company’s goal is to continue to grow its master agent channel and cultivate solid VAR relationships, to position for ongoing, national, organic growth.

“Our eyes are focused on the master agent channel, because we know that’s the best way to develop market penetration in different geographies around the country,” Wirt said. “We actively recruit VARs almost everywhere – and we feed those to our master agents. We also have agreements with different providers to give us channel partners on the street in various markets.” □



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