

**INCOMPAS
SHOW GUIDE INSIDE**

CHANNEL

www.channelvisionmag.com



September - October, 2016

VISION

m a g a z i n e

The Layers of SD-WAN

CONTACT CENTER INTELLIGENCE



MSP MODELS

SMART CITIES

Partner Data Management

PARTNERS TRUST BULLSEYE FOR HOSTED PBX NATIONWIDE

17-Years of Experience
Professionally Installed Solutions
Nationwide Coverage

PICK YOUR PAYOUT



Upfront



Residual



Combo

Payouts require a three-year commitment. Business rules apply.

**Bundle with POTS Lines,
Broadband or Managed Services**

It's time to cash in on Hosted.
Contact your Channel Manager or call

877-298-4539

Why Hop Around the Globe When Your Data is Local?

Let  **FirstLight**[®]
Go the Extra Mile for You!

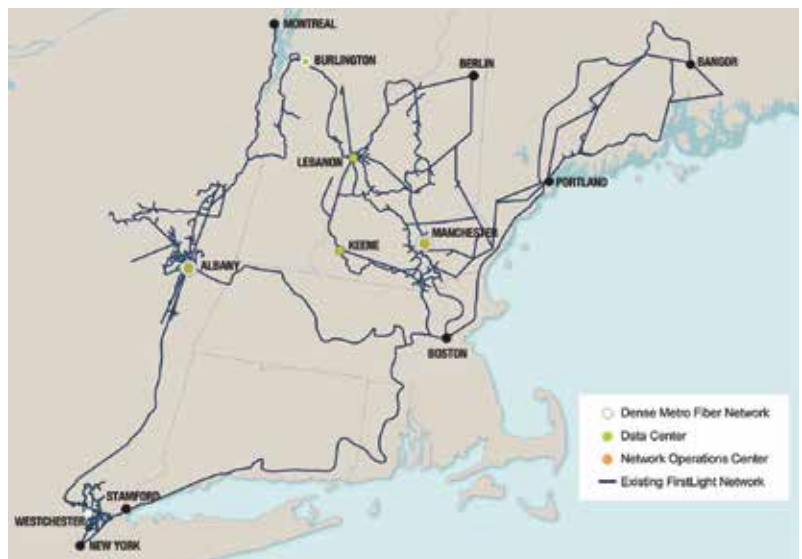
Across the world, growth in consumption of Internet bandwidth and mobile devices continues to skyrocket. When it comes to network connectivity, carriers look to a network that delivers it all - local connectivity with a global reach. Whether it is cell tower and small cell backhaul, or connections to central offices, data centers, carrier hotels or end users, FirstLight Fiber has the connectivity solutions our carrier customers need to move local data over great distances and accelerate business growth.

Our 275,000 fiber mile network expands market reach, enabling your customers to make connections in Upstate New York, throughout Northern New England and up to Canada.

FirstLight has been building and operating its own fiber optic network for more than 15 years, delivering last mile fiber network connectivity quickly and reliably.

- 275,000 fiber miles
- 1,800 lit locations
- 15,000 near-net locations

Let FirstLight Fiber provide the global reach you need, with the local service that you want.



- ✓ **LOCAL**
- ✓ **RELIABLE**
- ✓ **SCALABLE**
- ✓ **FIBER-BASED**



For more information on how **FirstLight** solutions can enhance your network and grow your business, call **800-461-4863** or visit **firstlight.net**.



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

 twitter.com/firstlightfiber

DATA | INTERNET | DATA CENTER | VOICE

SMHarness the **Power of Light**

...with **FirstLight**

September - October 2016

CONTENTS



22



30



36

REPORTS

22 SEPARATING THE LAYERS

It's unlikely SD-WAN will replace the role MPLS plays in enterprise wide area networks, but the role it does play is increasingly important in today's networks
By Martin Vilaboy

30 FUNNEL VISION

Partner portals are really just a starting point. Program data management is the next key to effective partner enablement and management.
By Tara Seals

36 OMNI-CHANNELING

The case, and sales pitch, for intelligence in the contact center.
By Martin Vilaboy

73 NEXT-GEN ENABLERS

As organizations move to mobile and the cloud, MSPs find their opportunities.
By Tara Seals

REGULARS

ALTERNATE VIEWS

6 Carrier SDN

DATA POINTS

8 Numbers worth noting

DIRECT FEED

- 10 Poor contact
- 10 Security outsourcing
- 12 CarrierSales partner event
- 16 FedRAMP up
- 16 Ethernet shake-up
- 18 Partner messaging

INTERNATIONAL AGENTS

- 76 Smart cities
- 80 Stafflash: Global UC
- 84 PTC Corner: New normal

CHANNEL MANAGEMENT

86 Partner business reviews

ON THE MAP

88 RBOC operations

PROFILE

89 FirstLight second phase

90 ADVERTISER INDEX





REFER YOUR CUSTOMERS TO EQUINIX AND REAP THE REWARDS!

Our new Lead Referral Program rewards partners with enhanced benefits for loyalty. This is not your father's 1X referral program. Join us and see revenues soar!

With Equinix, customers get more value beyond world-class colocation, including access to hundreds of cloud and interconnection ecosystem partners. As a **Lead Referral Partner** you can participate in a unique-in-the-industry commission structure that rewards multiple sales.

Customers and partners are finding that great things happen when they **Think Differently** about Equinix. Successful Equinix partners know that we are more than just space, power, and cooling.

- **Think Global** – Equinix has over 100 data centers world-wide, allowing your customers to work with one data center provider who can help them scale globally.
- **Think Network Choice** – As you help your customers architect that next-gen WAN architecture, choose from 1,100+ carriers, including 100% of the global Tier 1 providers.
- **Think Cloud Choice** – If your customers' needs include migration to the cloud, we have a variety of solutions to offer, including Public, Private, and Hybrid cloud designs with over 500 cloud service providers.
- **Think Interconnection** – At Equinix we connect companies to new customers, ecosystems, and markets. Entire industries converge within Equinix data centers to share data faster, uncover business opportunities, and increase growth.
- **Think Customer Experience** – As you guide your customers in their data center selection, we have you and your customers covered by offering the best performance, reliability, and overall customer experience.

Join with the industry leader in colocation and interconnection, and take your business to the next level!

To join the Equinix Partner Program, or to learn more about our solutions and services, visit us at equinix.com/partner or contact us at partner@equinix.com.



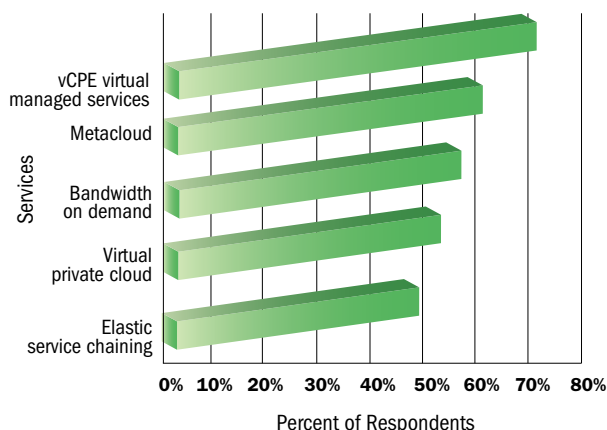
EQUINIX

Carriers Moving Fast to SDN

Part of a larger move to automate their networks and also transform internal processes, operations and service offerings, three-quarters of carriers participating in the IHS Markit software-defined networking (SDN) survey say they have already deployed or will deploy SDN in 2016. A full 100 percent say they will deploy the technology at some point.

That's largely because service providers believe SDN will fundamentally change telecom network architecture and deliver benefits in service agility, time to revenue, operational efficiency and capex savings, said Michael Howard, senior research director carrier networks, IHS Markit.

Global Carriers' Top SDN/NFV Applications for Producing New Sources of Revenue



Source: IHS Markit

"And these operators want SDN in most parts of their networks," he continued. Survey respondents' top three SDN-targeted network domains for deployment by the end of 2017 are within data centers, between data centers and access for businesses.

Not that carrier network executives are throwing caution to the wind. The industry is still in the early stages of a long-term transition to SDN and network functions virtualization (NFV) architected networks, said Howard. Carriers are "biting off small chunks of their networks," or "contained domains," in which they will explore, trial, test and make initial deployments of SDN, said Howard.

It will be many years before bigger parts of networks or entire networks are controlled by SDN, but Howard pointed to a few operators that are leading the way including AT&T, Level 3, Colt, Orange Business Systems, SK Telecom and Telefónica, among others.

The top barriers in this year's survey are the lack of carrier-grade products and integration of virtual networking into existing physical networks. Primary drivers for service provider SDN investments and deployments are simplification and automation of network and service provisioning, as well as service automation, according to the IHS Markit survey.

Martin Vilaboy
Editor-in-Chief
martin@bekapublishing.com

Tara Seals
Contributing Editor
tara@bekapublishing.com

Percy Zamora
Art Director
percy@bekapublishing.com

Berge Kaprelian
Group Publisher
berge@bekapublishing.com

Rene Galan
Associate Publisher
rene@bekapublishing.com

Jennifer Vilaboy
Production Director

Beka Business Media

Berge Kaprelian
President and CEO

Neil Ende
General Counsel

Jim Bankes
Business Accounting



Corporate Headquarters

745 N. Gilbert Road
 Suite 124, PMB 303
 Gilbert, AZ 85234
 Voice: 480.503.0770
 Fax: 480.503.0990

berge@bekapublishing.com

© 2016 Beka Business Media, All rights reserved. Reproduction in whole or in any form or medium without express written permission of Beka Publishing is prohibited. ChannelVision and the ChannelVision logo are trademarks of Beka Publishing



Choice, automation, control:
It's what you deserve from a wholesale VoIP provider.

All new customers receive...



25¢ per
Toll-Free DID
This Offer Includes
No Porting or Activation Fees!

Not ready to *commit*?

Sign up for a ***Free Trial*** today!

Give it a test drive and a **\$5 CREDIT** will be instantly added to your account.

*Take full advantage of 25¢ DIDs, along with No Porting or Activation Fees for 30 days after becoming a new VoIP Innovations' customer.

*This offer is intended for wholesale customers only.

For more information on the Free Trial,
please scan the QR Code to visit our sign up page:

viguy.info/tf-cv-september-16



NUMBERS WORTH NOTING

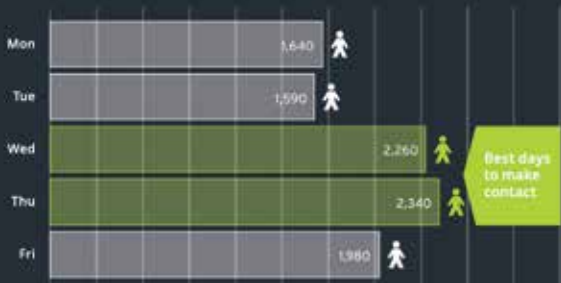
By **Martin** Vilaboy

Qualifying Times

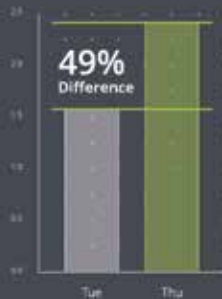
Sales veterans know that closing a deal often can be a matter of proper timing. But findings based on research from InsideSales.com and James Oldroyd, a PhD at M.I.T., suggest there also are better times and days to qualify leads. Prospects apparently are most receptive to “first dials” on Wednesday and Thursday and at the beginning and end of their work days.

1 Best days to make contact

CONTACTS MADE FROM FIRST DIALS



TUESDAY VS. THURSDAY

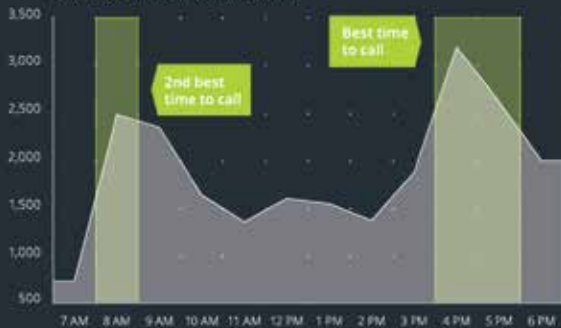


The best days to qualify* leads are **Wednesdays and Thursdays**.

*Qualification - the stage in the lead nurturing process where the lead is willing to enter the sales process

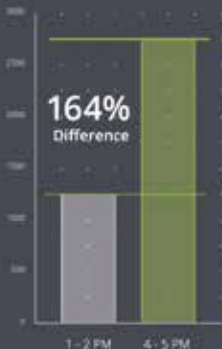
2 Best times to make contact

CONTACTS MADE FROM FIRST DIALS



QUALIFYING RATES

Early afternoon vs. Late afternoon



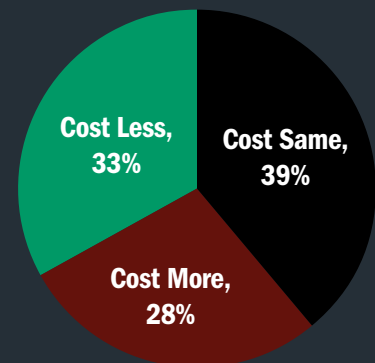
The best time to qualify leads is **between 4:00 pm and 5:00 pm**

Source: InsideSales.com

Outsource Cost Savings But ...

Organizations that outsource network operations have a very positive cost-saving experience, show findings from Computer Economics. About 72% of IT organizations in the U.S. and Canada that outsource network operations say their costs are the same as or lower than when performing the same function in-house. On the other hand, “we heard a lot of concerns about the quality of service provided by network outsourcing providers,” said Tom Dunlap, director of research for Computer Economics.

Outsourcing Cost Experience: Network Operations



Percent of Organizations


Source: Computer Economics, 2016

80

Percentage drop in the cost of server-class Ethernet networking during the next four years, as enterprises reap the benefits of a highly competitive market, says Crehan Research.


1,500

Terabits of networking bandwidth used by enterprises as those prices plummet, soaring sevenfold from the current 200 terabits, says Crehan.



**Connect to over 9.6 million locations in the U.S. and
450 networks across the globe**

Connectivity Made Simple™



**Use the power of One Marketplace,
the marketplace of interconnected networks,
to build your Dedicated Hybrid WAN**

- Optimal performance with increased control and bandwidth
- Wide selection of access technologies for maximum performance and flexibility
- Internet, Ethernet, MPLS, Wireless
- Reliable, secure and direct cloud and business application connectivity



Contact Center Satisfaction Negatively Impacts Business

It's probably no surprise that a poor contact center interaction can leave a bad taste in a customer's mouth. Less intuitive is the fact that contact center satisfaction has worsened during the last two years, according to new market research released by BoldChat and performed by LogMeIn and Ovum, despite investments in new customer engagement channels.

What are the top issues you experience with customer service?

Automated telephony system is annoying	50
Difficult to reach a human rep	43
Wait times to interact with live agent	33
Transfers	20
It takes a long time to find the answer to my problem	16
Having to repeat information	13
Difficult to find information on web or mobile app	10
Technical issues with support channels	6
Agent knowledge and courtesy	5
Disjointed experience when I switch channels	4
Inconsistent information across channels	2

Source: Ovum, LogMeIn

The dip could be explained by increasing customer expectations and technological sophistication. What those don't explain is an apparent gap in perception of customer service quality between contact center managers and customers. The report, which surveyed hundreds of contact center managers and consumers globally, found that the consumers surveyed believe it takes six different interactions to resolve an issue while the surveyed contact center managers believe it takes only one to two touchpoints. "This disconnect can be largely due to the fact that 72 percent of consumers surveyed search for information online before contacting an agent, but the majority of contact center managers surveyed (52 percent) do not track digital behavior," said the study.

The report also revealed that while 86 percent of consumers re-

ported using five or more channels for support, 43 percent of consumers noted that they believe access to agents has worsened during the last two years with 50 percent citing frustration with automated response systems. And while 68 percent of participating consumers still believe that phone calls provide the most success for resolution, 78 percent would choose a channel other than voice if they knew they could get a resolution on the first attempt.

"The disparity between the perception of contact centers and the reality of consumers when it comes to customer experience is worrisome as every interaction is proving to be critical to customer retention," said Ken Landoline, principal analyst, customer engagement at Ovum.

Indeed, any disappointment with customer experience is threatening customer loyalty, sustainability and revenue growth as 82 percent of consumer said they would stop doing business with a company following a bad experience.

"Today's always-connected customer expects immediate access to information and fast, efficient and frictionless service," said David Campbell, vice president at LogMeIn. "Most contact centers struggle to meet these expectations because they are limited by disjointed, legacy systems."

Security Outsourcing Expands

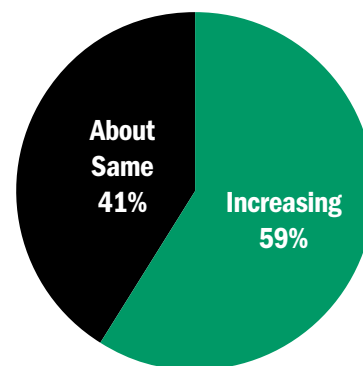
Nearly six out of 10 IT departments are increasing the amount of IT security that they plan to outsource, and IT security outsourcing is becoming more attractive to small and mid-sized organizations, according to researchers at Computer Economics.

Among the drivers to outsource security, organizations are moving away from mere perimeter security to monitoring and risk-mitigation. This requires new skills that are harder to obtain. Similarly, new challenges seem to appear every day, including sophisticated cyberattacks from foreign sources, a

mobile workforce and the use of cloud-based applications and resources.

In turn, none of the organizations recently surveyed by Computer Economics are cutting back on outsourcing IT security, while a solid 59 percent are increasing it.

Outsourcing Trend: IT Security



Percent of Organizations

Source: Computer Economics

"It tells me that companies are taking the new security threats seriously, while at the same time, many are going outside the company for the kinds of IT security skills that can be hard to find in-house," said Tom Dunlap, director of research for Irvine, Calif.-based Computer Economics

The surveys also found that, although organizations do not appear to save a great deal of money by outsourcing their security tasks, service levels are higher. "Many organizations have taken a measured but consistent approach to outsourcing their security needs," said the IT research group.

Telegation Launches New Partner Mobile App

Michigan-based master agency Telegation launched a new application, TeleApp, to provide its sub-agents with mobile access to common tools and materials used in their sales processes. TeleApp also was created to encourage direct, regular communication with channel managers, said the company.



Selling ENQWEST VoIP services is a great way to grow your business!

The ENQWEST business platform has been specially designed to provide resellers, MSP's and IT providers with the white label products, services and support needed to grow your business and enjoy unlimited income potential.

Not a VoIP expert? No problem! Sign up with ENQWEST and we'll provide you with all the back office, technical support and tools necessary in order for you to be successful selling VoIP.

Best of all, you determine how you run your own business.

Plug into the power of ENQWEST and take advantage of the most complete white label solution available:

- ◆ Create your own custom portfolio of product offerings
- ◆ Quote through your own portal customized with your logo
- ◆ Responsive multi-tier technical support and provisioning
- ◆ Integrated ticketing system
- ◆ Onboarding and training
- ◆ Branded customer support
- ◆ Comprehensive billing platform that takes the complexity out of invoicing. We handle everything including all recurring & non-recurring charges, taxes and fees

Additionally:

- ◆ You get our most aggressive pricing
- ◆ No minimum commitments
- ◆ Dedicated project manager
- ◆ Access to the complete suite of ENQWEST products and services



READY TO GET STARTED? CALL 844.367.9378

www.enqwest.com / sales@enqwest.com



The partner app includes features such as forms, pricing and promotional materials, marketing materials, coverage maps, news and social media, as well as contact information. It is available for download through the App Store or the Google Play Store and was developed by Mousetrap Mobile in Royal Oak, Mich.

TeleApp also is linked to Telegation's Convey Platform, TelePortal, which provides access to marketing materials, events and product knowledge from each of Telegation's supplier partners. Agents are able to check their monthly commission statements and submit quote requests through the mobile interface.

"All of our service and pre-sales support requests can be submitted real-time 24x7 to better serve our customers and agents," said Denis Raue, Telegation president. "We look forward to future enhancements and the successful adaption of our mobility application to increase our ability to have the latest and most current content on all of our providers including promotions and agent spiffs."

Elsewhere, Telegation also introduced its new Tele IP private branded hosted PBX services. As part of the offering, Telegation certified sales engineers and project managers work with its agents to design a hosted solution that meets the needs of customers and the agent's desire for customized rate plans, leading edge equipment options and feature benefits, says Telegation. Tele IP also comes with the Tele IP portal, allowing agents to manage and change their customers' hosted design. Telegation agents also can determine pricing and margin.

"We help our customer compare pricing and solutions from other leading providers, such as Star2Star, Fonality and Vonage, to meet the most basic or complex customer solutions," said Raue.

CarrierSales Event Showcases Partner Trends, Advice

At its annual sales partner confab in Utah this summer, master agency CarrierSales highlighted some of its top successes for the year and gave the floor to top suppliers to discuss what's driving the market for channel partners.

"Customers appreciate a high-touch sales team," said Richard Murray, CarrierSales president. "Businesses want someone local in the area but also someone who knows the business that you're in. That sets us apart." Murray also showcased some top metrics, including a 98 percent customer retention rate.

Speaking to attendees, Dan Burkland, senior vice president of sales and business development at Five9, said that its own market approach complements that of CarrierSales: "We enable our partners to fill that role, with specific people in every region for channel support. We're also small enough to get creative and can work through whatever anomalies crop up in a specific account. Our average is 90 days from close to ramp."

He added that the master agent's support model is geared to help sales partners differentiate themselves with tailored solutions. One agent, for instance, sold a 160-seat contact center opportunity that included chat, email, workforce optimization, multiscreen capability and voice recording. Even with a high level of personalization, the deal closed in under 120 days.

Meanwhile, for Electric Lightwave, CarrierSales is its No. 1 master agent, selling enterprise multiservice and multi-location solutions. Its offerings include 10G and 100G capacity, spectrum and dark fiber. It now has 12,000 route miles in 23 metro markets, with about 3,000 on-net buildings. It has a \$4,750 average ARPPU and has seen 34 percent growth in the applications space in the last year.

Dan Stoll, president at Electric Lightwave, took the stage to lay out what's driving success for today's channel partners.

"What's driving the growth? Internet of things. Private and public connectivity. Convergence of services on a common platform," he said. "From Microsoft and Google to small dynamic companies that are enabling the

(Continued on page 14)



Education and opportunities found at CarrierSales partner event; photo courtesy Kiley Fisher Photography

INTRODUCING THE Telegration TelePortal

Compare providers, plans and spiffs
all in one place.

Telegration agents and employees never waste time searching multiple vendor sites or becoming frustrated by outdated provider information. That's because up-to-date information on vendors, promotions, training opportunities, and new sales strategies are all consolidated on one revolutionary site: **the Telegration TelePortal** – yet another reason why it's better here.

Telegration's partner providers manage their own content on TelePortal, ensuring that all promotions, training and events are always accurate and easy to find. Telegration's agents can also access the most current information on industry trends and services to help customers make the best decisions surrounding business communications services and providers.

Even better...commissions are now available on the Telegration Teleportal.

If you love serving customers and want to be a part of one of the fastest growing telecommunications teams in the nation, apply at www.telegration.com/agents/ or call our Partner Program at 1-800-TEL-GRTN

Telegration



LSI Adds Channel Manager in the Southeast

To coincide with network expansion in the southeastern U.S., Line Systems Inc. announced the addition of Jace Harris as a channel partner manager based out of Atlanta.

Harris comes by way of Avaya and will be responsible for supporting LSI's existing master agent relationships in the southeast, most notably Microcorp (Atlanta, Ga.) and CNSG (Charlotte, N.C.). He will also be tasked with increasing the number of active partners in that area of the country.

"The southeast is without a doubt our fastest-growing market," said Bruce Wirt, LSI vice president of sales and marketing. "We wanted to put someone in that market that not only had experience and a connection to the master agent community but also could add tremendous value based on his existing relationships in conjunction with our Avaya SIP certification."

ECG Taps BOOM! Mobile for Wireless Expansion

Enhanced Communications Group has selected BOOM! Mobile as its brand to expand into the wireless space.

ECG is an Oklahoma-based, independent nationwide provider of telecommunications services for personal, residential and small to medium-sized businesses. Product offerings include mobile communications services for voice and Internet, along with traditional local and long-distance phone service, VoIP systems and Web/cloud/data-based needs, such as Web hosting and virtual office products.

Now with the addition of BOOM! Mobile, the company will offer no-contract wireless plans via all four national carriers.

(Continued from page 12)

cloud, it's a big change. It's not a matter of throwing bandwidth at an issue. Companies are now custom-building applications and that's changing the nature of their business requirements."

