

Welcome to MASERGY's Did You Know? — Our monthly newsletter highlighting recent news, events and company initiatives.

MASERGY Launches New Corporate Logo

In October, MASERGY launched a new corporate logo to coincide with the company's 10th anniversary. This new, more contemporary logo reflects our vision and mission as a strong, innovative global networking company. While our look has changed, our commitment to providing customers with exceptional customer service remains the same.

We encourage all of our partners to update your website and any other MASERGY branded materials with our new logo. You can download the logo from the [Media Kit](#) section under News and Events on our website. Please contact [Sunita Mani](#) if you need the logo in any other format.

CIO: Using IT to Make Money for the Dallas Cowboys

In September, MASERGY held its annual customer advisory board meeting and took its members to visit the new Dallas Cowboys Stadium.

Taken on a private tour by Pete Walsh, CIO of the Cowboys, and Bill Haggard, his director of IT infrastructure, the group of CIOs and IT directors were briefed on the IT operations of the stadium and how it is possible to generate revenue from IT with a good infrastructure design and a business mindset.

To find out more about the tour, read the article in [CIO](#) by Michael Hugos, guest speaker at the advisory board member and principal at Center for Systems Innovation.

MASERGY Selected as a *Phone+* Top 50 Channel Partner Program

[PHONE+ magazine](#) recently announced that MASERGY was chosen as a Top 50 Channel Program. MASERGY's channel program was selected from among hundreds of companies, including carriers, resellers, master agencies and hardware and software vendors.

"We are honored to be voted as a top 50 channel program," said Rob Shelby, MASERGY's global partner program director. "We listened to our channel partners and developed a fresh approach to channel support and compensation, which emphasizes quality of service and customer retention while increasing the overall payment amount."

To learn more about the *PHONE+* 2010 Top 50 Channel Partner Program, read the article in [PHONE+](#).