



Solution-specific questions that could lead to high margin cloud wins

And providers that can help.

As an industry that continually evolves, it's crucial to focus on non-traditional products. Carriers are transitioning to provide engineered business solutions. It's important to take advantage of their evolution. Presented properly, price is not a concern. Value and efficiency grows revenue. Non-traditional telecom solutions mean less back office support and less capital expenditure for your customers.

To expand your portfolio and remain relevant you must focus on solutions that solve real business problems. Being a part of strategy and planning, building relationships at the executive level with your customers, and solution-selling are the strongest assets you bring to the table.

CLLOUD COMPUTING



- Are you managing your own IT equipment on-site?
- Is your IT equipment aging and/or under-performing?
- Do you have problems with your IT equipment failing, or issues with security and/or downtime?

PROVIDERS

CenturyLink
NaviSite
PhoenixNap
Rackspace

RapidScale
Singlehop
Tierpoint
Verizon Business

MANAGED SERVICES



- Are there applications that you manage now that take up too much of your time and can be outsourced for better cost efficiency?
- Do you have applications that are currently running in-house without proper expertise managing them?
- Are there services you have now that need to be up 100% of the time regardless of what the problem is?

PROVIDERS

CenturyLink
EarthLink
JMARK

UNIFIED COMMUNICATIONS



- Is it important that the following applications are controlled by your enterprise: instant messaging, web/video conferencing, P2P file sharing, text messaging, email, applications running on BYOD?
- Is there a security or compliancy risk by having any of those applications outside the enterprise managed by the end-user?
- Do you suspect that any of your employees are running their own apps on expense accounts out of the view of IT?

PROVIDERS

8X8	Verizon Business
CenturyLink	Vonage Business
Comcast Business	Voxox
Level 3	West IP
Masergy	Windstream
Mitel	XO

BACKUP AND DRaaS



- Do you know the difference between disaster recovery and business continuity?
- Do you have a back-up strategy now? Is the hardware you have in place adequate to execute your strategy in a timely fashion?

PROVIDERS

CenturyLink	Singlehop
NaviSite	Tierpoint
PhoenixNap	Verizon Business
Rackspace	

SECURITY



- Do you have a plan in place that protects you against intrusion?
- Can you handle a denial-of-service attack?
- Do you have insurance in place that protects you against security breaches which would hold you liable regardless of employee or customer?

PROVIDERS

CenturyLink	Masergy
JMARK	Rackspace
EarthLink	Verizon Business
Level 3	XO

COMPLIANCE



- Do you have to comply with any of the following: HIPPA, HITECH, PCI, SOC 2, SOX, CPNI, DNC, FISMA, ISO, or any other mandated vertical compliance requirements?
- Are you aware of the liability and cost you can incur if you are found noncompliant in any of these?
- Are you current and up-to-date in all of your software licenses?

PROVIDERS

JMARK
EarthLink