He added that if latency hits a certain threshold, for instance, everything goes down.

"Customers need diversity," he said. "Gone are the days of a single point of failure. You need to think about route characteristics, carrier diversity and security for the public Internet. You need tailored network solutions."

Skyler Stewart, regional vice president at Vonage Business, also addressed CarrierSales partners at the event, talking up Vonage's enterprise chops.

"We have been known as a residential provider, but we're now educating everyone that we have 15-plus years in the business market via strategic acquisitions," he said. "We actually have 70,000-plus business accounts, with a six-year average customer tenure. And, we're adding 8,000 new customers per quarter. What you think you know about Vonage, well, you will be thoroughly surprised."

Vonage has made a number of acquisitions since 2013 to expand its business focus, including Vocalocity, Telesphere, gUnify, SimpleGrid, iCore and nexmo. In terms of high-profile enterprise clients, it powers Uber, Snapchat and HAVAS, the media agency behind Dos Equis' "Most Interesting Man in the World" and Flo at Progressive Insurance.

"You can go from voice to video in one click, or from desktop to smartphone," he told partners. "You get visual voicemail, call recording, speak-to-dial. We have 130 patents and offer more than 40 advanced business features. Soon, integrating text and chat into our voice platform will be a game-changer."

He also offered some sales advice. "Don't lead in with voice and VoIP and phones," he said. "Lead with an understanding of the customer's business and how to make them more efficient. The rest of it then always comes along. Our most successful partners always leave that technology conversation for later."

CarrierSales was named a top partner at Vonage for its 2015 efforts. According to Murray, Vonage fills a strategic niche in offering robust unified communications and cloud deployments across its nationwide partner base.

"Vonage is a well-known provider in the hosted communications space," he said. "Because of their brand investment, recent acquisitions and committed focus on the channel, our partners and their customers are inquiring more than ever about Vonage's business solutions."

Earlier this year, CarrierSales also earned top master agent status with inContact for the second year in a row. It was the top master agency for the contact center specialist by new sales volume, or new monthly accrued technology (MAT), for 2015.

Paul Jarman, CEO at inContact, noted during his keynote at the event that the companies have been partners for 14 years, and that he expects the opportunities to expand, especially in the realm of contact center as a service (CCaaS).

"CCaaS will support 12.6 percent of contact center agents in 2016, representing a \$16 billion opportunity," he told attendees.

NEXTCON16

NOVEMBER 14 - 16 | SCOTTSDALE, AZ

Calling all current and future Nextiva Partners!
You won't want to miss this.

3
DAYS

6
TRACKS



GOAL

50
SPEAKERS

40
SESSIONS

NextCon16 is designed to provide you with the insight and knowledge you need to take your business to the next level. Learn from industry leaders and legends like Steve Wozniak, co-founder of Apple, network with business owners from across the country, and leave feeling inspired and ready to make an impact!

Sign up in October with promo code **CVM100** and save \$100 on your ticket!

Register now at nextcon16.com



Telarix Names Microsoft VP as CEO

Telarix has appointed Marco Limena as its CEO, succeeding Glen Kazerman. Limena joins Telarix after more than two decades of experience in a variety of executive roles, including general manager, CEO and board director in both public and private firms within the telecom, mobility and cloud hosting industry.

Previously, Limena led HP's Network & Service Provider Solutions business globally and served as president and CEO of VoIP communications software provider Sylanro Systems. Most recently he was vice president in charge of driving growth of Microsoft's B2B hosting and cloud business at a time of critical transformation for Microsoft to mobility and cloud.

"Building on Telarix's growth as a market leader in CSP billing for interconnect and settlement, I look forward to working with the entire Telarix team and with our customers to help service providers increase their revenues and extend their reach through our electronic information exchange," said Limena.

"We're excited to work with Marco to continue building upon Telarix's solutions for the telecom industry," said Patrick Severson, lead director for Telarix's board of directors and principal at Vista Equity Partners. "Marco has a unique set of experiences and skills that will support Telarix's continued growth and globalization while maintaining its delivery of rapid innovation for customers."

FedRAMP Authorizes First Cloud Provider for Voice, Collaboration

Collaboration solution provider collab9 has become the first FedRAMP Authorized unified

communications as a service (UCaaS) provider in the world. collab9 was sponsored by the Federal Communications Commission to achieve a FedRAMP compliant ATO (Agency Authority to Operate) and become verified by the FedRAMP PMO (Project Management Office).

With the cloud-first mandate trickling through the U.S. government, the certification means federal, state and local agencies now have a secure unified communications cloud service catering to their requirements, said the company. The Federal Risk and Authorization Management Program, or FedRAMP, is a government-wide program that supports the U.S. government's mandate that all U.S. federal information systems comply with the Federal Information Security Management Act of 2002 (FISMA). Providing a cost-effective, risk-based approach for the adoption and use of cloud services, executive departments and agencies using FedRAMP Authorized cloud systems, such as collab9, can reap significant financial and time savings by implementing new systems quickly, said the company.

"As agencies are increasingly using more cloud services, specialized services like UCaaS solutions are gaining greater entry into the Federal marketplace," said Ashley Mahan, FedRAMP agency evangelist. "FedRAMP is cloud agnostic so the authorization process works for any delivery model or service type."

collab9's data center infrastructure was designed to meet the NIST 800-53 standards for federal, state and local government security requirements. Additionally, collab9 offers the only FedRAMP Authorized UCaaS solution for hosted voice – the second most common application for businesses, after email.

Shakeup in U.S. Carrier Ethernet 'Leaderboard'

Charter made its first appearance on Vertical Systems Group's U.S. Carrier Ethernet Leaderboard among the mid-2016 results. Charter surged ahead of Verizon into third position based on aggregated ports from its May 2016 acquisitions of Time Warner Cable and Bright House.

Port shares were calculated using the mid-year base of enterprise installations of Ethernet services in the U.S. plus input from surveys of Ethernet providers. The Leaderboard threshold is 4 percent or more of billable port installations.

U.S. Carrier Ethernet Leaderboard, Mid-2016

1. AT&T
2. Level 3
3. Charter
4. Verizon
5. CenturyLink
6. Comcast
7. XO
8. Cox
9. Windstream

Source: Vertical Systems Group

At the end of 2015, Time Warner Cable was the top cable MSO and ranked fifth on the U.S. Leaderboard, while Charter and Bright House were in the Challenge Tier, which includes providers with between 1 percent and 4 percent share of the U.S. retail Ethernet market. Charter Spectrum is now the largest cable MSO provider of retail Ethernet services, says Vertical Systems Group.

As a result of this shakeup, Verizon's mid-2016 rank drops to fourth from third in 2015, and CenturyLink moves from fourth to fifth. Additionally, XO moves into the seventh share position ahead of

International Made Easy



Colt provides superfast and reliable **network and voice services** from the US into Europe and Asia. With an award-winning global network and on-the-ground local support we give you a consistent platform that you can rely on and we make International easy!

Talk to the international network and voice specialists today – inbound@colt.net

colt



Cox, which dips to eighth. In the Challenge Tier, Integra is a new entrant rising from the Market Player tier, which includes all providers with port share below 1 percent.

“The competitive balance of the Ethernet marketplace is evident, as more than 60 percent of new connections were delivered by CLECs and cable MSOs during the first half of

2016,” said Rick Malone, principal of Vertical Systems Group. “Our analysis shows a 17 percent annualized growth rate for U.S. Carrier Ethernet services for the full year.”

Along with Integra, other Challenge Tier providers include Cogent, Lightpath (an Altice USA brand) and Zayo. Companies in the Market Player tier include (in alphabetical

order) Alpheus Communications, American Telesis, Birch Communications, BT Global Services, Cincinnati Bell, Consolidated Communications, Earthlink Business, Expedient, Fair-Point, FiberLight, Frontier, Global Capacity, Global Cloud Xchange, GTT, Hawaiian Telecom, Lightower, LS Networks, Lumos Networks, Masergy, MegaPath, NTT America, Orange Business, RCN Business, Sprint, SuddenLink (an Altice USA brand), Tata, TDS Telecom, TelePacific, Telstra, US Signal and WOW!Business, among others.

Allbound Adds Messaging Tool for Partner Programs

Thinks of it as Slack or Salesforce Chatter, only specifically designed for channel organizations. That’s how Phoenix-based Allbound describes Co/Labs, the newest feature within its partner sales acceleration platform. Co/Labs delivers in-app messaging and secure collaboration rooms configured specifically to help organizations collaborate with and support their channel partners.

The objective with Co/Labs is to effectively eliminate the lengthy email threads, CCs and file exchanges that regularly develop between organizations and their partners and resellers when working on strategy, sales processes and customer support.

“Helping partners feel included and engaged is a natural challenge for partner programs, and an area where most partners feel their vendors come-up short,” said Scott Salkin, Allbound founder and CEO. “Meanwhile, over the last few years, we’ve seen collaboration platforms such as Slack make huge strides in helping teams work together more effectively and efficiently. We’re excited to bring a similar concept to the channel to help break down barriers, clear-up clutter, and most importantly, accelerate partner sales.”

SELLZONE

lsi Line Systems
SMART TECHNOLOGY SOLUTIONS
Made Simple

Q4 2016 SPIFFS

Quarterly New MRR Payout	Additional Payouts!
\$1,000 - \$4,999.....50%	HPBX Seats..... 200%
\$5,000 - \$9,999.....75%	SIP Trunk..... 300%
\$10,000+..... 125%	Earn a \$250 gift card for every qualifying HPBX demo*
	*opportunity over 50 seats

Ethernet
Earn 100% on all ethernet data circuits*
*Subject to availability. Service not available in all markets. Check with your LSI Channel Partner Manager for details

Line Systems - 855.733.1000 - www.linesystems.com - agentinfo@linesystems.com

Uncommon Cloud Communications, Now with Guaranteed Quality of Service.

Introducing nexVortex **mSIP** with AT&T Managed Internet Service.
Because voice quality matters.

See how we do it. Visit us at www.nexVortex.com.



Learn More About **nexVortex Managed SIP Trunking.**
www.nexVortex.com • 855.639.8888 • sales@nexVortex.com



With the addition of Co/Labs, the Allbound platform delivers communications, deal tracking and marketing support into one, integrated solution that doesn't require logging in and out of multiple platforms. Part of a larger collaboration suite that includes a curated Team Directory, Co/Labs enables instant file and link sharing, group and one-to-one discussions, and secure collaboration rooms for teams and partners. The intelligent collaboration tool was created specifically for channel sales, integrating key features such as the ability to archive, track and search data, said the company.

"By embedding collaboration in the way they do business day in and day out, we envision the real-time, simple nature of Co/Labs helping businesses eliminate the need for inter-channel email altogether," added Salkin.

"Co/Labs solves so many real-world headaches that we've heard about first-hand from our customers and their partners," said Kyle Burnett, co-founder and CTO of Allbound. "Now it's possible for a vendor sales rep and technical engineer to collaborate and share ideas, content and data with their partners in real-time."

Intelisys Adds Nextiva to Supplier List

Master distributor Intelisys has joined the Nextiva Amazing Partner Program. Intelisys' network of more than 2,400 sales partners will now offer Nextiva's cloud communications solutions to their business customers.

According to the company, Intelisys experienced significant demand from its partner community to add Nextiva to its supplier roster.

"Our sales partners have been increasingly requesting access to Nextiva, and we are delighted to be able to offer them Nextiva's solutions through our Supplier Partner portfolio," said Rick Ribas, Intelisys senior vice president. "Nextiva has developed a reputation for exemplary channel support through its network of channel managers, which we believe will be an asset to our partner community. Furthermore, the reporting and analytics functionality offered by Nextiva sets the company apart, and we are excited about the opportunities that will arise as a result."

Nextiva's partner program provides training, sales support, marketing resources, educational webinars and event opportunities to its partners, along with a generous commission structure and revenue incentives. □

I WANT



Find your ATA, gateway, or PBX solutions for your customers, and remotely manage them with YoubiquiTY. Learn more at www.netgencommunications.com 770-449-7704



Get a 360° view from the cloud.



Fusion is dedicated to our Partners' success

Fusion's Contact360 delivers a powerful Enterprise Contact Center solution to businesses of all sizes. We'll help your business grow by providing the best features of traditional communications technologies with an expanding cloud services portfolio and exceptional support for your customers. Partner with Fusion today: **888-474-4968**.

For more information contact us at salesupport@fusionconnect.com.

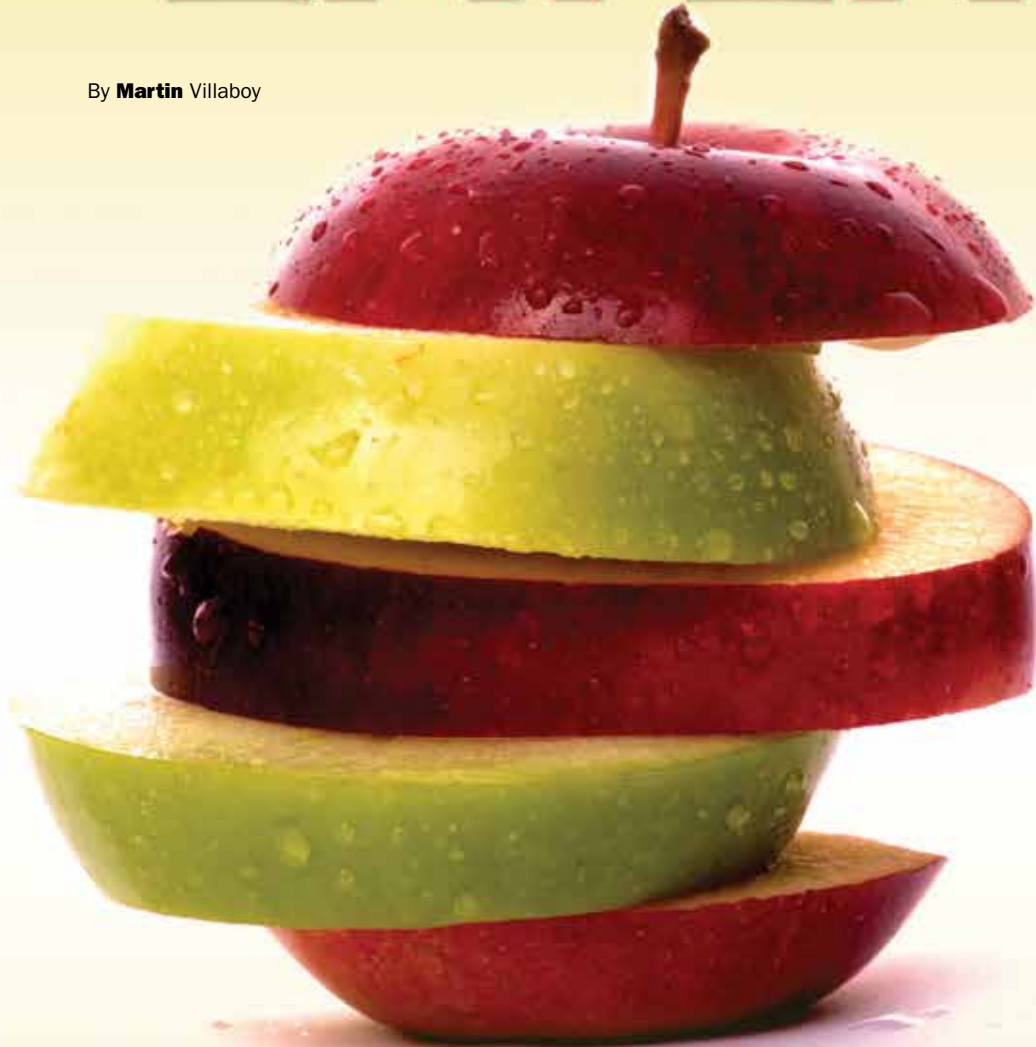


www.fusionconnect.com



Separating the LAYERS

By **Martin** Villaboy



SD-WAN and its relationship with MPLS

There are some very good reasons why software defined wide area networking (SD-WAN) currently sits at the peak of Gartner's 2016 Networking Hype Cycle. The demands placed on the enterprise WAN have changed dramatically during the past several years, and SD-WAN represents the first opportunity for a significant upgrade to wide area network architecture and design since multi-protocol label switching (MPLS) established its dominance more than a decade ago.

Quite simply, whereas traditional WAN architectures, including MPLS, were designed and deployed in an era when applications primarily resided in data centers, SD-WAN provides a new strategy for connecting

Thrive in Asia, Thrive with Telstra

Start a conversation with
your customers today



As one of the leading telecommunications and technology companies offering a wide range of services globally, Telstra brings innovative technology, capability and talent from around the world to enable our valuable partners to thrive in a connected world.

Partner with Telstra to grow your customer base, accelerate your profit and create demand for your brand throughout Asia.

The Telstra Channel Program provides you with the tools to thrive:



A dedicated Channel Manager

We succeed when you succeed.
Engage our Channel Manager
today to help you grow your
business.



Extensive global experience

- Operating internationally for more than 70 years
- In-region experts - with over 3,500 employees based in 20 countries outside of Australia
- Committed facilities based provider – with global data centres, POPs, IP networks, subsea fibre and satellite infrastructure



Global products

- International P2P connectivity (2MB to 100 GbE)
- Global MPLS based IPVPN - including domestic China and India networks
- Asia data center footprint (including China)
- Global IP network
- Cloud and Managed Services



Industry leading commission plan

- Grow your business and increase your commissions
- Ask us about our upfront bonus for international opportunities



Leading global footprint

- Scalable and reliable global network
- Largest privately owned/operated subsea fiber network in the Asia-Pacific region
- Seamless connectivity to challenging markets via Telstra's global network, e.g., China

For more information, please contact the Telstra Channel Team at usapartners@team.telstra.com

Telstra is one of the leading telecommunications and technology companies offering a wide range of services globally. We bring innovative technology, capability and talent from around the world to enable our customers to thrive in a connected world. Telstra's heritage is proudly Australian, but we have a longstanding international business with a focus on the Asia-Pacific region. Today, we have over 3,500 employees based in over 20 countries outside of Australia providing services to thousands of business and government customers.

business users to dispersed and increasingly prevalent cloud- and SaaS-based applications. In other words, if most applications are in the cloud, a dedicated link between a branch office and a company data center could prove redundant. Some proponents of SD-WAN have even posed questions concerning whether or not SD-WAN is a replacement for MPLS.

Familiarity with SD-WAN Among Network Pros

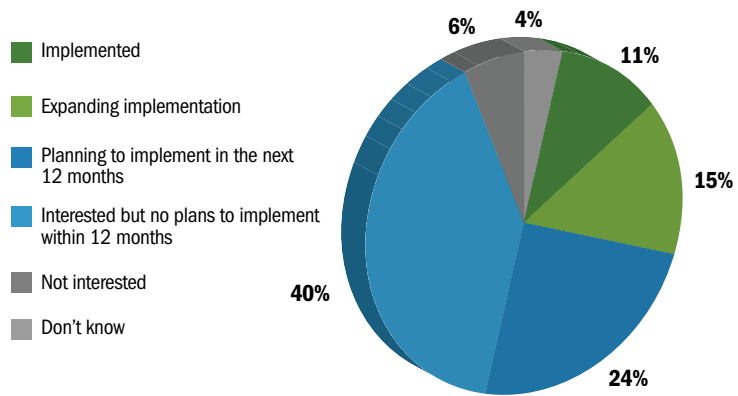
Extremely familiar	11%
Very familiar	22%
Moderately familiar	31%
Somewhat familiar	24%
Not familiar	13%

Source: Webtorials, 2016

The short answer is: no, at least not yet. While SD-WAN can reduce the dependency on MPLS, and may serve as an alternative in some instances, MPLS still provides levels of performance that SD-WAN cannot yet duplicate. What's more certain, however, SD-WAN does have distinct advantages over MPLS in terms of agility, flexibility and simplicity, all of which are increasingly important to operating networks today and in the future.

SD-WAN, which consolidates and virtualizes the control function of a network into an SDN controller that abstracts the user's private network services from the underlying IP network, is still a relatively young and emerging architecture. Various surveys suggest about 3 percent to 11 percent of organizations have implemented SD-WAN somewhere within their networks. Gartner this summer estimated that between 500 and 1,000 organizations have purchased and are deploying SD-WAN products. At the same

What are your organization's plans for adopting software-defined WAN solutions?



Source: Forrester Consulting

time, strong interest and intent appear to suggest significant uptake could occur in the near term.

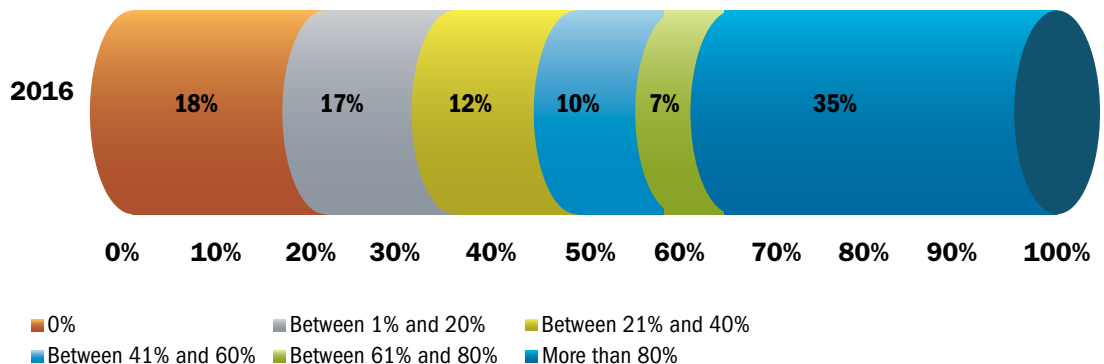
In 2015, for instance, only 15 percent of network professionals surveyed by Webtorials were either very or extremely familiar with the concept of SD-WAN. One year later, bolstered by substantial media coverage and vendor educational efforts, the number of those very or extremely familiar more than doubled to a third of respondents. When asked about their evaluation and implementation plans, 29 percent of network professionals say they are currently actively analyzing the potential value that SD-WAN offers, while another 26 percent say they will likely analyze it sometime in the next year. Just over a third of network professionals either have decided to hold off with

plans or have not made any analysis of SD-WAN.

Forrester Consulting, for its part, estimates that about a quarter of telecom and network decision makers at mid-sized to large U.S. enterprises are planning to implement SD-WAN solutions within the next 12 months. That's on top of the 11 percent that already have implemented and the 15 percent that is expanding implementation. In the near-term, adoption of SD-WAN is set to rise to 50 percent of firms by next year, and in the bigger picture Forrester says that "90 percent of network managers are looking to evolve their WAN using a software-defined approach."

Gartner, meanwhile, estimates that 10 percent of enterprises will have replaced their WAN routing with SD-WAN

How much of your Internet traffic that originates in your branch offices do you currently backhaul to a data center before handing it off to the Internet?



Source: Webtorials

Come partner with net2phone



- *Plug-and-Play Hosted PBX & SIP Trunking solutions*
- *Evergreen commissions and 100% mark up pass-through*
- *No direct sales - we're fully committed to the channel*

We take the stress out of success!

net2phone

844.891.3474

www.net2phone.com/cv

by the end of 2018, while researchers at IHS, Inc. value the market at \$1.3 billion by 2020. IDC is much more aggressive, pegging the SD-WAN market at \$6 billion by 2020. It noted that nearly 70 percent of organizations expect to use SD-WAN within the next 18 months.

Among the top drivers, accord-

ing to Webtorials' findings, are desires to increase flexibility, improve applications performance and reduce operational expenditures while simplifying operations.

As use of SD-WAN solutions ramp up, it's certainly likely to exit some traffic off of MPLS networks. For starters, that's partly because SDN

(software defined networking) allows network operators to look to the Internet, or basic broadband connections, as their WAN (or part of it), hence lowering the cost of network operations compared to MPLS.

Consider the issue of "backhauling," for instance, otherwise known as the "trombone effect." As Steven

MASTERING AND MANAGING SD-WAN

It's still relatively early in the evolution of software defined networking, but service providers are moving rather rapidly with their respective service evolutions. Among other developments, they are making it simpler, at least theoretically, for enterprises to deploy SD-WAN in their networks with the introduction of fully managed SD-WAN solutions. That includes brands familiar to the channel, as Masergy, CenturyLink, Verizon and Telstra have all unveiled managed WAN solutions within the past several months. EarthLink is expected to soon follow.

Like many other managed services, providers of managed SD-WAN typically install and manage the edge devices for the end user, can source and manage disparate access links and manage the day-to-day. Generally, the solutions can manage connectivity from a wide range of providers as part of an aggregated solution, freeing up enterprise network administrators to focus on revenue and growth initiatives. Proponents also argue that fully managed SD-WAN allows customers to evaluate and adopt SD-WAN in phases.

At Masergy, the company touts the ability of its managed SD-WAN to support three deployment models, depending on the customer's needs. Either dedicated premises-based hardware, cloud or distributed virtualized software deployments are managed by the solution.

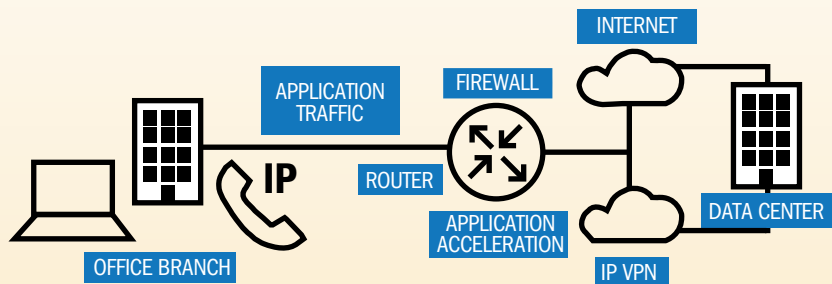
CenturyLink, meanwhile, says it bundles site connectivity, equipment, software licensing, configuration, performance tuning and monitoring with a comprehensive management and analytics portal. Customers can manage their own WAN policies or have CenturyLink manage their policies.

Organizations interested in giving CenturyLink a try can take advantage of a free-of-charge, 90-day proof-of-concept offer designed for businesses interested in testing SD-WAN within their wide area networks. CenturyLink will provide the customer-premises devices, access to a management portal and full customer support for up to five sites to "showcase the substantial

improvements this groundbreaking network technology can bring to businesses," says the company.

Telstra's offering, built on Cisco's Intelligent WAN (IWAN) technology, consolidates routers, firewalls and application acceleration equipment into a single device at the branch. The solution provides application awareness with deep-packet inspection of traffic to identify and monitor each application's performance and data consumption. "This allows [administrators] to determine what traffic is running across

Example Managed SD-WAN Solution



Source: Telstra

their networks, tune networks for business-critical services and resolve any network problems," say Telstra executives. "Application-specific acceleration capabilities can be used to improve response times while also reducing your WAN bandwidth requirements."

At press time, EarthLink was expected to unveil its solution this fall.

Elsewhere, Utah-based master agent Telraus this fall announced a partnership with Ecessa to distribute its SD-WAN solution. Offering a solution that aggregates up to 25 WAN links, the Telarus/Ecessa partnership will allow customers to leverage multiple WAN or Internet connections from different carriers which greatly improves network performance while reducing the overall connectivity costs, said the companies.

This is the second master agent partnership Ecessa has announced since August, when it entered a formal agreement with Telecom Consulting Group.



Empowering partners to deliver new services !



Business Continuity
Failover



Branch Office
Network



M2M/IoT



Retail PoS/ATM



POTS Replacement



Kiosk / Digital Signage

BEC Product Solutions Portfolio



BEC 6300VNL
Enterprise LTE Router

Major Carrier Certified:
Verizon, AT&T, T-Mobile



BEC MX-200
Industrial M2M Router

Major Carrier Certified:
Verizon, AT&T



BEC MX-1000
Multi-Carrier LTE Router

Major Carrier Certified:
AT&T

Industry First



BEC 6950
Industry First LTE-A Outdoor Router
with Carrier-Grade Wireless Hotspot

Applications: 11AC Hotspot,
Outdoor, Mission Critical,
Industrial, Oil and Gas, Mining,
Marine



BEC Remote Cloud Management System

Real-time monitoring, management and control. Designed to simplify device access, streamline and speed up deployment, lower support expenses and maximize the operational efficiency and profitability.

Taylor and Jim Metzler of Webtorials explain it, a common approach to designing a branch office WAN is to have T1-based access to a service providers MPLS network at each branch office plus one or more high-speed links at each data center. It is not uncommon in this design for a company's Internet traffic to be backhauled to a data center before being handed off to the Internet. In other words, the Internet-bound traffic transits both the MPLS network and the Internet access link, adding both cost and delay.

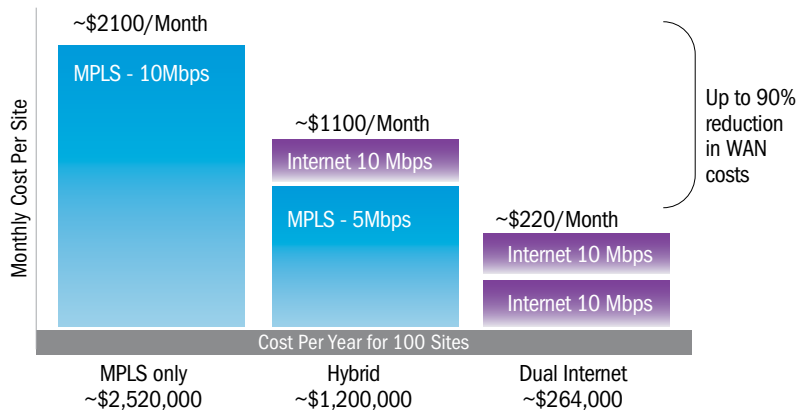
"The penalties associated with backhauling Internet traffic are usually acceptable if the amount of Internet traffic is relatively light," write the Webtorials analysts. "However, the Internet traffic generated by most companies is large and growing."

Again, while MPLS provides a highly stable, high-performance, and highly scalable means of interconnecting multiple data centers and branch offices, it can be expensive, and the expense makes the most sense when applications were largely hosted in data centers and the Internet could not deliver business-grade reliability. Today, applications increasingly are offered on-demand, via the Internet and cloud, and SD-WAN, as a virtual overlay, adds security and reliability to lower-cost broadband connections, say its proponents. One upshot can be a reduced dependency on MPLS connections.

That's not to say SD-WAN eliminates the need for MPLS, at least not in most cases. What SD-WAN does do is bond and support multiple WAN access technologies, such as DSL, LTE, leased lines, MPLS VPN, etc. It creates overlay tunnels on top of available transports links that make up an organization's WAN, while edge devices at customer sites allow IT administrators to manage or automate, via centralized policies, WAN functionality, including configuration, provisioning and security. Users should also be able to dynamically set the path for each application based on their customer-defined policies.

It's a benefit that can't be under-

Potential Cost Savings from SD-WAN



Per TeleGeography.com - Broadband vs. MPLS pricing for San Francisco Q4 2014. Median monthly price: 10-20 Mbps Broadband \$110/month, 10Mbps MPLS IP VPN + Local Access \$2,100 Month.

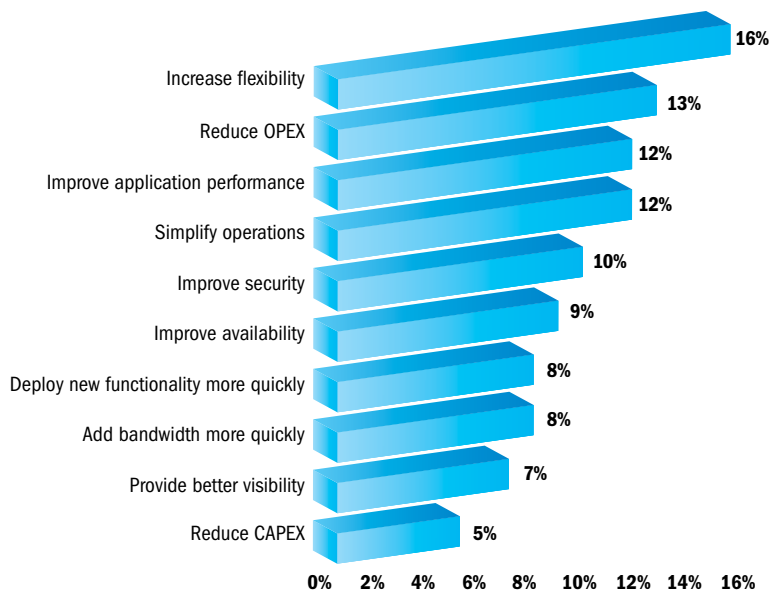
Source: Silver Peak Systems

estimated as hybrid WAN topologies become the norm. According to one survey by Forrester, for instance, 54 percent of network and telecom managers are dealing with four or more connection technologies within their networks, from private leased lines to

as well. Network managers can push less-critical, non-real-time data onto less expensive, best-efforts links, while reserving more expensive, dedicated links for mission-critical and real-time data.

That's also where MPLS comes in

What are the primary advantages that would drive your company to implement an SD-WAN?



Source: Webtorials

carrier Ethernet to 4G/LTE to MPLS to terrestrial fixed wireless. More than three-quarters of firms use more than one, so anything that streamlines management, orchestration and maintenance could be seen as a boon.

There is a related business case,

(or in the case of our mixed topology, remains in). With MPLS WAN technology, users have full control over traffic engineering. The intelligence in SD-WAN lies on the edge, via boxes on the customer premises that are con-
(Continued on page 90)

Unleash The Power of the Network.



FLTG owns and operates the **largest fiber network** in New York State.

We know that the ability to deliver the best communications experience starts with the network. FLTG is continuously expanding their privately owned footprint, which reaches over 30 markets in New York State and Pennsylvania. Our network, along with our breadth of knowledge, allows us to deliver customized solutions to top tier providers in the industry. Meeting specific needs, on time and on budget is what we do.

 Powered

**METRO
ETHERNET**

WAVELENGTH

**MOBILE
BACKHAUL**

**DARK
FIBER**

**HOSTED & CLOUD
BASED SOLUTIONS**

**DATA
STORAGE**

**OUTDOOR ANTENNA
SYSTEMS (ODAS)**

**DISASTER
RECOVERY**

**CISCO HARDWARE
& PROFESSIONAL
SERVICES**

**FULL AGENT
PORTFOLIO**

**SMALL
CELLS**

VISIT US ON THE WEB AT: FLTG.COM/CARRIERSERVICES
EMAIL US AT: CARRIERSERVICES@FLTG.COM

7890 LEHIGH CROSSING / VICTOR, NY 14564 / (585) 924-3510 / FLTG.COM
WITH OFFICES IN PHELPS, TRUMANSBURG, ROMULUS, BUFFALO, AND BINGHAMTON

FINGER LAKES
TECHNOLOGIES GROUP, INC.



Funnel Vision

Data-driven platforms open new channel management chapter

By **Tara** Seals



As workplace trends evolve to ubiquitous mobility and cloud-based environments, the enterprise channel sales process has gained complexity and sophistication. It's no longer a question of a vendor pushing a box to an end user via a reseller; nor is it a straightforward "do more for less" sales process in the communications realm. Products and services have converged; delivery and compensation models have blended; and tailored solution design is paramount. The modern sales process itself is much more about understanding individual customers' strategic business needs than shaving dollars off of a monthly invoice.

"How effective communications happen between all of the players in the channel ecosystem has been a standard issue for a 100 years, and it's one that will be there in 100 more, regardless of the evolution of

technology," explained Kenneth Fox, CEO at Channel Mechanics. "But the feedback that we hear is a lot of concern over what the role of distribution will be in three to five years' time as things move to the cloud."

Distributors are evolving with the cloud – they're now the ones providing the services because they've become managed service providers, Fox continued. "The smart partners are the ones delivering those services as opposed to the hardware. So the types of channel programs are changing, discounts are different, and there are new big players in channel space that weren't there before."

As such, data and analytics-based channel enablement and management have become important pieces of the puzzle for vendors, service providers and master agents/distributors when it comes to ensuring sales partners' success. They need to deal with the complexity of

TAKE CONTROL

OWN YOUR CUSTOMERS. BE THE SERVICE PROVIDER.



WHOLESALE ONLY PRIVATE LABELED CLOUD VOICE

- Build successful monthly recurring revenue with high value to your customers
- You determine your margins based on competitive wholesale rates
- Superior Network built on Metaswitch Carrier Class Network Software
- Stable and Profitable ILEC Core, assuring a long term wholesale relationship
- Superior Provisioning and Order Automation Tools for easier deployment

855.245.1433
reinventtelecom.com

BUILT ON METASWITCH

Re-invent
Telecom[™]

A Subsidiary of Saddleback Communications

Metaswitch
 Networks

THE BRAINS OF THE NEW GLOBAL NETWORK

today's workplace needs and channel ecosystem, and a need to gain speed in decision-making is necessary in order to stay competitive. So, new sources of information than what's been used in the past to drive channel strategy are critical to those efforts.

Data-Based Approaches

In the past, organizations managing a channel strategy relied completely on purchase order and point-of-sale statements from partners

and distributors for channel insights. In today's environment, this data is largely insufficient for providing the intelligence companies require to make critical business decisions.

Many companies with channel programs also continue to rely solely on the older arena of partner relationship management (PRM). But PRM is essentially a partner portal used by vendors to communicate to partners, provide content and training resources and engage with them on channel pro-

grams. It provides very little in the way of actionable data flowing back up to the provider, vendor or master agent.

"As markets get more competitive, the main challenges in coordinating relationships in the enterprise sales channel revolve around a) the speed and ease with which companies and partners capitalize/collaborate on market opportunities, b) a complete understanding of the end-customer, and c) making data-driven decisions across the channel organization," explained Mukund Ramaratnam, vice president of strategic sales at Zyme Solutions. "A critical missing capability in addressing these challenges is the lack of visibility and data-sharing between producers, such as device manufacturers, and the distributors and resellers that move their products through the channel to customers."

He added, "Channel sales, incentive payments, supply chain planning and revenue accounting segments of a business all suffer without a foundation of decision-grade channel data. Now more than ever, it is critical for organizations to ensure channel visibility in order to gain insight into every part of their business to ultimately improve their bottom line."

Data-based approaches become even more important given the rise of Internet of Things (IoT) and connected devices, which create intricate, complex supply chains, and the need for an omni-channel strategy, including e-commerce channels.

"Consider that companies are placing more than a trillion dollars' worth of goods and services into providers, resellers and master agents, and depend on a successful channel strategy to drive sales," said Ramaratnam. "Without way to gather key insights from channel data, organizations will continue to fly blindly through the channel and will lose out on vital information that could drive revenue."

For example, if a distributor or retailer wants to place an expedited order for additional units (usually at the air-freight expense of the manufacturer), would the decision to replenish the distributor's or retailer's stock be different if there was reliable data suggesting

OneStream networks

Thinking **Cloud Voice?**
Think **OneStream**

100% Channel-Focused
High-Performance Enterprise Cloud
Worldwide Coverage
99.5% Customer Retention

BROADSOFT

Industry-leader for:

- Cloud PBX
- Unified Communications
- SIP Trunking
- Cloud IVR and Contact Center Solutions
- Managed Data Networks

Skype for Business

Contact OneStream at Sales@OneStreamNetworks.com
or call 800-869-0315 option 2

THE AIRESRING ADVANTAGE



WHAT YOU CAN OFFER CLIENTS

Award-Winning Products and Competitive Pricing

- For MPLS, VoMPLS, SIP Trunking, DIA, Cloud PBX, Cloud Contact Center, Integrated Voice/Data and T1/PRI
- Multi-carrier and multi-network redundancy for maximum security and uptime

User-Friendly Billing

- One point of contact and one bill
- AireCare advanced billing reporting portal with 24/7 access

Extraordinary Service

- AireNMS 24/7 network monitoring service included FREE for customers on AireSpring-provided routers and gateways
- Personal attention and Premier Support Package with an escalation list that includes executive management all the way up to our CEO

WHAT AIRESRING OFFERS YOU

Generous Commission Structure

- Evergreen commissions
- Agent focused – over 90% of sales come from the channel
- 13 years of dependable commissions from a profitable, debt-free provider

Sales and Administrative Support

- Dedicated channel managers help you close business
- Online access and tracking of customer data, orders, and commissions

Instant Quoting Tools

- Instant access to real-time price quotes, rate sheets, product collateral, and training presentations
- QuoteSpring™ online quoting tool provides instant quotes on demand, with full integration for all carriers, including AT&T

Our partner program is consistently voted one of the most rewarding programs for agents and VARs

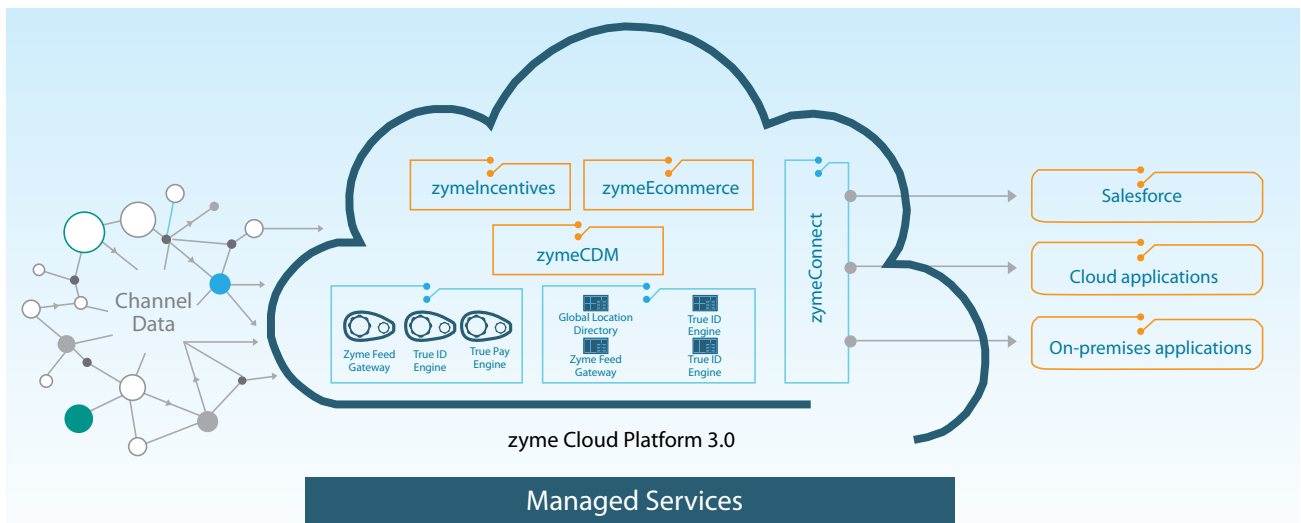
Our lineup of award-winning products is backed up by online tools, premium customer care and value-added services to help you succeed in the competitive marketplace.



Call **800-305-5647** or email partners@airespring.com,
and experience the AireSpring Advantage

Powered by





excess inventory of the same product at another distributor? Or at a different branch of the same retailer?

The Rise of CDM

Against this backdrop, channel data management (CDM) systems have emerged to offer a fundamental data management capability, delivered in the cloud, not only to drive channel management but also to improve business processes that are connected to channel performance (including sales and inventory data). Data-driven benefits include predicting channel sales, calculating accurate rebates and commissions, allotting market development funds (MDF) and regulating financial budgeting and planning processes.

Zyme, for instance, offers a software-as-a-service (SaaS) solution, dubbed Zyme Cloud Platform 3.0, which is anchored by a series of powerful engines and rich content directories. These algorithms and global databases enable Zyme's CDM platform to convert millions of transactions into channel intelligence.

"A 360-degree view of an organization's end-user customers, a top priority for most companies, is impossible without access to channel data," said Ramarantnam. "With CDM, organizations are empowered with insights into end-user customers, specifically on how products are performing in comparison to competitor products, and which market segments are successful or unsuccessful. In turn, this critical insight results in a boost in revenue, higher ROI from marketing spend and ultimately improves overall profit."

CDM also can integrate with PRM in intelligent ways, such as to enable data-exchange interactions with partners or to provide information on incentives and rebates calculated. Similarly, integration with CRM systems such as Salesforce.com lets field sales and channel account managers gain visibility into their partners' performance on a daily or weekly basis.

"In the future, smarter channel management will integrate CDM to 'light up' PRM and CRM systems with data-enabled insights and analytics," said Ramarantnam.

The Time to Market Play

Data-driven approaches also help solve legacy concerns. For instance, in coordinating their channel relationships, vendors, providers and master agents typically struggle with time to market for promotions and programs.

"Most providers want to run a demo program to seed the market, or they might offer discounts for bundles, or even multivendor bundles," said Channel Mechanics' Fox. "Add in deal registration, fund management and sales incentives, and you're looking at a very complex set of things to enable."

As such, the time it typically takes to get an offer out to channel partners can be anywhere from eight to 12 weeks, he said.

"When you're in a competitive situation, or looking to tap a new market, that's a recipe for losing share," Fox said.

Also, once an offer has launched, the provider, vendor or master agent is then faced with the need to ef-

fectively monitor or manage the program, ensuring that partners are getting their fair share, that the right partners are seeing the right discount, and that things are being fulfilled through the right distributor. Also, there's an interest in avoiding "gray market" activities brought on by partners over-stocking in demo programs or taking advantage of deep discounts to undercut the market.

Channel Mechanics' platform drives automation into most of these processes. Channel managers gain real-time data access through dashboards and reports. So, for instance, a product manager can see how an offer is performing in real time. The platform also delivers insights on which partners are looking at the program, which ones are actually using it, and which ones aren't participating.

"The benefit that we hope to bring is accelerated time to market, and the ability for the vendor to be proactive instead of reactive," said Fox. "We prevent program abuse, and ensure that bundles are able to be created and managed."

Channel Mechanics also has spent a lot of time solving the problem that vendors have in segmenting and differentiating their offers by geography, product type, vertical and so on, said Fox, so they can create segmented and targeted offerings for specific types of partners, like those that have a certain certification level.

In other words, Fox continued, "Providers can get granular and solve the issue of 'spray and pray.'" □

YOU ARE THE SERVICE PROVIDER.
YOU HAVE MOUNTAINS TO CLIMB.



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 providers 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.



ITS YOUR SUMMIT. LET US BE YOUR SHERPAS.

www.voiplogic.com



Nearly six out of 10 businesses recently surveyed by Aberdeen Group say they use at least eight channels of communications when interacting with customers who are looking to make a purchase. A separate study from Adobe Digital Index likewise found that 79 percent of people admit to switching devices during a single online interaction.

It's largely why the term "call center" no longer adequately describes today's customer contact center, and it speaks to the complexity today's omni-channel businesses face in terms of customer communications and interactions, from marketing to sales to support.

"The contact center is the nerve center of the business," writes Omer Minkara, Aberdeen Group research director. "Much like how the human brain functions, it collects and interprets numerous signals." While the human brain collects signals through five sense, "the contact center collects data through channels of customer interaction."

Of course, how a company uses that structured and unstructured data can be the difference between strategic success and failure, as Aberdeen research suggests those that have grasped the notion of intelligent contact centers are reaping enterprise-wide rewards. Indeed, the research firm identified numerous key performance indicators where performance of intelligent contact centers,

Omni-CHANNELING

The pitch for intelligence in the contact center

By **Martin** Vilaboy

SAVE THE DATE FOR 2017 – IT'S ALL ABOUT ACCESS...



THE 2017
**INCOMPAS
SHOW**

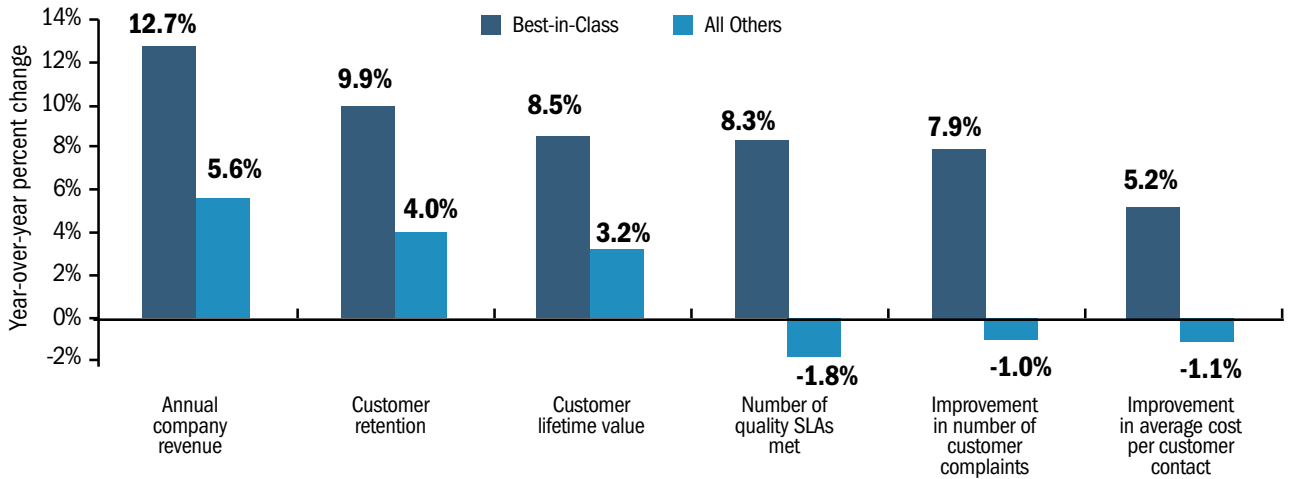
**APRIL 3 - 5, 2017
MORIAL CONVENTION CENTER
NEW ORLEANS, LA**

THE 2017
**INCOMPAS
SHOW**

**OCTOBER 15 - 18, 2017
MARRIOTT MARQUIS SAN FRANCISCO
SAN FRANCISCO, CA**



Performance of Intelligent Contact Centers Outpace “All Others”



Source: Aberdeen Group

depicted as “best-in-class,” outpaces all others, including year-to-year improvements in revenue, retention, satisfaction, cost per customer contact, first call resolution and number of SLAs met.

All told, Aberdeen cites three main categories of performance benefits that intelligent contact centers provide. For starters, they enjoy superior customer experience results indicated by the ability to decrease the number of customer complaints year over year (7.9 percent for best-in-class vs. -1.0 percent for all others).

“As such, they observe substantial annual growth in customer retention rates and customer lifetime value,” argues Minkara.

Secondly are the benefits that relate to operational results, including metrics such as agent utilization, number of quality SLAs met and average handle time. “Managing operations to improve these KPIs ultimately help contact centers reduce customer service costs,” continues Minkara.

Aberdeen figures show “that intelligent contact centers maximizing operational efficiencies reduce service costs by 5.2 percent year-over-year, compared to 1.1 percent increase by all others,” said Minkara’s research report. Put together, the results suggest that intelligent contact centers improve the customer service experience while simultaneously lowering customer service costs.

Even better, the third area of benefits is financial results. Aberdeen figures suggest that companies with best-in-class contact centers enjoy more than twice the year-over-year growth in annual company revenue than the all others group (12.7 percent vs. 5.6 percent).

The Cornerstones of Intelligence

So how does a company determine the IQ of its customer support resources? Aberdeen researchers have identified four building blocks that businesses can use to help construct a performance-enhancing, intelligent contact center.

Being that customer support resides in an omni-channel world, where multiple systems (CRM, ACD, IVR) and channels (phone, SMS, live chat, email) are integrated across the enterprise and experience to provide a unified view of the customer, it’s no surprise that the first building block is the seamless flow of data across the organization, or workflow optimization. And one of the primary upsides of workflow optimization is a personalized customer experience.

In turn, intelligent contact centers are 31 percent more likely to use customer contact data to direct customers to the appropriate channels, show Aberdeen surveys. “This is done by using ACD data in combination with account data within the

CRM system to optimize customer routing,” Minkara explained.

Companies also can build specific workflows so clients within higher-spending categories are quickly connected to a high-touch channel (i.e. phone) without having to go through IVR, or a workflow can route clients to a preferred support channel, assuming that information is available within the CRM platform. Companies with intelligence contact centers also are 61 percent more likely to route support interactions based on complexity, showed Aberdeen.

Beyond customer interaction, optimized data flows can help businesses streamline operations, such as with agent scheduling. Aberdeen found that intelligent contact centers are 77 percent more likely than all others to use self-service data when forecasting agent demand across all channels, meaning companies actively monitor the number of customers using self-service portals such as a website, IVR or an online community, and apply this insight when projecting agent demand across channel.

The next principal component of intelligence in the contact center, says Aberdeen, is the empowerment of agents.

“Data shows that intelligent contact centers truly understand the importance of empowering employees with timely and relevant insights needed to do their jobs,” said Minkara.

**Three Months
Free**
See Notes Below



Get-Started Promo

Unlimited DID Origination per Session

Save Big by Reducing Your Multi Vendor, Multi Trunk-Groups to a Single Nationwide Trunk-Group and Eliminate the Excessive Idle Sessions.

- 1) Single Trunk-Group, Single Vendor, Nationwide Coverage
- 2) Highest Trunk-Group Utility Statistics
- 3) Largest DID Footprint in US & Canada
- 4) Also Available, 56+ Countries Globally
- 5) Applies to all New Customers & DID Services
- 6) Optional Traffic Spike Protection
- 7) Same-Day Activation

Domestic Rate Offer:

50 Sessions: **\$250.00 MRC**

20 Sessions: **\$120.00 MRC**

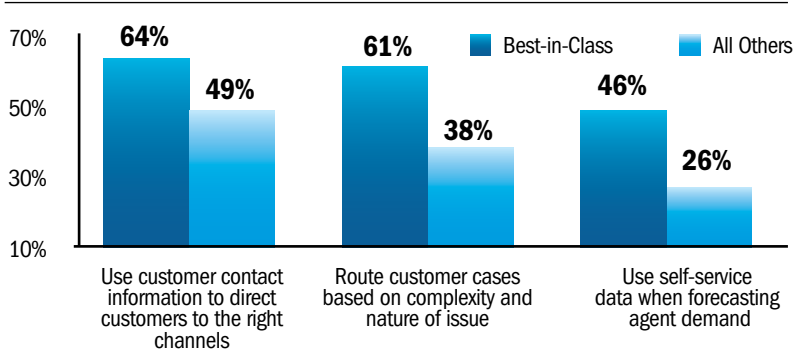
10 Sessions: **\$ 80.00 MRC**

5 Sessions: **\$ 50.00 MRC**

Sign up and Receive Three Months of Free Sessions with a One Year Agreement. Offer Good Through End of year, 2016.

BBCOM info@bbcom.com
888-243-0739 | 213-799-1705

Personalize the Customer Service Experience



Source: Aberdeen Group

Best-in-class firms, for instance, are 17 percent more likely than all others to have access to detailed historical account data, often preventing the need for agents to ask more exploratory questions or for customers to provide and repeat basic information – an issue that often tops lists of customer support complaints. Likewise, intelligent contact centers provide workers with unified desktop capabilities, whereas, on average, contact center agents traditionally have used three screens to find relevant data needed to serve customers.

“This consumes 15 percent of agent time,” said Aberdeen. “Hence, a 300-seat contact center with a fully loaded annual labor cost of \$50,000 incurs \$2.25 million each year in

unnecessary costs due to poor information management practices.”

Customer service reps in an intelligent contact center also are empowered with easy access to relevant knowledgebase articles, said Minkara. “Such easy access to relevant insight ultimately helps the intelligent contact center reduce handle times and improve first contact resolutions.”

Empowered agents lead to happier customers, and improving customer experience results is a top objective for 96 percent of contact centers surveyed by Aberdeen. Here again, intelligent contact centers are known for allowing executives to manage performance through the lens of the customers. In other words, the top-performing companies use

a mix of activities to track customer experience outcomes and ensure agents are meeting and exceeding client needs.

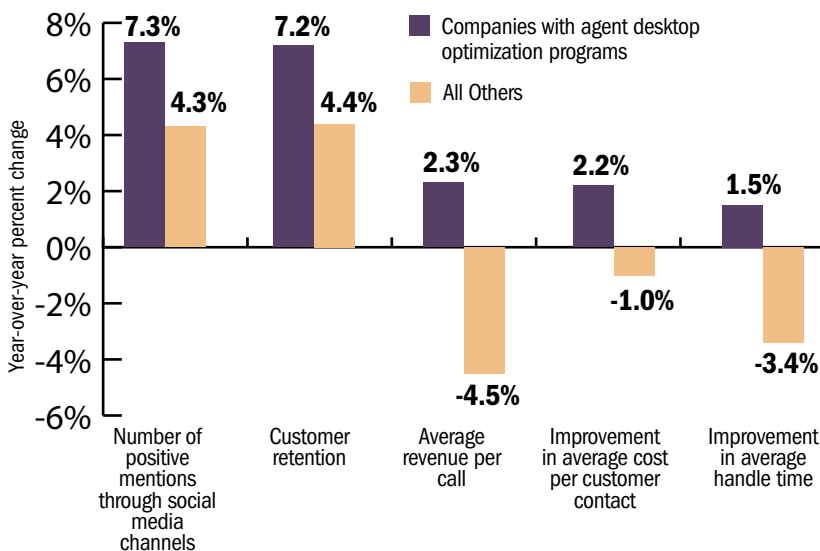
Best-in-class contact centers, for instance, are 28 percent more likely to enable supervisors and executives with real-time views of activity results. This provides decision makers with the ability to detect positive or negative trends in a timely fashion and take corrective action when necessary, say Aberdeen analysts. The best-in-class also are 30 percent more likely to use customer feedback when measuring and managing agent performance, and are 37 percent more likely to use voice of the customer (VoC) data as a way to build agent competency profiles, compared to all others.

So far, we have seen how intelligence in the contact center improves agent interaction with customers and upper management, as well as their own performance. The fourth building block involves smarter interaction between customer care and IT departments. Aberdeen surveys found that best-in-class companies are 44 percent more likely to have a formal process where customers care executive and the CIOs work closely to manage customer data. (Incidentally, they are also significantly more likely to regularly back up customer data.)

“A collaborative data management process includes determining the roadblocks in making better use of data, mapping data flows, and determining how to incorporate new channels within the current customer interaction channel mix,” Minkara stated. “While each business will face unique issues at different points in time, it is regular collaboration that ultimately helps the intelligent contact centers outpace all others and drive maximum results through effective use of data.”

Ultimately, in the era of the empowered consumer, who typically is armed with a single device by which they can communicate with a business in multiple ways, an intelligent contact center becomes less a differentiator and more a necessity. [1](#)

Focus on the Agent Desktop to Create Happy Customers & Minimize Costs



Source: Aberdeen Group

THE 2016

INCOMPAS SHOW

OCTOBER 23-25, 2016 | DALLAS, TEXAS

SHOW GUIDE

TRENDS
THE FUTURE
THE NETWORK
DEALS

BUYERS
CONNECTIONS
EXECUTIVES



INCOMPAS THANKS OUR SPONSORS FOR THEIR SUPPORT

PREMIER PARTNER



GOLD SPONSORS



SILVER SPONSORS



BOARD SPONSORS



MEDIA SPONSORS



AFFILIATE PARTNER



GENERAL SPONSORS

- ADVA Optical Networking
- Atlantic ACM
- Edison Carrier Solutions
- Great Plains
- Mammoth Networks
- Impact Telecom
- Midco
- Nebraska Data Centers
- Nitel
- Ritter Communications

Edison Carrier Solutions

You have the data. We have the fiber network.



Wholly Owned and Operated | Fully Diverse Routes | CLEC since 1991

Customers

- Carriers
- Government
- Education
- Enterprise

Products

- Dedicated Wavelengths
- Switched Ethernet
- Dark Fiber
- Direct Internet Access
- Custom Solutions
- SONET

Network

- 5,000+ Fiber Route Miles
- LATA 730, LATA 973
- On net presence at MSCs, Central Offices, and major Data Centers



Visit: edisoncarriersolutions.com
Call: 1-800-634-7999
Email: carriers@sce.com



EDISON
CARRIER SOLUTIONSSM

A Division of SOUTHERN CALIFORNIA EDISON[®]

WELCOME TO TO DALLAS!

Table of Contents

General Information.....	6
Schedule at a Glance....	10
Agenda.....	12
Expo Hall Map.....	18
Exhibitors.....	20
Gaylord Texan Maps ...	30



Dear INCOMPAS Show Attendees,

Welcome to The INCOMPAS Show! We're excited to have you join us here in Dallas for what promises to be three days of access to networking events, enriching content, and most importantly, the opportunity to meet with existing and new customers.

Much like the ever-changing communications landscape, The INCOMPAS Show continues to evolve in order to provide attendees, sponsors, and exhibitors with a high-quality event and experience. This Fall you will find new and exciting features that make the show all about access – access to key contacts for making business deals happen, access to the latest industry news and trends, and access to information that will help you grow your business. You will also find relevant, industry-specific discussions, more time to network with your peers, increased opportunities for buyers and sellers to connect, and the ability to take advantage of all the show has to offer in a central location – the Expo Hall.

To kick off The INCOMPAS Show, please join me in the Expo Hall on Sunday for our Texas Tailgate Welcome Party, sponsored by Google Fiber and Twitter, with support from Alpheus, Impact Telecom, Inteliquent, Level 3, Netflix, Spread Networks, TSI, and Wave Wholesale, from 5:00 p.m. to 7:00 p.m. Wear your favorite team's jersey and come prepared to eat, drink, watch the game, and socialize.

The INCOMPAS Show then continues with a line-up of sessions and events on Monday and Tuesday, including:

- Monday morning opening keynote session with Richard "Rick" D. Calder, Jr., President and CEO of GTT; and a Tuesday morning keynote session with Ron Mudry, Founder, CEO, and President of Uniti Fiber;
- Industry experts speaking on panel sessions: Network Management: Maintaining and Optimizing Networks; Keeping Pace with Technology: Planning For and Predicting Network Needs and Trends; Building the Cities of the Future; and Smart Transportation;
- More opportunities to network in a relaxed atmosphere, including Monday's Beers with Peers Happy Hour sponsored by Facebook and T-Mobile and Tuesday night's Texas Round Up Closing Party sponsored by Uniti Fiber;
- And, of course, continuous deal making on the show floor and in the Deal Center sponsored by GTT, so be sure to schedule those all-important meetings in the BusinessPLANner.

I look forward to these next couple of days and hope you find your experience at The INCOMPAS Show to be a valuable one. On behalf of INCOMPAS and our Board of Directors, I thank you for your continued support of INCOMPAS.

Sincerely,

Chip Pickering
CEO, INCOMPAS

Introducing **SRP DataStation™**

Thinking beyond the box!

Come meet us at **booth 107** to learn more about the next-generation data center, or visit us at srptelecom.com.



GENERAL INFORMATION

Admission

All attendees are required to wear the color-coded wristband and badge provided to them upon registration. Wristbands and badges must stay on for the duration of your attendance at The INCOMPAS Show. No one will be permitted in the Expo Hall, meeting rooms or networking receptions without the appropriate conference wristband and/or badge.

COLOR	REGISTRATION TYPE
Orange Wristband	Full Conference
Blue Wristband	Monday Only
Green Wristband	Tuesday Only
Grey Wristband	Meeting Room Only
Yellow Badge	Exhibitors
Red Badge	Party Pass

Registration Hours

Location: Center Pre-Function

Sunday, October 23 2:00 p.m. – 7:00 p.m.
 Monday, October 24 7:30 a.m. – 5:00 p.m.
 Tuesday, October 25 7:30 a.m. – 1:00 p.m.

Registration sponsored by



Expo Hall Schedule

Location: Grapevine Ballroom

Sunday, October 23 5:00 p.m. – 7:00 p.m.
 Monday, October 24 10:00 a.m. – 6:00 p.m.
 Tuesday, October 25 10:00 a.m. – 3:00 p.m.

Meeting Rooms

Interested in meeting with a specific company to talk and do business? Visit them in their designated meeting room! See page 19 for a list of companies who have meeting rooms and their locations.

Deal Center

There is no better place to make deals than at The INCOMPAS Show! Use the BusinessPLANner (instructions below) to set up your valuable one-on-one meetings in the Deal Center. You can also stop by for a limited number of meeting times that are available on a first-come, first-serve basis.



Deal Center Schedule

Monday, October 24 7:00 a.m. – 6:00 p.m.
 Tuesday, October 25 7:00 a.m. – 3:00 p.m.

Business PLANner

The Business PLANner makes scheduling all of those important face-to-face meetings as simple as ever. Access the BusinessPLANner through the INCOMPAS Mobile App or desktop.

Log in to the Business PLANner at <https://incompasfall2016.exptracker.net/businessplanner> and enter the username and password you created when you initially registered for The INCOMPAS Show.

From this dashboard (at right), you can start using the Business PLANner. Under the 'Your Messages' category you can see if anyone has sent you an invitation by clicking on 'My Messages', send an invitation by clicking on 'Create New Message' or schedule a meeting by clicking on 'Create New Meeting'. In the right column, you will see any pending invitations you have received, invitations you have sent, and your schedule to review or print. We make it easy to connect without giving out your email or personal information to do it.

You can also download the pre-registered attendee list, view your registration information and build a profile to share with potential dealmakers.



The INCOMPAS Show Mobile App

Download The INCOMPAS Show mobile app for instant access to everything about the show. Easily view the show agenda; add sessions to your personal schedule; sort through the full speaker lineup; access the entire 2016 list of exhibitors, including company description, website, and contact information; and stay on track with show notifications. Simply download the free app to your mobile device by searching for INCOMPAS in your app store.

Charging Station

Don't let your phone's low-battery life stop you from all that networking! Stop by the charging station in the Granite lounge in front of the HUB in the Expo Hall to recharge and get back to making deals!



BRILLIANT FIBER OPTIC SOLUTIONS.



Gigabit+

FIBER SOLUTIONS™

Our fiber infrastructure can provide Ethernet across the country with ring-protected paths for scalable data transmissions from 10Mbps to 10GB.

Mediacom Business offers a broad array of advanced services:

- Long Haul Transport
- Wireless Backhaul
- Point-To-Point Ethernet Service
- Metro Ethernet
- Dedicated Internet Access
- Primary Rate Interface

Mediacom
MEANS BUSINESS

MediacomBusiness.com

Call to learn how easy and profitable it is to add Mediacom Business to your enterprise offerings

Christina Montalvo Carrier Account Executive • (515) 246-2251 • cmontalvo@mediacomcc.com

Adam Moore Carrier Account Executive • (515) 988-3738 • admoore@mediacomcc.com

Hear From Industry Experts in The HUB

Location: Expo Hall

You no longer have to travel to keynotes and important panel sessions – all the action takes place right in the Expo Hall. Check the agenda on pages 12-17 to see when you can see Rick Calder, CEO of GTT, top industry CEOs and more in The Hub.

The INCOMPAS Booth & Grand Prize Drawing

Location: Booth #214, Expo Hall

We will have staff on-hand in the INCOMPAS booth during all Expo Hall hours to answer your questions and to provide you information on membership benefits. Be sure to stop by and enter the Expo Hall Grand Prize Drawing for your chance to win a \$1,000 gift card!

Conference Highlight Wall

Don't miss a beat! Check out the Conference Highlight Wall at the entrance to the Expo Hall to see the day's lineup of events and what's happening at The INCOMPAS Show!

Sponsored by **verizon**✓

Snack Break

Location: Booth 206, Expo Hall

Stop by Granite's booth (booth 206) on Monday from 2:00 p.m. - 2:30 p.m. for a quick snack.

Sponsored by **Granite**

Get Social at The INCOMPAS Show!

There are opportunities to expand your network everywhere you turn. The next partner or deal could be waiting for you at the Deal Center, The Hub, during meals and in the lounges and meeting pods located in the Expo Hall. And, of course, at our amazing networking events.

SUNDAY, OCTOBER 23

Texas Tailgate Welcome Party

5:00 p.m. – 7:00 p.m.
Expo Hall

Sponsored by **Google fiber** 

Supported by



MONDAY, OCTOBER 24

"Beers with Peers" Happy Hour

4:00 p.m. – 6:00 p.m.
Expo Hall

Sponsored by **facebook** **T-Mobile**

TUESDAY, OCTOBER 25

Closing Party: Texas Round Up

4:00 p.m. – 7:00 p.m.
The Glass Cactus Nightclub

Sponsored by  **Uniti Fiber**



Extensive 8,000 Mile, Self-Healing, Physically Diverse Fiber Network

**Nebraska Statewide Coverage,
Multiple Routes with Ability to Bypass Omaha**

**Expanded Routes: Colorado, Iowa, Illinois, Kansas,
Minnesota, South Dakota, Wyoming**

**Carrier POPs: Chicago, Denver, Des Moines, Kansas,
Minneapolis, Omaha, Wyoming**

24x7x365 TL9000 Certified Network Operations Center

**Switched and Dedicated Ethernet Capable
100G Capable**

Lit Buildings and Custom Builds

90 C.O.'s Owned and Operated

**Largest Telecommunications, Last Mile and
Middle Mile Provider in Nebraska**

SCHEDULE AT A GLANCE

SUNDAY, OCTOBER 23

2:00 p.m. – 7:00 p.m.	Registration Open Sponsored by Windstream; Center Pre-Function
4:00 p.m. – 5:00 p.m.	Exhibitor Appreciation Reception (Exhibitors Only) Sponsored by INCOMPAS; The HUB
5:00 p.m. – 7:00 p.m.	Texas Tailgate Welcome Party Sponsored by Google Fiber and Twitter with support from Alpheus, Impact Telecom, Inteliquent, Level 3, Netflix, Spread Networks, TSI, and Wave Wholesale; Expo Hall
5:00 p.m. – 7:00 p.m.	Expo Hall Open

MONDAY, OCTOBER 24

7:00 a.m. – 6:00 p.m.	Deal Center Open Sponsored by GTT; Expo Hall
7:30 a.m. – 5:00 p.m.	Registration Open Sponsored by Windstream; Center Pre-Function
8:00 a.m. – 9:00 a.m.	C-Suite Networking Breakfast (Invitation Only) Sponsored by Inteliquent; Texas 6
8:00 a.m. – 9:00 a.m.	Attendee Breakfast Expo Hall
9:00 a.m. – 10:00 a.m.	Opening Keynote: Rick Calder, CEO, GTT The HUB
10:00 a.m. – 6:00 p.m.	Expo Hall Open
10:00 a.m. – 10:30 a.m.	Refreshment Break Expo Hall
10:15 a.m. – 10:30 a.m.	Vendor Session: How to Leverage Carrier Neutral Hotels to Grow Your Business Sponsored by Nebraska Data Centers; The HUB
11:00 a.m. – 12:00 p.m.	Network Management: Maintaining and Optimizing Networks The HUB
12:00 p.m. – 1:30 p.m.	Attendee Lunch Expo Hall
12:10 p.m. – 1:20 p.m.	Vendor Session: Maximizing Returns with Potential 5G Network Design and Use Cases While Avoiding Legal and Regulatory Obstacle Sponsored by Hogan Lovells; The HUB
1:30 p.m. – 2:00 p.m.	Vendor Session: SD-WAN 2.0: Building a Better SD-Wan Sponsored by ADVA Optical Networking; The HUB
2:00 p.m. – 2:30 p.m.	Snack Break Sponsored by Granite; Expo Hall; Booth 206
2:15 p.m. – 2:45 p.m.	Vendor Session: Enable Your OSS to Accelerate, Not Hinder, Ethernet Sales Sponsored by Neustar
3:00 p.m. – 4:00 p.m.	Keeping Pace with Technology: Planning For and Predicting Network Needs and Trends The HUB
4:00 p.m. – 6:00 p.m.	"Beers with Peers" Happy Hour Sponsored by Facebook and T-Mobile; Expo Hall
5:00 p.m. – 6:00 p.m.	INCOMPAS Buyers Forum Power Hour (Invitation Only) Texas C
5:00 p.m. – 6:00 p.m.	PAC Reception (Invitation Only) Presidential Suite
6:00 p.m. – 7:00 p.m.	Executive Reception (Invitation Only) Sponsored by Wave Wholesale; Presidential Suite
7:00 p.m. – 10:00 p.m.	CEO Dinner (Invitation Only) Sponsored by Bank Street; FT 33

TUESDAY, OCTOBER 25

7:00 a.m. – 3:00 p.m.	Deal Center Open Sponsored by GTT; Expo Hall
7:30 a.m. – 1:00 p.m.	Registration Open Sponsored by Windstream; Center Pre-Function
8:00 a.m. – 9:00 a.m.	Members Only Breakfast (Invitation Only) Texas C
8:00 a.m. – 9:00 a.m.	Attendee Breakfast Expo Hall
9:00 a.m. – 10:00 a.m.	Building the Cities of the Future The HUB
10:00 a.m. – 3:00 p.m.	Expo Hall Open
10:00 a.m. – 10:30 a.m.	Refreshment Break Expo Hall
10:15 a.m. – 10:45 a.m.	Keynote Session: Changing Telecommunications Infrastructure Landscape Sponsored by Uniti Fiber; The HUB
11:00 a.m. – 12:00 p.m.	Smart Transportation The HUB
12:00 p.m. – 1:30 p.m.	Attendee Lunch Expo Hall
12:00 p.m. – 1:30 p.m.	INCOMPAS Board Lunch (Board Members Only)
2:00 p.m. – 2:30 p.m.	Refreshment Break Expo Hall
4:00 p.m. – 7:00 p.m.	Closing Party: Texas Round Up Sponsored by Uniti Fiber; The Glass Cactus Nightclub



VISIT US AT
TELISPIRE.COM



Winning MVNO Solutions

FULL TURN-KEY SOLUTION

You need an MVNO Solution that truly delivers! Our solution provides state of the art billing, rating, and provisioning in a web-based application that supports Prepaid, Postpaid, and M2M through an integrated eCommerce platform. Add in device sourcing, fulfillment along with sales and marketing support, and you truly have an MVNO solution that goes *beyond the call*.

CUSTOMER ON-BOARDING

The on-boarding process isn't just activating customers. MVNO's need multiple activation methods through a robust easy-to-use system. They need reporting and tracking of transactions that are happening in their white label portal and that is how Telispire's system excels above all others.

CUSTOMER RELATIONSHIP MANAGEMENT

Telispire's award winning back-office system delivers a CRM system and takes it to the next level. Relevant customer information in one web-based portal with full integration to national carriers is one of the reasons it won an award for innovation in 2016.

GROW YOUR BRAND, REVENUE & PROFITS BY SELLING WIRELESS 4G LTE TO YOUR CUSTOMERS

The INCOMPAS Show

October 23-26

The Gaylord Texan

Grapevine, TX

Booth 412

AGENDA

SUNDAY, OCTOBER 23

2:00 p.m. – 7:00 p.m.

Registration Open

Center Pre-Function

Sponsored by



4:00 p.m. – 5:00 p.m.

Exhibitor Appreciation Reception (Exhibitors Only)

The HUB

Hosted by



5:00 p.m. – 7:00 p.m.

Texas Tailgate Welcome Party

Expo Hall

Sponsored by



Supported by



Kick off The INCOMPAS Show with a fun night of eating, drinking and engaging with peers at our Texas Tailgate Welcome Reception! Guests are encouraged to come dressed in their favorite college or professional football team's jersey. Games will be televised "live" from The Hub!

MONDAY, OCTOBER 24

7:00 a.m. – 6:00 p.m.

Deal Center Open

Sponsored by



7:30 a.m. – 5:00 p.m.

Registration Open

Center Pre-Function

Sponsored by



8:00 a.m. – 9:00 a.m.

C-Suite Networking Breakfast (Invitation Only)

Texas 6

Sponsored by



8:00 a.m. – 9:00 a.m.

Attendee Breakfast

Expo Hall

9:00 a.m. – 10:00 a.m.

Opening Keynote

Richard "Rick" Calder, CEO, GTT

The HUB

Join us for this exciting keynote as Rick Calder and Chip Pickering discuss Rick's career in the communications industry that began with MCI, his perspective of the communications industry today and GTT's strategy for continued success and growth.

10:00 a.m. – 6:00 p.m.

Expo Hall Open

10:00 a.m. – 10:30 a.m.

Refreshment Break

Expo Hall

10:15 a.m. – 10:30 a.m.

Vendor Session: How to Leverage Carrier Neutral Hotels to Grow Your Business

The HUB

Sponsored by



Speaker:

Roger Willey, Vice President of Sales and Marketing, Nebraska Data Centers

The demand for reliable, high performing connectivity has made carrier neutral hotels more valuable to enterprise businesses. Having a presence within carrier hotels is a strategic decision that requires careful planning and execution to get a positive return on investment. Attend this session to gain a unique perspective from the Carrier Hotel's position. Roger Willey, VP of Sales and Marketing for Nebraska Data Centers, who owns and operates the carrier hotel in Omaha, will share unique insights into the needs and interests of enterprise businesses and how carriers can get the most from a presence in a carrier neutral hotel.

STA[®]

Sales Tax Associates, Inc.

Simplifying Tax Reporting for Telecommunication Companies



TAX SOLUTIONS FOR YOUR BUSINESS

Schedule a brief consultation to see how outsourcing of tax filing and compliance can save your company thousands of dollars and help it run more efficiently.

**Ensure your business is updated on tax requirements today, call
(512) 301-1808
info@salestaxassociates.com
www.salestaxassociates.com**

11:00 a.m. – 12:00 p.m.

Network Management: Maintaining and Optimizing Networks

The HUB

Moderator:

Don Eben, CEO, TWX Solutions

Panelists:

Joe DePetro, Director of Business Development, XKL

Kevin Hohman, VP, Network Solutions Group,
Digital Realty

Francisco Maella, COO, Alpheus Communication

Company representatives will discuss the challenges and opportunities associated with network planning and optimization from an operational standpoint. Panelists will discuss how to manage the impact of technological change and regulation on cost and revenue.

12:00 p.m. – 1:30 p.m.

Attendee Lunch

Expo Hall

12:10 p.m. – 1:20 p.m.

Vendor Session: Maximizing Returns with Potential 5G Network Design and Use Cases While Avoiding Legal and Regulatory Obstacles

The HUB

Sponsored by

Hogan
Lovells

Speakers:

Michele Farquhar, Partner, Hogan Lovells

Trey Hanbury, Partner, Hogan Lovells

Tom Peters, Senior Advisor, Hogan Lovells

With annual service revenues estimated at more than \$250 billion by 2025, 5G broadband promises to fundamentally change the way the world generates and receives data. The advent of 5G has awakened established operators from throughout multiple discrete industries to vulnerabilities in their existing business models. Realizing the 5G revolution will require not only vast swaths of newly available spectrum, but also a huge surge in the deployment of point-to-point and point-to-multipoint backhaul networks. When will the new spectrum to fuel the 5G revolution become available? How will 5G network design and evolution affect potential applications and use cases? How do operators intend to carry the enormous traffic that hyper-dense network deployments promise to generate? And what legal and regulatory obstacles stand in the way?

1:30 p.m. – 2:00 p.m.

Vendor Session: SD-WAN 2.0: Building a Better SD-WAN

The HUB

Sponsored by



Speaker:

Prayson Pate, Chief Technical Officer, Ensemble Division,
ADVA Optical Networking

Software-defined wide area networks (SD-WAN) are a red-hot topic with enterprise users and telco service providers. SD-WAN enables enterprise users to cut expenses for private networks, but at the cost of managing those networks and committing to single-sourced solutions. On the other side, telco service providers are deploying SD-WAN to respond to the threat to their VPN revenues. However, the current implementation in monolithic appliances or VNFs is not consistent with the direction of network evolution. This session will explore how SD-WAN will evolve to better meet the needs of both enterprises and operators.

2:00 p.m. – 2:30 p.m.

Snack Break

Expo Hall; Booth 206

Sponsored by



2:15 p.m. – 2:45 p.m.

Vendor Session: Enable Your OSS to Accelerate, Not Hinder, Ethernet Sales

The HUB

Sponsored by



Speaker:

John Denemark, Sr. Director of Product Management,
Neustar Carrier Services

Vertical Systems Group reports that over 60% of new Ethernet connections were delivered by CLECs and Cable MSOs in the first half of 2016, with 17% annualized growth expected for the full year. With tremendous opportunity for new revenue and footprint expansion, carriers are restrained by service fulfillment and order management systems that aren't designed to manage the idiosyncrasies of Ethernet. Join Mr. Denemark to hear how Neustar streamlines the exchange of order status between access providers and their customers for faster delivery, cost savings and revenue.



KADENCE

gokadence.com

SCHEDULED RELEASE IN Q2!

KADENCE Ticketing System (KTS)

KADENCE Circuit Management (KCM) drives profitability through the optimized management of special circuits and inside plant.



Advantages of KCM



Customizable Workflows



Maintenance Notifications



Contract Management



Manage SLAs via NMS



Create & Track Trouble Tickets



Network Discovery via Integration

**Schedule a demo
to learn more!**



866-877-4373 or gokadence.com

3:00 p.m. – 4:00 p.m.

Keeping Pace with Technology: Planning For and Predicting Network Needs and Trends

The HUB

Moderator:

Chip Pickering, CEO, INCOMPAS

Panelists:

- John Bullock, Chief Technology Officer and Executive Vice President of Network Operations, Inteliquent
- Adam Koepp, Vice President, Technology Planning, Verizon Wireless
- Frank Rey, Director, Global Network Acquisition Group, Microsoft
- Ben Segura, Manager of Network Innovation, Google Fiber

Senior communications representatives will engage in an interactive discussion about the network planning process in their organizations. Panelists will explore how companies plan for, evaluate and make buying decisions to meet their network needs. Panelists will discuss the factors and criteria used in their buying decisions as well as how to stay ahead of an ever-changing technology landscape.

4:00 p.m. – 6:00 p.m.

"Beers with Peers" Happy Hour

Expo Hall

Sponsored by

facebook

T-Mobile®

Join your peers for a Happy Hour in the Expo Hall.

5:00 p.m. – 6:00 p.m.

INCOMPAS Buyers Forum Power Hour (Invitation Only)

Texas C

5:00 p.m. – 6:00 p.m.

PAC Reception (Invitation Only)

Presidential Suite

6:00 p.m. – 7:00 p.m.

Executive Reception (Invitation Only)

Sponsored by

wave
wholesale



Where do you want
your circuit?



TYPE ADDRESS HERE

Mammoth aggregates 60+ fiber
networks across the Western US

Copyright Mammoth Networks 2016-01-15. All rights reserved.

7:00 p.m. – 10:00 p.m.

CEO Dinner (Invitation Only)

FT 33

Sponsored by 

TUESDAY, OCTOBER 25

7:00 a.m. – 3:00 p.m.

Deal Center OpenSponsored by 

7:30 a.m. – 1:00 p.m.

Registration Open

Center Pre-Function

Sponsored by

 windstream.

8:00 a.m. – 9:00 a.m.

Members Only Breakfast (Members Only)

Texas C

8:00 a.m. – 9:00 a.m.

Attendee Breakfast

Expo Hall

9:00 a.m. – 10:00 a.m.

Building the Cities of the Future

The HUB

Moderator:

Todd O'Boyle, Deputy Director, Next Century Cities

Panelists:

Ron Nirenberg, Councilman, City of San Antonio

Mayor Wade Troxell, City of Ft. Collins, Colo.

Jory Wolf, Vice President of Digital Innovation,

Magellan Advisors

To build the cities of the future, policies and ordinances must be in place to make doing business with a city easier, cost effective and faster. Panelist will discuss what is required to build tech-ready communities of the future, the process for evaluating potential partners and the value of relationships between city leaders, network builders and other vendors.

10:00 a.m. – 3:00 p.m.

Expo Hall Open

10:00 a.m. – 10:30 a.m.

Refreshment Break

Expo Hall

10:15 a.m. – 10:45 a.m.

Keynote Session: Changing Telecommunications Infrastructure Landscape

Ron Mudry, Founder, CEO and President, Uniti Fiber

The HUB

Join us for a discussion with Ron Mudry, President of Uniti Fiber, as he discusses industry trends and opportunities of deploying dense fiber networks to meet the needs of the industry's most demanding customer applications including mobile backhaul, content delivery, Internet of Things and high availability data transport. The session will also touch on how the shift from services to infrastructure is changing the competitive landscape creating challenges and opportunities for both telecom operators and the jurisdictions that regulate infrastructure deployment.

11:00 a.m. – 12:00 p.m.

Smart Transportation

The HUB

Moderator:

Pete DeNagy, Managing Principal/President, Acommence Advisors, Inc.

Panelists:

David Livingston, Chief Technology Officer, ParkHub

Christopher Poe, Senior Research Engineer & Assistant

Agency Director, Texas A&M US Center of Smart

Transportation

Darren Poikonen, Senior Manager, Channel Sales &

Business Development, Verizon

We know that driverless cars are in our future, and as a result our urban areas will need to become smarter to accommodate transportation technology. Hear from city leaders and suppliers of technology as they discuss how they have deployed technology to build out a smart city infrastructure. Learn more about operational readiness for a smart city infrastructure with a focus on lighting, traffic and parking.

12:00 p.m. – 1:30 p.m.

Attendee Lunch

Expo Hall

4:00 p.m. – 7:00 p.m.

Closing Party: Texas Round Up

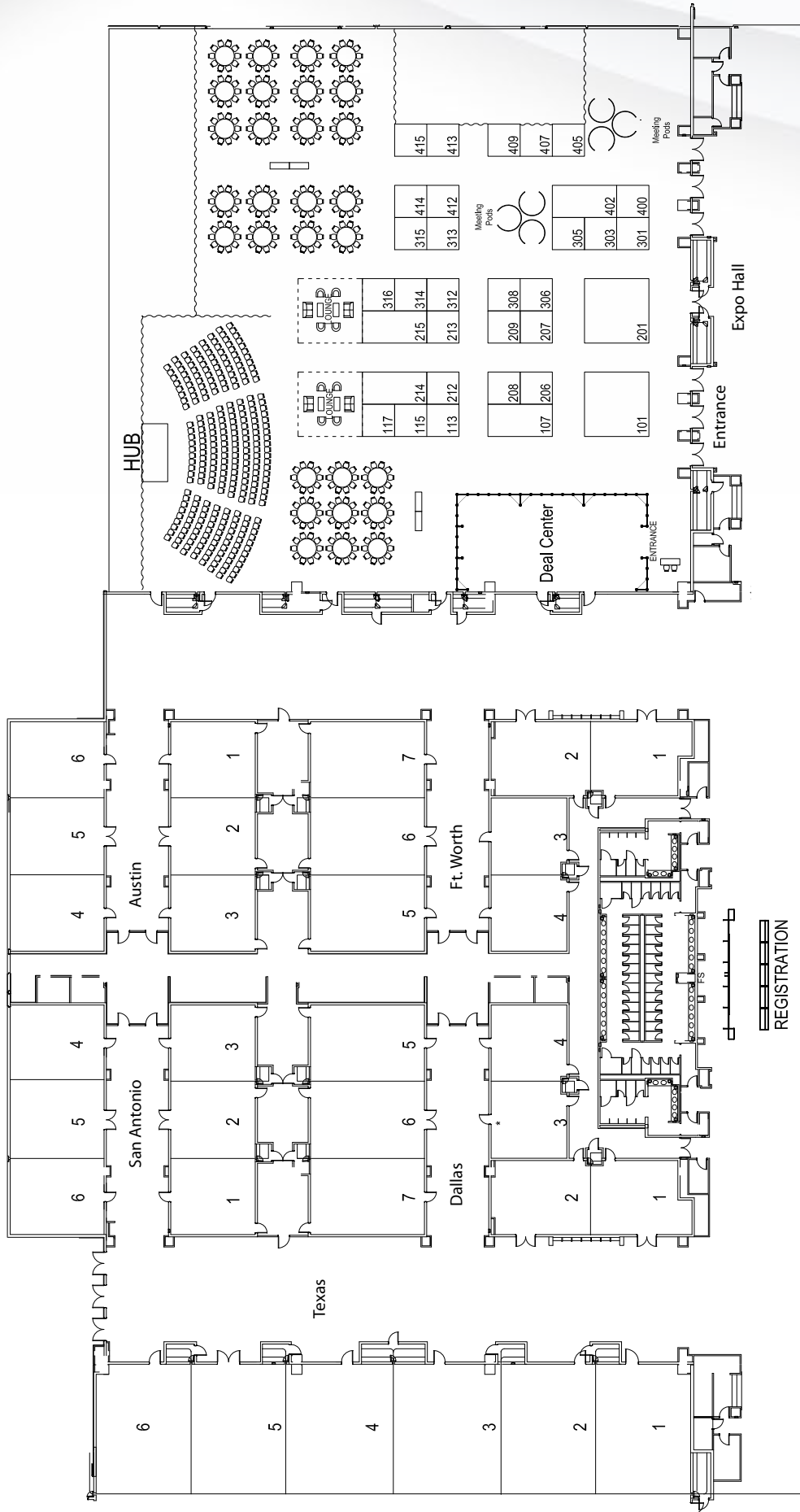
The Glass Cactus Nightclub

Sponsored by

 **Uniti Fiber**

The can't-miss event of the conference! Join us for delicious Texas favorites, beer and wine, dancing, live music and much more in the gorgeous Glass Cactus.

INCOMPAS EXPO HALL FLOOR PLAN



EXPO HALL, EXHIBITORS AND MEETING ROOMS

EXHIBITORS	BOOTH	EXHIBITORS	BOOTH	EXHIBITORS	BOOTH
1 st Point Communications	207	Horizon Network Partners	208	SRP Telecom	107
Accedian	312	INDATEL	215	Tech Titans	306
Axcent Networks	308	KADENCE	313	Telecom Reseller	414
ChannelVision	209	LightRiver Technologies, Inc.	305	Telispire	412
CHR Solutions, Inc.	301	MRV Communications	113	TimelyBill	101
CSF Corporation	303	Ni ²	115	Unite Private Networks	315
DCA Services	402	Rev.io	212	Uniti Fiber	117
FISPA	314	RTC Associates	405	VTX1 Companies	316
GeoResults a Sharetracker Company	400	Sales Tax Associates, Inc.	413	Walker and Associates	201
Granite Telecommunications	206	Spirit Communications	213	XKL, LLC	409

COMPANY	MEETING ROOMS	COMPANY	MEETING ROOMS	COMPANY	MEETING ROOMS
AT&T	Austin 5 & 6	GTT	Yellow Rose Ballroom	Uniti Fiber	Texas 5
Bandwidth	San Antonio 3	INDATEL	Ft. Worth 6	Wave Wholesale	Texas 2
Consolidated Communications	Ft. Worth 2	Inteliquent	Texas 1	Windstream	Dallas 6 & 7
Earthlink Carrier	Texas 4	Neustar	San Antonio 1	WOW	Dallas 5
Frontier Communications	Austin 1	Spirit Communications	Ft. Worth 1	Zayo Group	Texas 3
Granite Telecommunications	Austin 2	Sunesys	Ft. Worth 7		

ARE YOU AFRAID OF THE DARK?

Our dark fiber solutions offer total control to light your own path with virtually limitless bandwidth in over 100 key metro markets.



tel 888.35.FIBER | web sunesys.com



EXHIBITORS

1stPOINT Communications

Booth #207

15 Corporate Place South Suite #100
Piscataway, NJ 08854
830-703-0947
kvasicek@1pcom.com

www.1pcom.net

1st Point Communications is a nationwide telecommunications carrier offering voice, data and SMS services to enterprises and telecommunications providers.

Accedian

Booth #312

2351 Boulevard Alfred-Nobel, Suite N-410
Montreal, Quebec, CA H3A 2A9
514-331-6181
dneff@accedian.com

www.accedian.com

Accedian delivers exceptional end-to-end network performance visibility, for control over the best possible user experience. Accedian enables providers to maximize quality of service (QoS), overcome network complexities and ensure unparalleled quality of experience (QoE). Accedian has been turning performance into a key competitive differentiator since 2005.

Axcent Networks

Booth #308

600 Development Drive, Suite 120
Plano, TX 75074
972-365-5822
ktutton@axcentnetworks.com

axcentnetworks.com

Axcent Networks designs, builds and optimizes state-of-the-art telecommunications networks. An independently owned service provider, Axcent Networks offers a range of end-to-end network solutions, including telecom managed services, turnkey project management and staffing. Our subject matter experts are highly experienced in traditional TDM,

2G, 3G and 4G/LTE technologies. Reflecting our commitment to quality, we have achieved and continue to maintain our TL 9000 Certification from the International Standards Organization.

ChannelVision

Booth #209

745 N Gilbert Rd, Suite 124
Gilbert, AZ 85234
Phone: 480-503-0770
berge@bekapublishing.com

www.channelvisionmag.com

An independent multimedia company, Beka Business Media provides B2B content for the telco and information technology sectors. Audiences include global network operators, carriers, resellers and value-added distributors. Products include ChannelVision magazine and web properties, the annual CVx conference and expo, and other custom publications.

CHR Solutions, Inc.

Booth #301

9700 Bissonnet; Suite 2800
Houston, TX 77036
512-731-6094

Brandon.Johnson@CHRSolutions.com

www.CHRSolutions.com

CHR is the leading provider of BSS/OSS software solutions, engineering services and managed IT and NOC services to communications service providers. Our team of industry experts from multi-faceted disciplines helps companies grow revenue and improve operations. Our clients include telephone, Internet, cable TV and city municipalities.

CSF Corporation

Booth #303

285 Davidson Avenue, Suite 103
Somerset, NJ 08873
732-302-0222

frank.lauria@csfcorp.com

www.csfcorp.com

CSF is the leader in toll free number management, provisioning, text enablement, and least cost routing (LCR) software. We help our customers save time and money by simplifying and automating their toll free provisioning, and reducing their carrier costs through optimized least cost routing.

DCA Services

Booth #402

300 N. Meridian
Oklahoma City, OK 73107
405-951-9573

kking@dcaservices.com

www.dcaservices.com

DCA Services provides industry leading back office automation systems to all segments of the telecommunications industry. Since 1986, DCA has helped its clients reduce costs, enhance revenue, manage product and customer portfolios, and provide efficient back office operations. DCA's integrated solution encompasses the entire spectrum of back office functions and includes a comprehensive suite of reporting tools to proactively manage every aspect of a client's business.

FISPA

Booth #314

PO Box 2270
Matthews, NC, 28106
704-844-2540
executive.director@fispa.org

www.fispa.org

Founded in 1996, FISPA continues to provide leadership in helping small- and mid-sized CLECs & Service Providers compete against and work with incumbent carriers to ensure a better business model to increase our members' probability for success. You will find "HOW TO" resources on fiber, VoIP/Hosted PBX, CLEC operations, E-Rate, cloud, how to increase revenue, and managing growth. Join FISPA – we make being a CLEC and Service Provider easier.

BIG PICTURE BILLING

TimelyBill transforms the quality, accuracy and speed of your entire back office. Our OSS focuses on solving complex billing problems by linking data and automating time-consuming tasks.

TimelyBill features a suite of powerful integrated components including: Quoting, Workflow, Order Management, Provisioning, Rating, Invoicing, Trouble Ticketing and more.

TimelyBill[®]
Operations Support System

SCHEDULE A DEMO TODAY
954-889-6699 x9131 • TimelyBill.com



TimelyBill[®] is a billing and OSS designed for communications service providers. Whether your organization delivers VoIP, Triple Play or Quad Play, our single stack solution is designed to accommodate all of your back office needs.

GeoResults a Sharetracker Company

Booth #400

PO Box 20
Ashland, MO 65010
540-241-5194
nrobson@sharetracker.net
www.sharetracker.net

ShareTracker is the largest telecom market research company in the U.S. Our product portfolio has expanded to provide the most comprehensive set of aggregate market and FlowShare results along with the record lists of wireless/wireline, telephony/broadband/video, business/residential segments in the U.S.

Granite Telecommunications

Booth #206

100 Newport Avenue Exit
Quincy, MA 02171
866-847-1500

legal@granitenet.com
<http://www.granitenet.com>

Granite is a leading communications services provider to multiple location businesses throughout the U.S. and Canada. We provide one-stop solutions for voice, data, Internet, wireless, video and secure network options.

Horizon Network Partners

Booth #208

500 S. Front St, Suite 850
Columbus, OH 43215
740-703-5800
joey.holibough@horizontel.com
www.horizonconnects.com

Horizon Network Partners is a different kind of technology, Ethernet and fiber optic carrier. Across Ohio, the Midwest and beyond, Horizon is the only 100 percent

fiber optic provider that offers both customizable fiber options and dependable service for customers in major metro regions and rural or hard-to-reach areas.

INDATEL

Booth #215

900 SW Oldham Parkway, Suite 101
Lee's Summit, MO 64081
816-888-8300
sales@indatel.com
www.indatel.com

INDATEL is a service provider offering a unique reach to areas where others cannot. Through REX, our Rural Ethernet Exchange, we deliver a means to Ethernet Connectivity via 90,000 route miles of fiber deployed across America.



"Toll Free Provisioning Made Easy"

Toll-Free Provisioning, TeXting, & LCR Software

- Provision SMS/800, your voice carrier, and TeXT enable toll-free 800, 888, 877, 866, 855, and 844 numbers quickly and easily
- 8MS saves you money and is used by over 100 carriers and RespOrgs to manage more than 50% of all toll-free numbers in the industry

8MS TeXT

www.csfcorp.com • 8MSsales@csfcorp.com
+1.732.302.0222

Contact Frank Lauria +1.732.713.3562

PART INFO GETTING PLUS PART IDEA SHARING
Equals total government connecting.



Get info. Find answers. Share ideas. Your connection begins at USA.gov – the official source for federal, state and local government information.

USA.gov
1 (800) FED-INFO

KADENCE

Booth #313

1221 North Russell Street
Missoula, MT 59808
406-552-9818
ttwete@gokadence.com
www.gokadence.com

KADENCE is a leading telecommunications software and professional services provider offering a suite of OSS solutions. KADENCE Circuit Management (KCM) drives profitability by optimizing the management of special circuits, trouble tickets and inside plant equipment. Located throughout the United States and Puerto Rico, KADENCE customers include a diverse collection of ILECs, CLECs, tandems and MSO organizations.

LightRiver Technologies, Inc.

Booth #305

2150 John Glenn Drive
Concord, CA 94520
518-369-0009
jcalzone@lightriver.com
www.lightriver.com

LightRiver Technologies designs, engineers, commissions and supports next-generation solutions for mission-critical clients. A leader in multi-vendor, Factory Built Network™ integration, LightRiver is an expert in Tier 1 Packet Optical, DWDM/ROADM, MPLS and Carrier Ethernet systems. LightRiver delivers unique value across the U.S. with turnkey solutions, carrier-grade quality and unparalleled customer care in multi-technology networking.

MRV Communications

Booth #113

300 Apollo Drive
Chelmsford, Massachusetts 01824
570-510-2964
JYocum@mrvc.com
www.mrv.com

MRV Communications (NASDAQ: MRVC) enables service providers, data center operators and enterprises to make their networks smarter, faster and easier to operate. MRV's end-to-end portfolio includes innovative packet, optical and software platforms designed for flexibility and reliability.

Ni2 (Network Infrastructure Inventory) Inc.

Booth #115

301-4200 Boul.
St-Laurent, Montreal, Quebec,

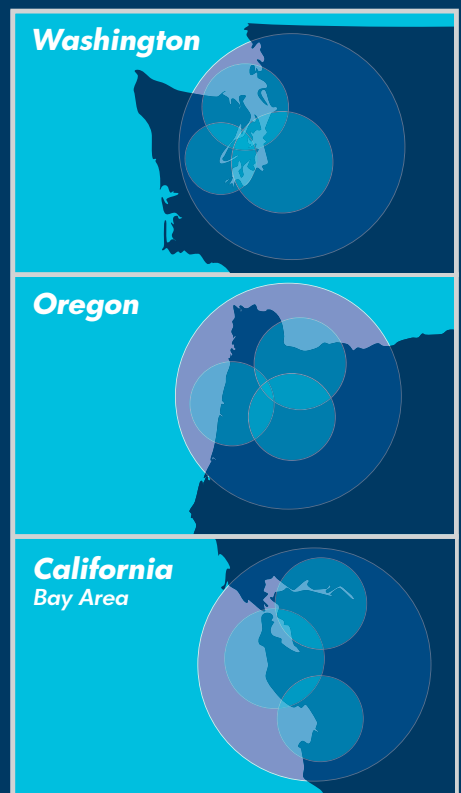


Take a different route on our 100% fiber network.

- ▶ Ethernet Transport
- ▶ Dark Fiber
- ▶ Data Center Access
- ▶ IP Transit
- ▶ Cellular Backhaul
- ▶ CDN Direct Connect
- ▶ Cable Landing Station access

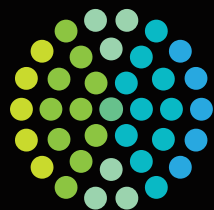
Meet your new Wholesale partner.
Visit us in meeting room 'Texas 2.'

Our West Coast Network



wavewholesale.com

Give us your toughest network infrastructure challenges!



Uniti Fiber



- > Leading Infrastructure Solutions Provider
- > **580,000+** Fiber Strand Miles in **19** States
 - > **5,200+** Customer Connections
 - > **2,500+** Local Access Municipalities
 - > **24/7/365** Network Operations Center

ETHERNET | WAVELENGTHS | DARK FIBER | IP ACCESS & TRANSIT
CELL SITE BACKHAUL & FRONTHAUL | TURNKEY SMALL CELL

9501 International Court North • St. Petersburg, Florida 33716 • (727) 471-5600
<http://www.unitifiber.com> • info@unitifiber.com Twitter: @UnitiFiber • LinkedIn: Company/Uniti-Fiber

Canada, H2W 2R2
514-288-5323
joseph.bondi@ni2.com
www.ni2.com

Ni2's next-generation cross-domain OSS platform solution helps Service Providers (SP) of every size and type to run better and grow faster. To achieve this, we provide them a unique and innovative software solution delivering OSS, ITSM, and DCIM capabilities on ONE platform. Ni2's open, scalable, secure, and agile platform solution allows SP's to quickly obtain End-to-End visibility, management, and automation in order to successfully Document, Build, Deliver, and Support the next-generation of services and products they market to their customers.

Rev.io

Booth #212
3340 Peachtree Road NE, Suite 2850
Atlanta, GA 30326
866-470-5502
oliviab@rev.io
www.rev.io

With Rev.io, you can consolidate multiple platforms into one, all-encompassing solution. Not only does our powerful platform simplify sophisticated billing, it also gives you the CRM, business intelligence, proposal generation and self-service enablement tools you need to build customer relationships that last.

RTC Associates

Booth #405
3075 Breckinridge Blvd, Suite 425
Duluth, Georgia 30096
678-436-5590
TTownes@RTCteam.net
www.rtc-associates.com

RTC Associates provides a solution to the arduous process of regulatory and tax reporting. We keep up with the ever-changing

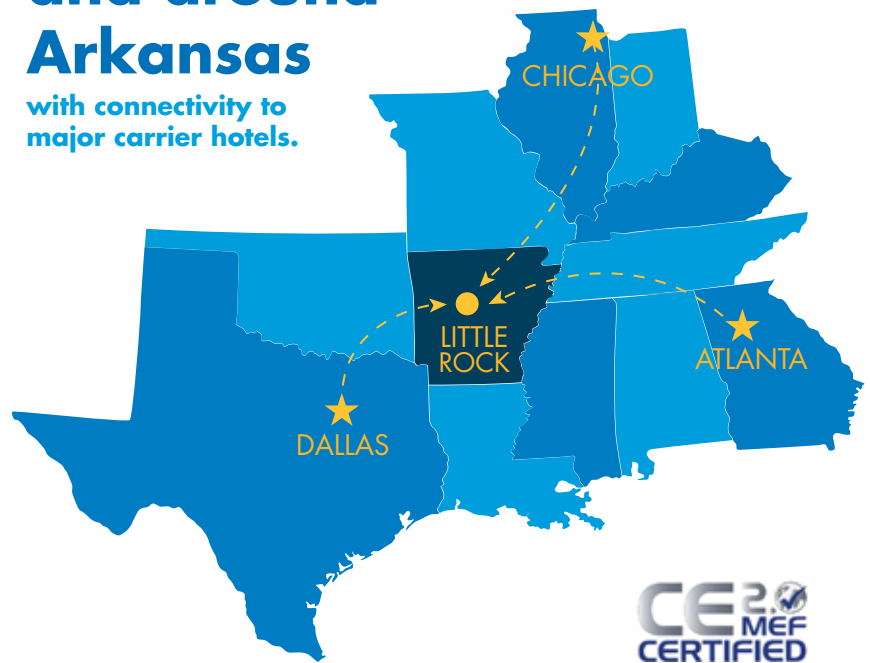
filing requirements so you don't have to. Services we provide are: Telecom Regulatory, Tax Compliance, Corporate Services, Property Tax, Bill Rating and Reporting, and Registered Agent Services. Consider us your one-stop-shop for your compliance and regulatory needs.

Sales Tax Associates, Inc.

Booth #413
4301 W. William Cannon Suite B-150
#291
Austin, TX 78749
512-301-1808
info@salestaxassociates.com
www.salestaxassociates.com

Fiber reach in and around Arkansas

with connectivity to major carrier hotels.



Connections large and small across the Mid-South.

Our fiber connectivity spans across

- Texas • Oklahoma • Missouri • Illinois • Indiana
- Kentucky • Tennessee • Alabama • Georgia • Arkansas • Louisiana

Ritter Wholesale offers resilient, secure, dependable network connectivity on our state-of-the-art fiber backbone. With flexible term options, multiple configurations and bandwidth speeds, we're your last mile.

To get a full picture of Ritter's network, go to www.ritterbusiness.com/wholesale or give us a call at 855.574.8748.



Sales Tax Associates, Inc. (STA) specializes in the processing, preparing, filing and paying of telecommunications taxes nationwide. From sales and use to regulatory compliance, our professional staff has the experience, knowledge and resources to file telecom-

munications taxes timely and accurately. Customer service is a top priority.

Spirit Communications

Booth #213

1500 Hampton Street
Columbia, SC 29201
803-726-8170

martie.willaby@spiritcom.com

www.spiritcom.com

PalmettoNet, a Spirit Communications company, maintains a Carolinas focus with a global reach as the largest digital fiber optic network provider and the Southeast's premier provider. Spirit, the only 'carrier's carrier,' owns and operates its own 8,500+ mile fiber network with extensive rural and metro access in the Southeast, enabling Spirit to serve areas unreachable by any other carrier's network.

SRP Telecom

Booth #107

1521 N. Project Drive
Tempe, AZ 85281
602-236-2853

ben.poortstra@srpnet.com

www.srptelecom.com

SRP operates one of the largest fiber-optic networks in Arizona, spanning 15 cities and consisting of over 1,800 route miles. We offer the most geographically diverse fiber network in the Phoenix metropolitan area.

Tech Titans

Booth #306

411 Belle Grove Drive
Richardson, TX 75080
972-792-2853

pamela@techtitans.org

www.techtitans.org

Tech Titans champions the technology community across north Texas.

Telecom Reseller

Booth #414

17413 SE 28th Street
Vancouver, WA 98683
561-732-5755

carole@usernews.com

www.telecomreseller.com

Telecom Reseller is your source for news, information and insight on

THINK FIBER THINK COMMSCOPE

Wherever your network is headed, it's getting there with fiber connectivity. Nothing else offers the speed and agility your growing network demands—and no one but CommScope delivers the innovative fiber connectivity solutions you need to power the high-speed, high-bandwidth networks of tomorrow.

Visit CommScope.com/ThinkFiber

Contact Walker and Associates for CommScope solutions at 1-800-WALKER1 or walkerfirst.com.

COMMSCOPE®



The INCOMPAS Show
October 23-25, 2016
Booth 201

© 2016 CommScope, Inc. All rights reserved. AD-110486-EN

UC, Cloud and Collaboration. We report extensively on enterprise grade cloud, mobility, Skype, WebRTC, on-prem and cloud-based solutions. Our eBulletins, podcasts, broadcasts, online and print editions reach over 40,000 qualified readers. For a free subscription visit our website.

Telispire

Booth #412

4245 Kemp Blvd, Suite 220
Wichita Falls, TX 76308
940-397-9600
salesinfo@telispire.com

www.telispire.com

Telispire will help your company grow revenue by enabling you to add a wireless product to your portfolio of services. Telispire's turnkey private label solution can be quickly implemented so you can focus on growing revenue. Telispire also provides MVNE services as well as Social Media and E-Commerce service solutions.

TimelyBill

Booth #101

16419 Northcross Drive, Suite E
Huntersville, NC 28078
954-889-6699
plajuet@timelybill.com

www.timelybill.com

TimelyBill is a billing and OSS designed for communications service providers. Whether your organization delivers VoIP, Triple Play or Quad Play, our single stack solution is designed to accommodate all of your back office needs.

Unite Private Networks

Booth #315

7200 NW 86th Street, Suite M
Kansas City, MO 78613
816-550-1688

upnsales@upnfiber.com

www.uniteprivatenetworks.com

UPN provides high-bandwidth, fiber-

based communications networks and services to schools, governments, carriers, data centers, hospitals, and enterprise business customers across a 20 state service area. Service offerings include dark and lit fiber, private line, metro-optical Ethernet, Internet access, data center services, and other customized solutions.

A Better Way to Reach the Cloud

EtherCloud®
Wide Area Networking

Internet

Managed Services

Voice and UC

gtt

www.gtt.net

Stay Connected:

SAVE THE DATE FOR 2017 – IT'S ALL ABOUT ACCESS...



THE 2017
**INCOMPAS
SHOW**

**APRIL 3 - 5, 2017
MORIAL CONVENTION CENTER
NEW ORLEANS, LA**

THE 2017
**INCOMPAS
SHOW**

**OCTOBER 15 - 18, 2017
MARRIOTT MARQUIS SAN FRANCISCO
SAN FRANCISCO, CA**



Uniti Fiber

Booth #117

9501 International Court North
St. Petersburg, FL 33716
214-937-0228
mharkrider@unitifiber.com
<http://unitifiber.com/>

Uniti Fiber is a leading provider of infrastructure solutions, including cell site backhaul and small cell for wireless operators, and Ethernet, wavelengths and dark fiber for telecom carriers and enterprises. Whether the challenge is improving network reach and quality, increasing capacity or maintaining cost certainty for the future, Uniti Fiber delivers a custom-designed, technology-agnostic and access-agnostic solution.

VTX1 Companies

Booth #316

881 E. Hidalgo Ave
Raymondville, TX 78580
956-642-1339
mirta.flores@vtx1.net
www.vtx1.net

Long Haul Transport company with international border crossings.

Walker and Associates

Booth #201

7129 Old Highway 52
Welcome, NC 27374
336-731-7391
randy.turner@walkerfirst.com
<http://walkerfirst.com>

Communications carriers have relied on Walker for 45 years to navigate through industry changes, opportunities for growth and technology advances. Today, more than ever, experience matters, product alone is not the sole test of value, and being more than a distributor matters. Walker connects the right mix of people, products, partnerships and processes in order to consistently deliver on commitments to excellent service and unsurpassed value.

XKL, LLC

Booth #409

12020 113th Ave NE, Suite 100
Kirkland, WA 98034
425-497-6590
sales@xkl.com
www.xkl.com

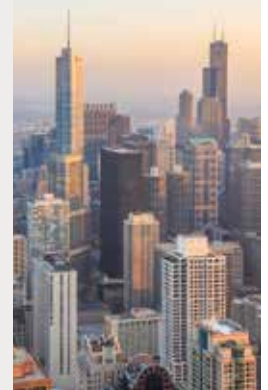
Privately owned and operated by Cisco Systems co-founder Len

Bosack, XKL provides high capacity DWDM optical networking products for enterprise, service providers, and seamless cloud migration. XKL's DWDM appliances offer users bandwidth flexibility and the opportunity to scale simply and economically.



Our Customers Love Us - Here's Why

It's not the purpose-built, all-IP network, or that we operate the largest Tandem and SIP routing network in the USA, or that we handle over 20 billion minutes of traffic each month. It's our unrelenting commitment to meeting your needs, every day. We're big enough to matter, and small enough to care. Experience the difference.



Call +1.855.404.IQNT. Because connections matter. Learn more at INTELIQUENT.COM/LOVE



- DAILY RESORT FEE INCLUDES:**
- In-room high-speed wireless internet access
 - 2 bottles of water per day in guest rooms
 - Admission for 2 to Glass Cactus Nightclub (ages 21 and up only, Friday - Saturday, excluding ticketed events)
 - Local telephone calls (817 area code only)
 - Discounted transportation service to designated Grapevine locations provided by City of Grapevine shuttle



Legend:

- Riverwalk
- Lone Star
- Hill Country
- Convention Center

HOW TO FIND YOUR ROOM

X 3 4 5

LEVEL ROOM #

- DIRECTIONS TO....**
- BLUEBONNET & PRIMROSE BOARD ROOMS:** Level 4 via Lone Star B Elevators
 - APPALOOSA, MUSTANG & PALOMINO:** Level 3 via Lone Star A or B Elevators or Stairs
 - GUEST LAUNDRY:** Lower Level via Lone Star B Elevators

- PARADISE SPRINGS LEGEND**
- 1 Event Lawn
 - 2 Lazy River
 - 3 Concessions
 - 4 Family Pool and Slide
- GLASS CACTUS LEGEND**
- 1 Silver Canyon Foyer
 - 2 VIP Lounge
 - 3 Lounge
 - 4 Dance Floor
 - 5 Deck

HOTEL LEGEND

Elevators	Restrooms	Meeting Rooms	Transportation	Fitness Center / Jogging
ATM	Phones	Registration	Bus	Pool
Dining	Information	Guest Laundry	Taxi	Express Checkout
Cocktails / Bar	MARKETPLACE	La Coccina	Bell Stand	Concierge
Shopping	1. KIDS KORRAL	2. LONE STAR SUNDRY	6. AMELIA'S	7. Tastes of Texas
	4. WILLOW CREEK	5. Cody's		

INTRODUCING: EASTON DIGITAL VOICE

EDV Features:

- > **BUY RATES** for all services
- > Multiple service types
- > Nationwide Availability
- > Included outbound & inbound minutes
- > Standard and Premium Calling Features
- > Low MRC for equipment

BUSINESS LINES > SIP TRUNKS > PRI > HOSTED

EDV is an IP based replacement for traditional voice services such as POTS, PRI, and Centrex. It is a feature-rich, cost-effective alternative offering the same functionality of the services you enjoy today. EDV may be delivered utilizing Easton Internet Access, or you may bring your own connection from an alternative carrier.

EDV lines and Internet are provided to Easton Distributors at BUY RATES! The buy rates provide a generous commission potential for our distributors. Discover the advantages of EDV with nationwide availability, one invoice for all locations and services, and one customer service number to call. Contact us today to learn more today.



Contact Us
800-222-8122
distributorinfo@eastontel.com
www.eastontel.com

Next-Gen Enablers



Cloud and opex drive a new MSP model

By **Tara** Seals

The rise of the managed service provider (MSP) is being driven by a willingness on the part of end users to evolve their hardware and software models to an opex-based, cloud-based infrastructure, especially in the small and medium-sized business space. For VARs especially, the shift presents a radical departure from what went before – but also plenty of opportunity.

“We’ve reached a new inflection point,” said Eran Farajun, executive vice president at Asigra. “The channel community used to sell once, collect once and look for the next sale. Then, customers started wanting to convert their purchasing structure from capex to opex, so partners could sell the implementation, design, architecture, configuration services and project management around the hardware. And customers wanted to buy this on a monthly basis and scale as they used it. Now, it’s moving to as-a-service. Historically, customers owned the assets, and now they’re renting. And this inflection point creates challenges for those that can’t evolve their business, even as new channel organizations are being created that can make that pivot.”

To not only survive but thrive, partners need to follow the data, and monetize it. “The question is, if you’re not selling servers and storage and value-added services, how do you make money?” Farajun said. “The margins are thin on infrastructure-as-a-service. So the challenge is not just to cope with a migration to services not hardware – it’s finding a way to create value, be it with data protection services or managed service offerings that you can layer onto the infrastructure piece. You also improve margins when you bundle your own solutions – and it’s a stickier environment.”

To nutshell it, the opportunity for MSPs is to provide the new generation of business owners the tools they expect to run their businesses efficiently and at a price that allows them to focus people and capital on growth.

“The as-a-service economy has become a game-changer for SMBs,” said Meggin Sawyer, vice president of business solutions and cloud services sales, ADTRAN. “Take a billiards business in Minneapolis. It has a retail revenue stream of \$3.5 million, and it grew so fast that it needed to have an inventory strategy. It spent \$30,000 for IT software and retail point of sale, and found out that it was losing inventory all over the place. That’s great, but today in the small business world, you can buy that in a SaaS format and spend \$300 per month. That’s a heck of a lot easier for someone to stomach.”

And for the channel, this offers a more stable cash flow, higher margins, increased loyalty, higher ROI and more.

To capture the zeitgeist, ADTRAN has debuted a hardware-as-a-service offering that makes the network into a utility that is paid for once a month. The ProCloud Subscription Services essentially allow businesses to rent a high-performance set of network routers and switches and pay for it just like any other monthly expense they may have.

Keith Fletcher, COO at MSP Speros, noted that “the addition of this offering is permitting us to deliver the highest-quality infrastructure to our customers

at a low monthly cost. We promote our business as ‘technology you can trust,’ and our long-standing partnership with ADTRAN plays a big part in our ability to provide that high level of reliability needed to meet modern business networking needs. This revolutionary program is virtually eliminating our customer’s high capital expense previously associated with upgrading and maintaining their network.”

ADTRAN’s subscription services feature the ProCloud management portal, which offers a single view into all connected devices across wired and wireless networks for each customer. The services also report trends on network health and data usage. MSPs can leverage that insight to tailor services and capacity planning, and upsell new solutions and/or services.

Critically, the scheme drives out technology obsolescence for users, opening the door for more app adoption (and sales). “If you’re renting it, you can get the latest and greatest hardware to support your apps whenever you need to,” said Fletcher. “Consider the fact that older networks can’t support VoIP well. New switches are optimized for it. Why spend \$15,000 to \$20,000 to swap out your infrastructure when you can sign up for a \$600 per month plan plus management included. Five-year-old anything in the tech world is ancient.”

Sawyer explained that this approach is supporting overall economic growth.

Many small business customers for instance are running off-the-shelf wireless access points and old servers, and are finding that they can’t effectively run important new apps in that infrastructure.

“As opposed to being stuck because you don’t have \$12,000 for an upgrade, you can change the whole strategy to switch to opex and as-a-service, so you can use the latest and can grow your business,” she said.

Renting network routers and switches also offers an upside when it comes to taxes. Hardware typically depreciates over five years, so a company can write off one-fifth of the cost every year. But the average lifespan for a router is two years – meaning that companies lose out on the tax savings for the remaining three years. In a managed service model, the business can expense 100 percent of the cost, which, over two years, equates to a 15 percent savings on monthly payments, based on the tax agreement, according to Fletcher.

So far, the approach has been lucrative, he said. He also added that Speros has a similar arrangement with SonicWALL, which Fletcher said has 98 percent stickiness.

Tybee Case Study

As an example of the model in practice, the City of Tybee Island, Ga., is utilizing ADTRAN’s ProCloud. As a barrier island off the coast of Savannah, the city has become a tourist destination



with upward of 50,000 visitors descending upon the community every weekend. It's also a popular film location.

"Tybee is a movie destination – a location for everything from *SpongeBob* to *Baywatch* to *Bad Grandpa*, because directors can make it look like California and pay half the fees," Fletcher said.

Working with Speros, the City of Tybee Island rents its network as a service, offloading switch management and day-to-day network maintenance activities while enabling the city's IT department to affordably keep up with data-rich demands on the network.

"Our island has quickly grown into a very popular tourist destination, and we need the network backbone necessary to support thousands of users on a daily basis," said Todd Smith, information technology director for the City of Tybee Island. "As a small IT department, we required a complete infrastructure and managed service that could help offload the management of our switches, while also providing a cost-effective solution to meet the needs for everyone on the island.

"An ADTRAN network as a service offers us a really powerful infrastructure and arms us with the capacity we'll need to grow for the future, all without the headache of traditional capital expenditures," he continued. "And by working with Speros, we can operate like a large IT department without having to add any more staff, while remaining confident in our ability to keep up with the network

demands of tourists, city officials and vital public safety services."

Whether it is high network traffic demand during the peak tourism season or a natural disaster, the City of Tybee Island needed a service that could be accessed anywhere in the case of an emergency.

ADTRAN's ProCloud Subscription Services provide the platform for Speros to manage and maintain all of the city's installed switches, creating a holistic view of the network and alleviating pressure on the city's IT department. Additionally, the city's network will be able to support more mobile devices from tourists and the vital applications for local police and EMS units that are critical to the city government's infrastructure, including IP cameras, traffic monitoring systems and license plate readers.

MSPs Beyond Hardware

From a pure tech perspective, cloud and mobility are coming together so that companies are accessing apps and the data that they're relying on and storing via a new set of end user technologies – specifically, tablets and mobile phones. And that opens the door for MSPs to offer services that leverage this new infrastructure.

"There are so many organizational changes in the market," said TeamLogicIT COO Frank Picarello. "It wasn't that many years ago that your business size revenue was tied to the number of employees you had. We're seeing that

change radically. A company may only have 15 or 20 workers and outsource many parts of their business. So their reliance on IT is much greater than it was. It's not uncommon to see a manufacturer that doesn't manufacture anything. It's a huge opportunity for leveraging IT quite differently."

TeamLogicIT, via its primary partner, CloudJumper, offers a remote desktop offering for the mobile workforce. Picarello said that the sales approach is fundamentally different in an MSP world.

"We don't believe the marketplace likes to buy workstation-as-a-service," said Picarello. "They want to buy what it does. They'll say, 20 of my employees are on the road all the time, and we want them to have the same comprehensive IT experience that they have in the office. Can we deploy something via a tablet or mobile? If you talk about content-rich, user-rich data and applications to any device, they get that."

He also said that in terms of monetization, demonstrating value is fairly straightforward.

"When a client is making a decision to spend, say, \$150 per user per month, and you get a managed service – as opposed to client-server architecture, traditional laptops and apps hosted locally – it should be worth more because you're helping the end user operate more efficiently," he said. "This isn't a VoIP scenario where you price it low to gain adoption." □

**JABRA EVOLVE 40
AND JABRA DIRECT**
Gives your customers confidence in every call transforming their call center into an interactive engagement center.

fontel inc. www.fontel.com
800-238-0787

Jabra GN

Urban Renewal

Smart Cities Light Up New Frontiers of Opportunity

By **Tara** Seals

The era of smart cities is upon us. Think smart lightbulbs, smart thermostats, HD video surveillance for law enforcement with facial recognition, autonomous parking meters and self-driving cars, automatic trash collection and more. And channel partners have a potentially large role to play in this rapidly growing market.

Municipalities around the globe are looking to use integrated information and communications technology (ICT) systems to better support an exploding population, improve efficiency, manage complexity and enhance revenue generation, leading to sustainable improvement in city operations and the meeting of environmental goals – not to mention more positive living for citizens.

Barcelona, for instance, widely considered the No. 1 smart city in the world, has installed noise and air quality sensors along one of its major thoroughfares, and has implemented smart streetlights, smart parking and smartphone apps for tourists to use to

navigate the city's sights. At the city's Llevant Beach, there are 22 self-powered lighting units, including six that rely on solar and wind power. The wind-powered units can function when wind speed is relatively slow, storing up enough energy to operate as long as six days without pulling electricity from the grid.

Barcelona may lead the way, but things are getting underway with pilot programs developing worldwide. In 2014, Singapore launched its Smart Nation vision, and in September 2015 the White House announced an investment package of \$160 million to stimulate smart city growth in the United States. The EU meanwhile has the “Lighthouse” project, which has designated Barcelona, Stockholm and Cologne, Germany, as pioneer cities that will provide success blueprints for replication to other towns and cities across Europe.

“National government support and funding packages are very important to encourage the growth of smart cities, as most municipal governments do not have generous budgets to make large investments in



PACIFIC TELECOMMUNICATIONS COUNCIL



PTC'17

Changing Realities

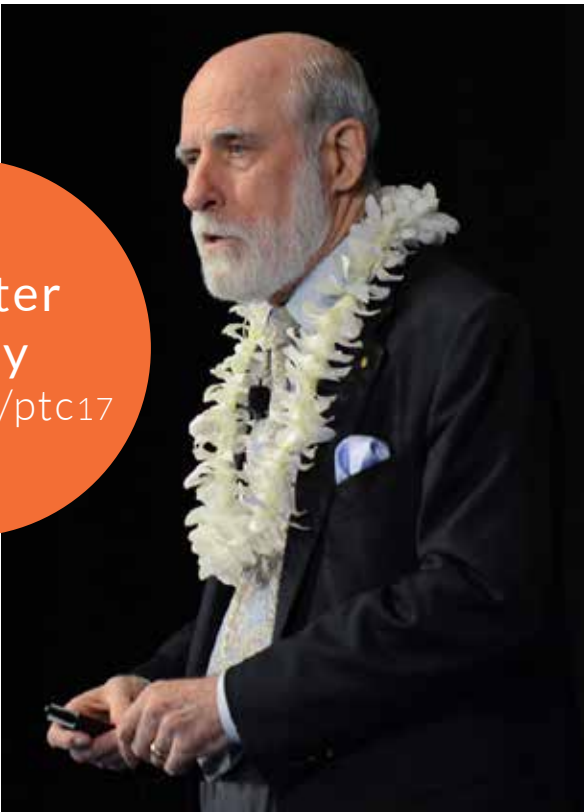
15-18 January 2017 | Honolulu, Hawaii | Hilton Hawaiian Village® Waikiki Beach Resort

Register by October 31st
for the Best Rates!

Join us at PTC'17 for

- Keynotes by Industry Leaders
- Executive Insight Roundtables
- Industry Briefings
- Workshops
- Topical Sessions
- Social Events for Networking
- Awards Ceremony
- PTC Pavilion with Exhibitors and Meeting Tables
- Hosted Suites by Corporate Partners
- and more...

Register
today
at ptc.org/ptc17



new technology,” said Roz Euan-Smith, senior analyst for smart cities at IHS.

The majority of the 400 smart city projects that research firm IHS Technology tracks are trials or small-scale deployments. But in the last two years there has been increasing interest in the sector and several countries have unveiled ambitious smart city development projects bent on addressing these goals.

The evolution of the wireless network to 5G standards will accelerate smart-city adoption. According to Ericsson, during the next five years, traffic volumes on cellular networks will be multiplied 1,000 times, and 100 times more devices will require connectivity. Some applications will demand data rates 100 times the speeds that average networks currently deliver. Some will require near-zero latency or network delay. And the entire system will work to enable battery life of 10 years for low-power IoT devices.

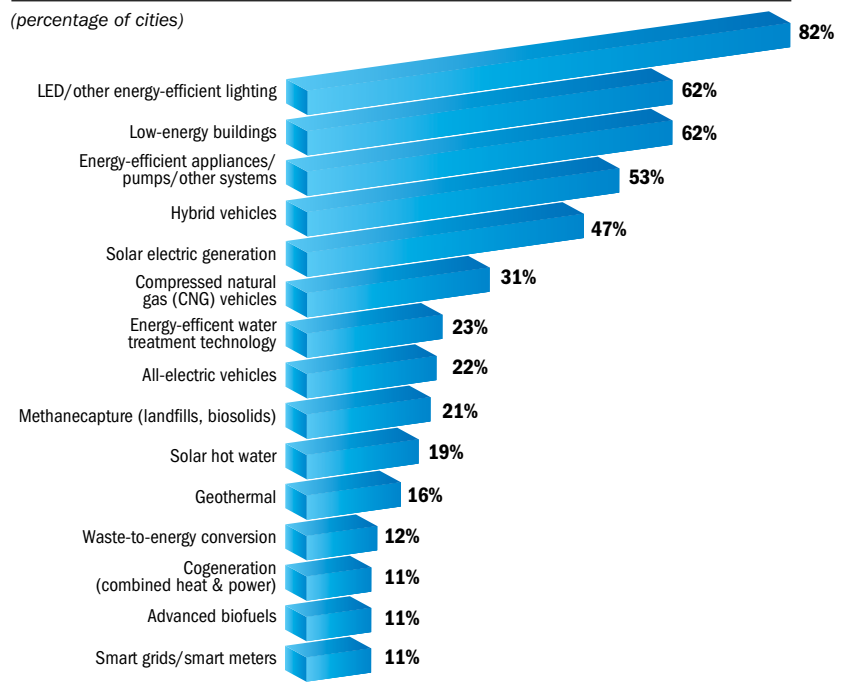
The evolution to 5G, which is architected to support this new reality, will spur innovation, making cities more livable, secure, efficient and responsive to citizens’ needs. Carriers – and by extension, channel partners – have a critical role to play in not only providing the connectivity that acts as a bedrock for these projects but also in everything from rolling out value-added services such as analytics or device management to offering cloud-based video surveillance to police departments and providing consumer-facing apps and kiosks. At the beginning of the year AT&T, for instance, launched its smart cities framework, which is an alliance of technology partners that it will work with to develop vertically integrated solutions for specific applications, such as waste management or smart water.

Demonstrable Benefits

There are immense benefits on many levels for implementing smart city technology. According to Beverly Ride, head of Cloud IoT & Smart Cities at Ericsson, the example of connected light poles shows clear-cut, demonstrable ROI. Cities can improve energy savings with a smart management platform that controls lighting based

Technology Already Deployed by Cities

(percentage of cities)



Source: Ericsson

on real-time conditions, not just time of day. They can also increase energy savings to an estimated 80 percent or more by connecting the light poles, versus estimated 50 percent energy savings when switching to LEDs only.

A two-and-a-half-year pilot project involving some of the world’s largest cities (New York, London, Hong Kong, Toronto and Sydney) found that combining LEDs with smart controls generated energy savings up to 85 percent higher. Further savings can be found through reduced maintenance on the longer-lasting LED bulbs.

“Making the light poles smart helps to eliminate overlighting and overspending on energy,” she explained. “And once light poles are connected, sensors can be added to detect motion, sounds (like gunshots), deliver audio announcements and monitor pollution. Digital signage (providing traffic instructions, advertising, maps, and public transportation information), video surveillance, public Wi-Fi, and even cellular sites can be added to light poles.”

Connected lighting essentially creates a backbone where these sensors can reside.

“Sharing data across various applications is critical to gaining the full benefit from each application

deployed,” she said. “When data is shared and not siloed within the single application, additive value occurs for the city and its citizens. Multi-use infrastructure, such as light poles, leverages the city’s investments over a wider range of public and private uses.”

Another example of reaping secondary, even tertiary, benefits from connecting things comes from a pilot program being pioneered by Massachusetts Institute of Technology. The Senseable City Laboratory group is working on a project called Underworlds, which examines the intersection of the physical, virtual and biological. It starts with collecting sewage, filtering it and using techniques to analyze genetic material present. From there, it’s possible to identify viruses and bacteria, as well as spot specific chemicals using a technique known as mass spectrometry.

“New techniques in biology allow us to characterize bacteria and viruses leaving our bodies – our microbiome,” project director Carlo Ratti explained. “At the urban scale, we are using waste water to open up a new world of information on human health and behavior through a platform we call ‘smart sewage,’ which allows us to detect the urban microbiome. This allows near real-time urban epidemiology and understanding human health

and behavior with a fine spatio-temporal resolution.”

In addition, smart sewage could impact the way non-communicable diseases are studied, because biomarkers for diseases such as obesity and diabetes can be measured at unprecedented scale.

MIT is also heading up the Trash Track project in Seattle. The city placed digital tags onto trash and then followed it as it moves through the city’s sanitation system.

“We discovered many things, and one of those things is that simply by sharing information you can promote behavioral change,” Ratti said. “People involved in the project would be able to follow their trash. This prompted many of them to change their habits. One person told us, ‘I used to drink water in plastic bottles and throw them away and think that they would disappear, but I know it is not true anymore. They just go a few miles from home to a landfill. So I stopped drinking water in plastic bottles.’”

Challenges, and a Strong Future

Against all of the innovation, it’s important to note that there are challenges in bringing smart cities to fruition. For one, when it comes to the Internet of Things, operators are moving from a limited scope of network requirements and deployment issues to a much more complex scale and range of use cases. Whether it’s video surveillance and other high-bandwidth apps that need as close to zero latency as possible or networks of environmental sensors that transmit small amounts of information frequently and need a long battery life, IoT will be a fundamentally different story for the mobile ecosystem to support – and that presents a learning curve.

Also, the sheer complexity involved is a potential gating factor, as is the fact that new systems require new regulations. And, security will be a big issue in the IoT world considering that hacking into information

systems is nothing new. Add that to the fact that low levels of operational efficiency in emerging countries and absence or lack of robust telecom and networking infrastructures in these regions are major restraining factors for non-first world areas.

Nonetheless, the future looks very bright indeed. MarketsandMarkets said the market size of smart is estimated to grow from \$312.03 billion in 2015 to \$757.74 billion by 2020, representing an estimated compound annual growth rate (CAGR) of 19.4 percent for the forecast period.

Among the regions, the Asia-Pacific (APAC) region is expected to grow with the highest CAGR, while Europe is expected to be the highest contributor followed by APAC, according to MarketsandMarkets. The market is in the emerging stage in the regions of Europe, APAC, Latin America, and the Middle-East and Africa (MEA). Therefore, these regions present immense scope for the development of smart cities. 

SEIZE THE GROWTH OF MICROSOFT OFFICE 365. Empower Your Customers to Modernize their Business with ONE collaborative service.



**What is the differentiator in selling Microsoft Office 365 through BCM One?
Our dedicated in-house Microsoft Practice. Bring Value to Your Deals.**

Customer Training and Support Throughout Migration Process.

Partner with BCM One TODAY, contact channelsales@bcmone.com

Mobility to Drive Global UC Uptake to New Heights

By **Tara** Seals

The global unified communications (UC) market size is expected to reach \$143.49 billion by 2024, according to a report by Grand View Research, largely driven by increasing workforce mobility. The substantial growth prospects of the unified communications market also can be attributed to the rapid international expansion of organizations and an increasing need for real-time and efficient communication systems that enhance the inter-organizational exchange of information.

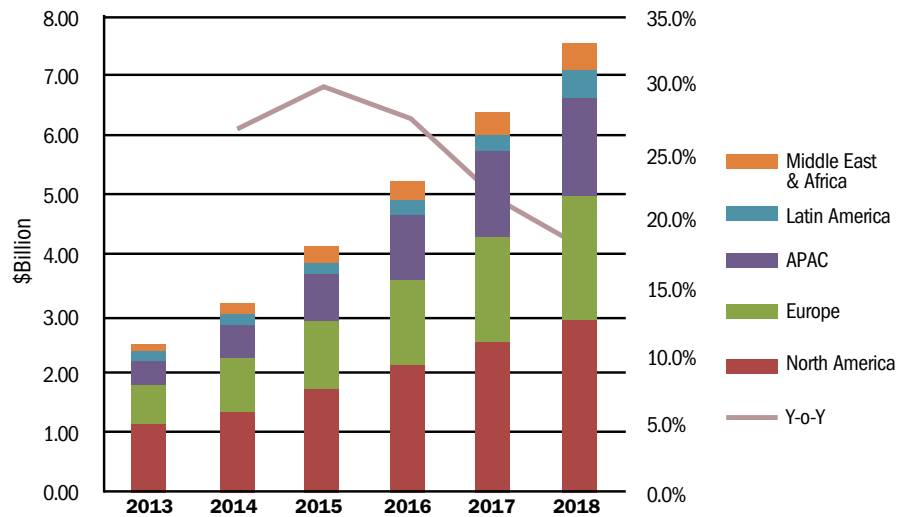
The firm also said that favorable government and institutional initiatives worldwide supporting the introduction of UC deployment across various industry sectors are expected to positively impact the market during the forecast period. Grand View also stressed that UC allows firms to have better operational agility, better customer engagement and connected employees – all strategic business goals that offer a conversation for savvy channel partners.

Some verticals are particularly hot right now: Global Market Insights pointed out that the government sector has witnessed increased adoption of UC systems, especially when it comes to public safety. These solutions help governments to effectively deal with emergencies and support effective crisis conferencing. The report estimates revenue from this segment alone to exceed \$20 billion by 2023.

Rising Tide

UC integrates real-time communication services such as presence information, telephony, conferencing, telephony, instant messaging and so on with non-real time services such as SMS, email and voicemail. As

Global UCaaS Revenue by Region



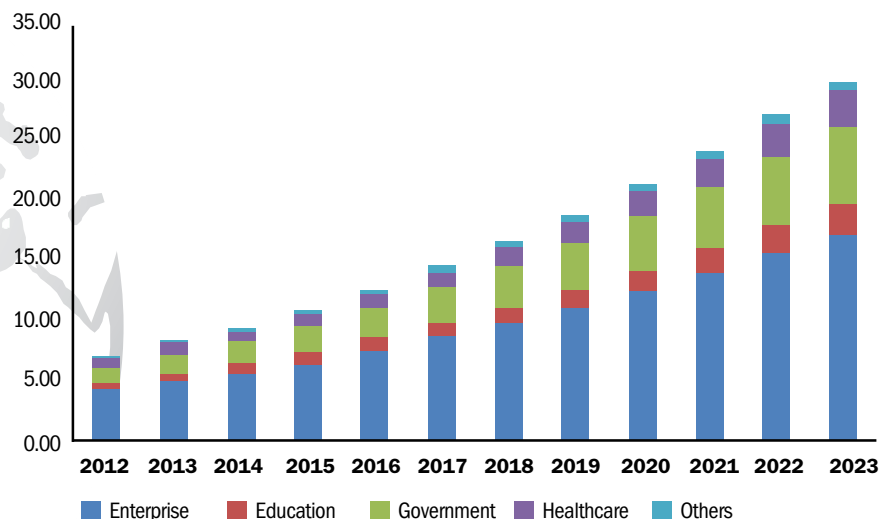
Source: MarketsandMarkets

such, Intense Research said that the sustained growth of the information and communications technology (ICT) market overall is expected to enhance the growth of UC markets, as it is generating lot of interest in software and application development

communities as well as enterprises. In the latter segment, large investments in communication and collaborative technologies by government, telecom and IT, and financial services sectors are leading the way.

Grand View found that on-premises

Europe UC Market Size, by Vertical 2012 - 2023 (\$B)



Source: Global Market Insights



Memphis, TN March 14-16, 2017

2017

WISPAmerica

**Feel the beat.
Stomp your feet.
Get the rhythm
and the pulse . . .
Of WISPAmerica 2017!**

Save the Dates: March 14-16, 2017

UC solutions accounted for nearly 60 percent of the overall market share in 2015 owing to the ease of customization and control they offer.

“Moreover, such solutions bring in a sense of security within the organization as critical business infrastructure resides in-house curtailing on security concerns,” the report noted. “However, such systems require adequate maintenance and well-trained IT staff, thereby adding to their operational expenses.”

Hosted unified communications systems on the other hand accounted for near 40 percent of the overall UC market revenue share in 2015 and is projected to overtake on-premises systems over the forecast period, according to Grand View.

This is a trend that’s echoed by others.

“Development of cloud-based/ hosted and cloud technology systems is expected to drive the market,” Hexa Research noted in a recent report.

“They are easier to maintain, faster and offers flawless scaling abilities and decrease capital expenditure.”

Businesses’ ongoing move to the cloud is meanwhile driving unified communication as a service (UCaaS). Intense Research pointed out that after a successful implementation of software as a service (SaaS) for, say, CRM purposes, many organizations are more open to transitioning their mission-critical communications to the same model to capitalize on the no-capex, pay-as-you-grow benefit of eliminating the need for high upfront investment.

Mobility, a Driving Factor

Increasing enterprise and work-force mobility will be the important factors leading the global unified communications market to attain revenue of more than \$75.5 billion by 2020.

The rising penetration of smartphones will augment demand for UC products, thanks to the fact that smartphones represent the easiest medium to use the services offered by UC technologies. The increasing acceptance of bring your own device (BYOD), development of UCaaS and growing usage of mobile devices on a global level are expected to boost the market growth during the next five years, Hexa Research said.

And, even though high initial costs for such solutions and interoperability issues are presumed to challenge growth (and in the U.S., ambiguous VoIP-related regulations by the FCC may affect the industry dynamics in the coming years), in the globalized corporate world, work-force mobility has increased manifold, and UC allows easy connectivity to individuals anytime, anywhere.

Increasing usage of high speed broadband and availability of wireless connectivity networks is also expected to drive the UC market during the forecast period, Hexa Research said. Advancements of technology such as 4G and, soon, 5G are also expected to witness substantial growth during the next few years. Conversely, a lack of robust telecommunications infrastructure, particularly in the emerging

YOUR EASY BUTTON
for Wholesale
Telecommunication Services

GIGLINX
WHOLESALE BANDWIDTH | CDN & COLOCATION

- Wholesale Bandwidth - (Over 200 Carriers Globally, Fiber, Coax, EoC, Wireless)
- Transport - (NNI, Long Haul, Metro, Dark Fiber, Wireless)
- MPLS - (Global Connectivity, Monitoring, Reporting)
- Wholesale Colo - (Local, National, International)
- Cloud - (IaaS, DRaaS, BaaS, VDI)
- IPv4 Allocations - (Rent or Purchase, ARIN, RIPE, etc.)
- CDN | Streaming and Storage
- VOIP

Our Infrastructure Partners

INTERNAP, zayo, Sprint, tw telecom, CenturyLink, PCCW, Integra, BT, Comcast, EarthLink, Charter Business, XQ, Singtel, gtt, Verizon, TATA, Level3, Telus, Cogent, The Hongkong & Shanghai Business Class, Telstra

WWW.GIGLINX.COM | sales@giglinx.com | 1.800.856.5960

nations, is a factor that limits the market growth. In some countries, the regulatory framework restricts connection between public-switched telephone lines with VoIP, which is another factor limiting the market growth.

A Global Phenomenon

The European and North American UC markets are expected to grow at a significant rate thanks to a mature penetration of broadband communications infrastructure, according to Hexa Research. But Asia-Pacific is likewise expected to grow considerably during the forecast period thanks to mobility uptake. High-speed wireless data networks and large population bases in regions including India and China will all provide favorable opportunities to market growth in this region, the firm said.

Grand View said that the UC market in Asia Pacific region accounted for more than 25 percent of the overall market share in 2015. The firm also expects the region to witness substantial growth during the next eight years. Grand View's view is that developing economies such as India and China from the region are expected to offer extensive growth avenues, owing to increasing industrialization and modernization of business processes eventually leading to surge in the adoption of UC solutions.


Key market participants include Alcatel-Lucent, Avaya, Cisco Systems and Microsoft. Leading vendors are emphasizing simple-yet-customized business communication offerings targeting everything from small and medium-sized organizations to larger enterprises.

Enterprise end-use applications dominated the overall UC system industry last year. Grand View said that they accounted for nearly 50 percent of the overall market owing to the surge in adoption in SMEs across various industry verti-

icals. Governments from countries such as the U.S., Canada, UK, Japan and New Zealand are investing in the adoption of such solutions, along with schools, colleges and universities. The government end-use segment is expected to witness substantial growth at a CAGR of nearly 20 percent through 2024, according to Grand View.

Providers are committed to helping channel partners tap this market as well. For instance, UC vendor Swyx

recently announced its SwyxWare range is now fully supported by SIP trunking services provided by BT Wholesale, extending the choice of suppliers for voice termination for its UK channel partners.

"This provides even greater choice for our channel partners, who in turn can pass on the combined benefits of our latest unified communications platform together with cost-effective connectivity services provided by the UK's premier carrier," said Swyx International cloud manager Michael Landin. 

Get Listed on *TheChannelDirectory.com*

Search. Review. Connect.

What do you need:

Select An Option

Specializing in:

Select An Option

More Options

Select An Option

Search by location:

City or Post Code

Search Now



SEARCH FOR THE PERFECT PARTNER

Search by **PRODUCT**, **GEOGRAPHY**, or **PROVIDER TYPE** to locate your next channel partner.

CONTACT PROVIDERS DIRECTLY

Reach directly to the **VENDORS** you'd like to **PARTNER** with.

COMPARE PARTNERS EASILY

Easily compare **SERVICE PROVIDERS**, **DISTRIBUTORS**, and **MASTER AGENTS** at a glance.

View **VIDEOS**, **PRODUCTION INFORMATION**, **NEWS** and **PROMOTIONS**.

Get all the **DETAIL** you need from a **SINGLE SOURCE**.



Register Today!

www.TheChannelDirectory.com

(323) 452-6970



Partnered with



Its free, easy and gives you the ability to be found and promote your business.

The Changing Realities of Telecommunications

By **Joe** Weinman

The Pacific Telecommunications Council returns to Honolulu this January for its 39th annual conference. Hawaii is essentially the center of the Pacific Rim, geologically and geographically, and for a few days each January, it's the center technologically and strategically, as well.

The theme of this year's conference is "Changing Realities," reflecting the changes that have occurred in the industry during the last 39 years and will no doubt continue to occur in the next 39 years. These changes reflect a mix of predictable evolution, such as continued growth in bandwidth requirements and capacity, and unexpected disruption. Throughout all these changes, though, one thing has remained constant: the power of communications to enable economic growth, entrepreneurial wealth creation, social interaction, enhanced productivity, and increased standards of living.

In my new book, *Digital Disciplines*, I detail four generic strategies that businesses in any vertical can – and must – pursue to survive and thrive in the new digital era, where, as famed venture capitalist Marc Andreessen says, "software is eating the world," and many industries, as Mary Meeker puts it, are being "reimagined." Some industries are being reimagined into compelling new business models; others, into oblivion. The four strategies I've identified are information excellence, where operational processes are complemented, optimized, monetized, and fused with informa-

tion technology; solution leadership, where smart, digital products and services become connected to the cloud and from there onward to partner services ecosystems; collective intimacy, where what had been face-to-face, human-mediated relationships become virtual and algorithmic (as with Amazon's upsell/cross-sell or the Netflix recommendation engine); and accelerated innovation, through cloud-based contests and challenges.

Virtually all digital strategies used by leaders across industry verticals fall into these four generic approaches. Perhaps more importantly, wireline and wireless networks are the essential elements that enable all of them to succeed. Consider a disruptive industry innovator such as Uber. Smartphones, apps, GPS, and wireless technologies are essential to connect with drivers and passengers, route vehicles, bill effortlessly and instantaneously, rate drivers, match drivers with passengers, etc. In the future, autonomous vehicles will get their software updates over the air and coordinate with each other to optimize traffic flow and avoid congestion and accidents.

So, networks and networking are critical to the fabric of modern civilization and enable applications ranging across areas as diverse as telemedicine, collaboration, remote mining and offshore drilling, social networking, FinTech, microloans and micropayments, online courseware, 4K and soon 8K video streaming and broadcasting, and so forth. Beyond the developed world,

the developing world is leveraging network technologies such as 4G and various emerging technologies such as low-Earth orbit satellites and solar-powered planes, but also 3G and even 2.5G, for innovative applications including monitoring refrigeration for vaccine delivery, "smart" water pump handles, and new business models for solar power that are based on pay-per-use payments utilizing remote smart metering.

But network-centric applications are proliferating in the midst of changing realities for everything from industry structure to underlying technologies.

Compared to a century ago, or even a few decades ago, the structure of the industry and the location of the profit pools has radically shifted. A single multinational, or even national monopoly, has given way to numerous wireline, wireless, cable, satellite, and subsea players. Perhaps more importantly, services such as SMS, which had been the profitable, sole province of carriers, have become free, over-the-top services, leading to valuations such as the nearly \$20 billion paid for WhatsApp. Telecommunications, rather than a facilities-based service, has become one based on software and APIs. And, rather than a closed system, it has become a service platform to be acquired on-demand and paid for as a utility, hence Twilio's recent unicorn-like IPO.

Software and the cloud are not only threats to the existing telecommunications order, they are also



enablers of new capabilities and drivers of new solutions requiring advanced services. For example, network virtualization, software-defined networks and network functions virtualization migrate hardware-based functions into cloud- and software-based capabilities, enhancing the flexibility and agility of the telecommunications infrastructure, enabling, among other things, dynamic route optimization for anycast services or bandwidth on demand to back up data to the cloud. New services in the cloud can leverage this new flexibility and dynamism. For example, a workload can migrate from an enterprise data center to the cloud or from one cloud provider to another, leveraging bandwidth-on-demand capabilities and pay-per-use pricing inherent in this new, emerging infrastructure.

Architectures are also evolving. It is clear that cloud computing is not just a fad but a compelling proposition and reality in terms of economics and user experience. However, rather than all workloads migrating to the cloud, a more nuanced, heterogeneous architecture is likely, including the cloud, colocation facilities, enterprise data centers, the edge, and distributed things such as smart meters, wind turbines, automobiles, farm equipment, wearables, drones, robots, and so forth.

Such a world entails more than merely multiple layers that are interconnected. It entails complex information and communications technology optimization strategies that migrate data and processing up or down throughout the hierarchy. In some cases, data might be aggregated from edge devices in the cloud and processed centrally. In others, it might be processed in a distributed fashion. Such decisions might be made in real time, based on the quantity of data and dynamic pricing of both network services and cloud computing or storage services. Such a reality, greatly changed from the simple days of mainframes and nascent data communications technologies, requires inherently agile and flexible network capabilities but also

the policy-based orchestration and optimization logic to make it work.


As another example of this more intelligent, network-centric world, consider an application running in a data center. Dynamic pricing for electricity and the geographic nexus of the data the application needs might mean that the application could run more effectively in another data center. Artificial intelligence could orchestrate the migration of the application and some of its data to the new data center, based on everything from analysis of hot spots and data center infrastructure management to data center airflow simulations to the cost of virtual machine, container, or microservices migration. If this seems like a fantastic scenario, consider that Google is already applying the same AI and deep learning behind its world-class Go-playing system, Google DeepMind AlphaGo, to data center energy optimization.

Of course, it isn't just applications and technology that matter. The regulatory environment, ranging from "broadband as a human right" to "net neutrality" to spectrum auctions and whitespace allocations will have a deep impact on facilities investments by operators; consumer uptake; and investments by venture capitalists, private equity and angel investors.

Cybersecurity, privacy and national sovereignty and self-interest also are critical elements. Consider any of the cyberattacks, such as distributed denial of service, data leaks, ransomware, and the like – from criminal organizations, nation-states, Internet trolls and bored youths – that regularly befall virtually every company, government or other organization; the challenge of delivering "free" services which are actually advertiser supported, but based on advertisers' insatiable need for increasing data on customers and prospects; and the patchwork of regulations across countries interested in achieving a challenging, delicate balance between economic growth through entrepreneurship and innovation while respecting citizen's rights to privacy and such concepts as the "right to be forgotten."

The Pacific Rim represents the nexus of all these evolutionary and revolutionary forces. The United States is obviously an important player in terms of network service providers, over-the-top players and technology innovations. But in addition, Japan is getting ready to deploy the world's first 5G networks, in part to support the coming 2020 Olympics. Various areas in Asia offer opportunities for deploying ubiquitous wireless connectivity through solar-powered planes. Island nations offer great opportunities for low-Earth orbit satellites due to their unique characteristics of economy and population density.

Although most people would name Amazon, Microsoft, and Google as the key players in cloud, China has its own leaders, such as Baidu, Alibaba, and Tencent, as do other countries and regions, all with unique configurations of capabilities. Tencent, for its part, now offers cloud services but is a global leader in gaming and also messaging and related services through its QQ email and messaging, WeChat messaging, photosharing, and payments services, which have more than 700 million monthly active users.

The exciting, changing realities of disruptive technologies, business models, industry structure, consumer demands, investments, security, and the regulatory environment will be discussed in depth at PTC'17, the Pacific Telecommunications Council's next conference in Waikiki at the Hilton Hawaiian Village, January 15 to 18, 2017. Keynotes, industry briefings, executive roundtables, and panel discussions will help explore the nuances and ramifications of the changing realities of the telecom and related industries. 

Joe Weinman is a PTC'17 Program Advisor, industry executive, and the author of "Clouconomics: The Business Value of Cloud Computing" and "Digital Disciplines: Attaining Market Leadership via the Cloud, Big Data, Social, Mobile, and the Internet of Things."

Key Communications

The importance of partner business reviews

By **Peter** Radizeski

Do you do a business review with your partners? If you answered “no,” you are in the majority. “What is a partner business review?” might be your next thought. A partner business review is when the channel manager has a discussion with the partner about business – theirs, hers, ours.

The channel manager would need data on the following: number of quotes, percentage closed, top vendors, contracts expiring and such. This data will lend itself to conversations on: How can we improve the closing ratio? Who are you primarily using for VoIP, colocation, etc.?

Of course, the question that this leads to is: How can we get more of your business? This could be coached better with wording such as: How can you and I do more business together? To be fair, this might stump a partner.

Or it may lead to discomfort because the partner could be unhappy with you. Another way to put it is as follows: Is there anything preventing us from doing more business? That leaves it open to discuss any past wrongs or even anything that bothers the partner. But it begs many questions: Is the channel manager ready to hear it? What response should the

channel manager give? How much of that conversation should be shared up the chain of command?

Most companies would welcome the feedback and dialog. How much of that feedback channel executives could act on is another story. There are a number of areas that partners would find troublesome, including poor status communications for orders, commission mistakes, horrible installations, migration troubles and unresolved billing errors.

I have even heard of agents who won't do more business with a master agency because they felt underappreciated. No red carpet, not enough hugs, I guess. No way to know without an honest dialog, when all parties are being upfront and working through hurdles.

The channel is a relationship business. Having at least an annual review could be a way to build on that. The channel also is the sole source of revenue for many agents. What partner wouldn't want some data on his carrier interactions? What you can measure, you can manage, said Peter Drucker.

Giving an agent data on expiring contracts (along with contract recast provisions) is a chance to reduce churn. It also can be an upsell opportunity. Some recast moments are blocked by the revenue decline of Internet pipe pricing. Today, you have to head into those discussions trying to either increase the size of the pipe, so that the contract revenue remains the same, or layer managed services (such as DDoS blocking or DRaaS) on top of it. This can all be discussed during a review call.





The expiring contract discussion can be used to jump into a discussion about other customers coming out of contract that are not currently in your CRM. One way to help the customer when the carrier will not write down the contract recast revenue is to move them to another carrier. Not everyone agrees with bouncing around carriers, but if it is in the customers' best interests, it's what an agent should be looking to do.

Part of that business review with a carrier would include this issue of revenue right down at recast or, in the event that it had to be done, carrier switching. I have had to have that discussion a couple of times. Never fun, but if you can't have an open dialog about these business matters, what kind of relationship do you have?

For newer partners, another question to ask is: How do you want to com-


municate? We have so many avenues of communications: email, phone, video, text, IM, Slack, Skype, etc. What is the partner comfortable with?

Further along that path is how much interaction do you want to have – or how do you want to be managed? Partners aren't employees, but there are responsibilities around quoting, training, co-selling, order status and even bill collection.

After all of that, you need to flip the conversation around to the partner's business. What certifications do they have? Who do they sell to primarily? How do they sell? What is their primary business (especially for VARs who may have a business model wrapped around Cisco or Dell or someone)? The more you know about your partner, the more you can do. For example, a fine question would be on how can I help you fill out your

security solution? Do you offer data storage or backup?

There are so many products and services available to sell from a variety of vendors that it is hard to keep abreast of it all. That is part of the review process. That is part of the channel manager's duty to introduce new services that can complement a partner's business model. It is how you get more mindshare.

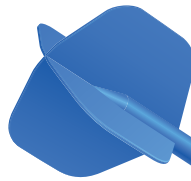
"Mindshare before market share," says Beth Comstock. 



Peter Radizeski, President of RAD-INFO INC, started as a VAR, then became an Agent. Now he writes about the channel and the telecom space while consulting to service providers and occasionally still selling some circuits.



netcarrier™ telecom



AIM FOR THE TARGET EARN UP TO 3X MRC!*

nCloud PBX:

MRC <\$500 = 200% MRC

MRC >\$500 = 300% MRC

\$100.00 VISA debit for every qualified demo

nCloud PBX Equipment Bonus

Lease or Purchase = 5%

VOICE PRODUCTS:

(PRI/Digital/SIP/Analog access not included)

MRC <\$500 = 100% MRC

MRC >\$500 = 200% MRC

DATA PRODUCTS:

Internet Port = 100% MRC

nCloud Ethernet over Copper Access = 100% MRC

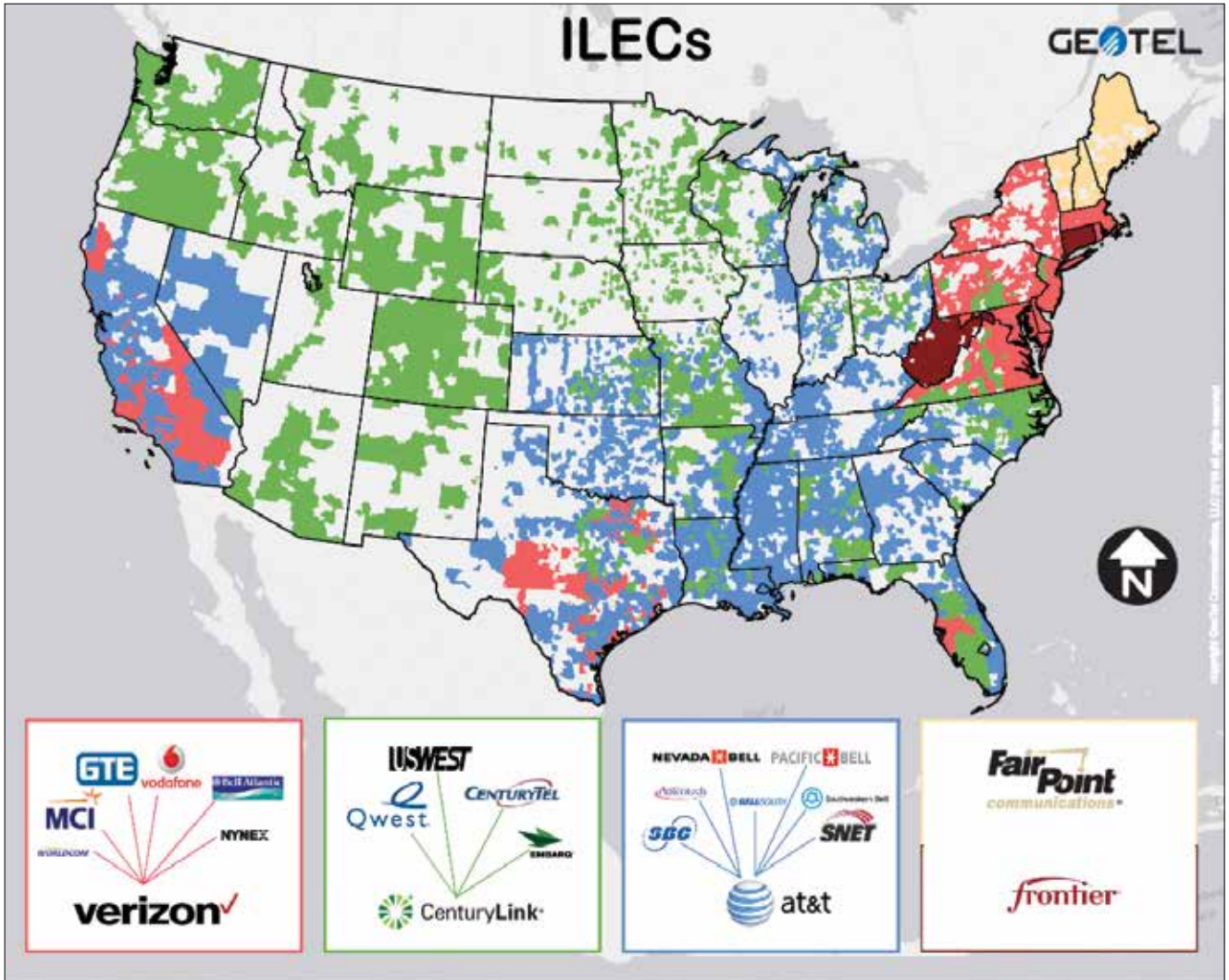
nCloud Ethernet over Fiber Access = 100% MRC

nCloud xStream (Fiber Optic Broadband) = 100% MRC

*Contact your channel manager for terms and conditions

855-NCLOUD4

www.netcarrier.com

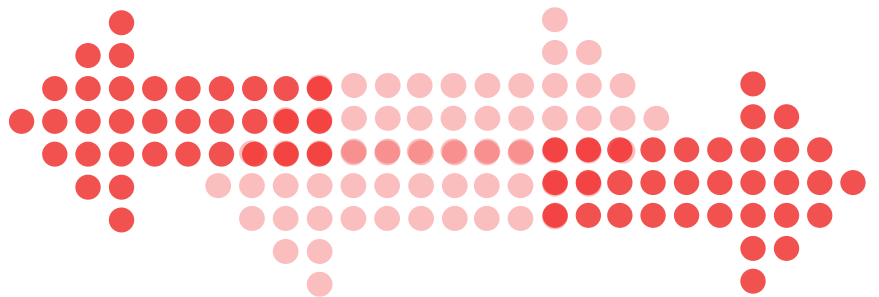


On the MAP

This issue our map from GeoTel highlights the regional bell operating companies (RBOCs) as well as the current incumbent local exchange carriers (ILECs) in the New England area – along with the merger history. The point is to illustrate the evolution of the Bell companies and the current geographic areas in which they offer services, as well as provide a mapping of current wire center data.

For information on obtaining telecom data maps, contact GeoTel at 407.788.8888 or www.geo-tel.com.

RBOC and Roll



FirstLight Poised for Growth After Acquisitions

By **Tara** Seals

FirstLight Fiber, the fiber-optic bandwidth infrastructure services provider operating in New York and Northern New England, has had a packed year so far, starting with a change of ownership and wrapping up with two acquisitions that promise to add scale and flexibility to the company's already growth-friendly business model.

Earlier this year, Oak Hill Capital Partners acquired the company from its previous private equity owner, Riverside Partners (Riverside Partners is continuing as a minority investor in FirstLight). Scott Baker, a partner at Oak Hill, said that the firm saw an immediate opportunity to grow the company's geography and revenue.

"FirstLight possesses all of the attractive characteristics and growth potential that Oak Hill seeks in our fiber investments," he said. "We see tremendous opportunity to create additional value by continuing to expand FirstLight's fiber footprint while also pursuing acquisitions. We are delighted to join forces with FirstLight's talented management team and with Riverside Partners to help drive this next phase of growth."

Kurt Van Wagenen, president and CEO of FirstLight Fiber, said that Oak Hill is committed to expanding FirstLight's value proposition. To that end, the company recently announced its intention to acquire Oxford Networks in Maine and Sovernet Communications in upstate New York. Upon the closing of both these transactions, they will be combined with FirstLight.

Oxford is a fiber-optic bandwidth infrastructure services provider operating in Maine, New Hampshire and Massachusetts; it began as a

local telephone company more than 100 years ago. Throughout its history, Oxford has transitioned itself into a leading regional provider of fiber and cloud services through investments in its network and facilities, as well as the acquisition of neighboring BayRing Communications in 2015. During Novacap's investment period, Oxford more than doubled its core revenues and expanded its network reach to Boston.

Sovernet, meanwhile, is a fiber-optic bandwidth infrastructure services provider operating in Vermont, New York and southwest New Hampshire, offering high-capacity network transport, broadband Internet and voice services.

The combined companies will operate a total of approximately 9,500 route miles of high-capacity fiber optic network and 11 data centers across New England and New York.

FirstLight is no stranger to acquisitions; buying segTEL in 2011 added a fiber network in New Hampshire, Maine and into Vermont, as well as a wholesale customer base; acquiring in 2013 Vermont-based TelJet added a dense fiber footprint throughout Vermont, a colocation facility in Burlington, Vt., connectivity to New York City, Boston and an international presence in Montreal; and in 2014 FirstLight acquired New Hampshire-based G4 Communications' assets, which added a roster of customers and a colocation facility in Manchester, N.H.

"We had previously integrated all of these companies to create a platform for growth – and we have seen significant organic growth because of that, year-over-year," Van Wagenen said. "Oak Hill recognized

the power of this as a platform and saw an opportunity to invest further to expand geographically and organizationally."

Oxford should close by the end of the year, and Sovernet in the first quarter; until then, the company is working on integration planning. The priority, Van Wagenen said, is to maintain the company's unique value proposition.

"We don't want to take our eye off the ball in terms of serving existing customers and driving organic growth – it's our top focus," he said. "We're going to move quickly but be thoughtful with the integration, to make sure we're enhancing the overall platform as a business. We'll take a look at the collection of systems we now have across the business and what we'll standardize going forward. And then we'll seek new opportunities to better serve our customers."

The company's differentiating approach to customer service will be another priority for the combined company, he added.

"The fabric of how we serve our customers is being involved in the community, with local sales and local support," he said. "As we get bigger, we are ensuring that we continue to maintain that local presence and that differentiating point against some of the larger players."

Going forward, the company will look to acquire or build network in geographies where its large customers have needs. "We're going to leverage our larger network to serve the needs of existing customers and bring on new ones where possible," Van Wagenen said. □



Wholesale Conference Calling



Conferencing & Collaboration Services

- Agent and Private Label Reseller Programs
- Sell Audio, Web & Desktop Video Services
- Facilities Based, 25 Year Old Company
- Low Buy Rates, Determine Your Own Sell Rates
- Commissions Paid Twice Each Month
- New Microsoft Office 365, Lync Audio Product

Call Mike Burns
888.239.3969
aplusconferencing.com

(Continued from page 28)

trolled centrally. SD-WAN solutions can detect and compensate for issues such as packet loss and latency, but its decisions are made by intelligence on the edge. It can automatically choose the best path among all available paths, and if a connection is showing packet loss, jitter or delay, it can choose another path or avoid that one altogether. That's not the same as ensuring quality of service across the entire route on a best-effort-based broadband link. So it's likely corporate network managers will choose to keep a MPLS link in parallel with their broadband for more-sensitive, real-time traffic (voice, video), as many SD-WAN providers recommend.

Of course, there is still the opportunity to lower overall cost of network ownership through better utilization of resources. So it would be wise for network pros to understand the benefits of increased flexibility, simplified management and improved security that SD-WAN solutions afford. As networks sprawl across multiple data links, devices and remote employees, it's no surprise there is exciting about a development that centralizes network control and operations.

All the while, SD-WAN certainly can, and will, lower the dependency on a given access technology and, one could argue, "private" links in general. Buyers will likely use it that way. We're just not so sure, as yet, that SD-WAN replaces the need for any of them. □

Ad Index

AireSpring (www.airespring.com)	33	Mediacom Enterprise Solutions (www.mediacomcable.com)	SG 7
BBCom (www.bbcom.com)	39	Metaswitch (www.metaswitch.com)	31
BCM Once (www.bcmone.com)	79	Net2Phone (www.net2phone.com)	25
BEC Technologies (www.bectechnologies.net)	27	NetCarrier (www.netcarrier.com)	84
BluLogix (www.blulogix.com)	74	NetGen (www.netgencommunications.com)	20
BullsEye Telecom (www.bullseyetelecom.com)	2	Nextiva (www.nextiva.com)	15
Colt Technology Services (www.colt.net)	17	NexVortex (www.nexvortex.com)	19
CSF (www.csfcorp.com)	SG 22	One Stream Networks (www.onestreamnetworks.com)	32
Easton Telecom Services (www.eastontelecom.com)	SG 32	PTC'17 (www.ptc.org)	77
Edison (www.edisonconnect.com)	SG 3	Ritter Communications (www.rittercommunications.com)	SG 25
Enqwest (www.enqwest.com)	11	Sales Tax Associates (www.salestaxassociates.com)	SG 13
Equinix (www.equinix.com/sales-agents)	5	SRP Telecom (www.srptelecom.com)	SG 5
Finger Lakes Technologies Group (www.ftg.com)	29	Star2Star (www.star2star.com)	Back cover
First Light (www.firstlightfiber.com)	3	Sunesys, LLC (www.sunesys.com)	SG 19
Fontel (www.fontel.com)	75	Telarix (www.telarix.com)	91
Fusion (www.fusionconnect.com)	21	Telegation (www.telegation.com)	13
GigLinX (www.giglinx.com)	82	TellSpire (www.tellspire.com)	SG 11
Global Capacity (www.globalcapacity.com)	9	Telstra (www.telstraglobal.com)	23
Great Plains (www.gpcom.com)	SG 9	Timely Bill (www.timelybill.com)	SG 21
GTT (www.gtt.net)	SG 27	Uniti Fiber (www.unitifiber.com)	24
INCOMPAS (www.incompas.org/event)	37, SG 28	VoIP Innovations (voipinnovations.com)	7
Inteliquent (www.inteliquent.com)	SG 29	VoIP Logic (www.voiplogic.com)	35
Kadence (www.gokadence.com)	SG 15	Walker & Associates (www.walkerfirst.com)	SG 26
LSi (www.linesystems.com)	18	Wave Broadband (www.wavebroadband.com)	SG 23
Mammoth Networks (www.mammothnetworks.com)	SG 16	WISPALOOZA (www.wispa.org)	81

Disclaimer: This index is provided as a free service to our advertisers. Every effort is made for accuracy, but we cannot be held liable for any errors or omissions.

Communication

FREE SUBSCRIPTIONS - Subscriptions to ChannelVision magazine are free to executives working for telecommunications service providers. Simply go to www.channelvisionmagazine.com and click on the subscribe link. Fill out the form completely and you will start receiving the magazine within six weeks.

ADDRESS CHANGES, RENEWALS and CANCELLATIONS - Go to www.channelvisionmagazine.com and click on the subscribe link. For address changes and renewals, simply fill out the form, submit it and your subscription will automatically be renewed with your most current information. To cancel your subscription, go to the "Cancellations" header, click "here" and follow the instructions.

CORRESPONDENCE - Send letters to the editor via email to Martin Vilaboy at martin@bekapublishing.com. All other correspondence should be directed to Martin Vilaboy at 745 N. Gilbert Rd., Ste. 124, PMB 303, Gilbert, AZ 85234.

PRESS RELEASES - ChannelVision magazine welcomes press releases and any other information relating to the sale, marketing and distribution of communications services. Releases should be emailed to Martin Vilaboy at martin@bekapublishing.com.

REPRINTS - For high-quality article reprints, minimum of 100 quantity, please contact the publisher at 480-503-0770.

ADVERTISING - For a media kit or information about advertising, contact Group Publisher Berge Kaprelian at 480-503-0770, berge@bekapublishing.com.

The Intelligent Solution for Routing, Interconnect and Settlement



Telarix's innovative suite of solutions automate manual processes, speed up resolution, and reduce costly errors. Our fully automated solutions work seamlessly to manage and simplify your entire carrier-to-carrier business.

Wholesale Billing | Partner Settlement | Least Cost Routing | Fraud Management | Business Intelligence

Visit www.Telarix.com to learn more about our solutions.



A full-page background image of an astronaut in a white spacesuit floating in space. The astronaut is positioned on the left side of the frame, floating towards the right. The background is a deep blue space filled with stars, with a view of Earth's white clouds and blue oceans visible at the bottom of the image.

REACH NEW HEIGHTS

With The **Best Partner Program** In The Industry

- ✦ 99.85%: The Industry's Highest Retention Rate
 - ✦ Premium Sales & Marketing Support
 - ✦ Residual Evergreen Commissions
 - ✦ Full Service Quoting Support
 - ✦ The Most Reliable System With 99.999% Uptime Guarantee
 - ✦ 30-Day Money Back Guarantee
 - ✦ Deal Registration And Protection
-

Start Earning More Today!

Register For Training:
www.star2star.com/events

 **Star2Star**[®]
COMMUNICATIONS