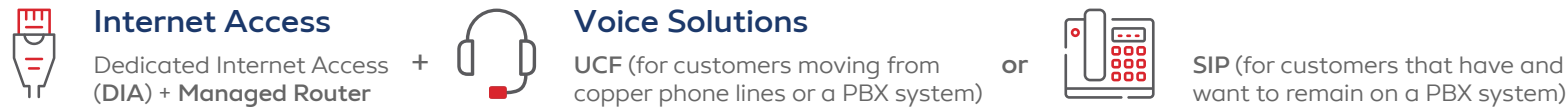
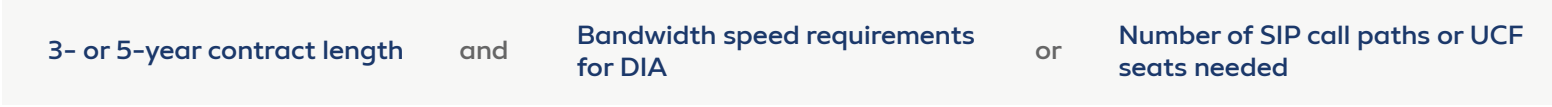


Bundle offer



Bundles save customer an average of 25-30% versus comparable offers, depending on:



Pricing (3- and 5-year term)

DIA + UCF				DIA + SIP					
				# SIP Call Paths					
	DIA Speed	Executive Licenses Included*	Free Phones Included*	Total Price (MRR)	DIA Speed	16	23	32	46
3-YEAR TERM	50MB	20	20	\$840	50MB	\$648	\$739	\$856	\$1,038
	100MB	20	Up to 50	\$1,040	100MB	\$840	\$927	\$1,040	\$1,215
	1GB	20	Up to 100	\$1,590	1GB	\$1,382	\$1,466	\$1,574	\$1,742
5-YEAR TERM	50MB	20	20	\$760	50MB	\$568	\$659	\$776	\$958
	100MB	20	Up to 50	\$950	100MB	\$750	\$837	\$950	\$1,125
	1GB	20	Up to 100	\$1,390	1GB	\$1,182	\$1,266	\$1,374	\$1,542

Handset - UCF


IP Phone - T54W	Rental Price per Month	\$7.50	Purchase Price	\$259
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Optimum Desktop Productivity

Adjustable Screen, Corded-Cordless Phone, Opus Codec, HD Audio, Built-in Wi-Fi, USB 2.0

Features

- 4.3" 480 x 272-pixel color display with backlight
- Built-in dual band 2.4G/5G Wi-Fi (802.11a/b/g/n/ac)
- USB 2.0 port wired/wireless USB headsets and EXP50
- Up to 16 VoIP accounts
- Dual-port Gigabit Ethernet with Power over Ethernet support



***Offer limitations**

DIA + UCF	DIA + SIP
a) Executive licenses for all user in bundle. A-la-carte seat tier selections are BAU (Executive, Basic, Analog); ATA and Analog Seats may be added A-la-carte only. Unlimited Local and Long Distance calling is included for US and Canada.	a) DIA price is Tier 1, Group 1 (varies based market location)
b) Yealink T54W. No substitution. See resources section for details.	b) DID and Block of Time are assigned by Vlocity and determined by the DIA speed
c) Incremental UCF Per License Cost: \$19.99/mo	c) Must sell the entire bundle
d) Incremental cost for additional phones \$7.50/mo	d) Frontier Nuage (NSG) + separate SIP managed routers are included in the bundle - no addition

Target customers

DIA + UCF	For customers moving away from copper phone lines or a PBX system	Don't forget Managed Firewall as an Add-on!
DIA + SIP	For customers that have and want to remain on a PBX system	

Industry verticals

Education and Legal, Retail and Hospitality, Professional and Technology Services, Healthcare and Financial services

Customer Size 1-4 customer locations is the "sweet spot" (any number of locations works); LIT or Tier 1 building only

Selling Points

- No installation or set-up fees.
- Competitors may present alternative offers such as 3-6 months free, which typically amounts to a 10-15% discount. But customer will pay higher taxes on the higher MRR **and** competitor may add up to 42 months to the term.
- Competitors tend to set lowest prices on the lowest bandwidth tier. To drive a larger discount (and more value for the customer), build a business case for the highest bandwidth tier.
- In addition to the Integrated Voice bundle, expand the conversation with Managed Firewall as an add-on.
- Bundles are limited to LIT and Tier 1 buildings, so customers shouldn't experience extended delays in getting service up and running. But competitor deployments might take longer.

UCF or SIP?

Offer SIP when UCF is not an option—when customers want to stay with their PBX.

Customers may want to stay with an existing PBX because:

- PBX may be only a few years old and still meets current needs.
- PBX is still on the books for a high value and customer isn't ready to write it off.
- Employees are used to the existing system.
- Customer may be hesitant to choose cloud solutions or currently has a limited need for an integrated solution.

SIP (Session Internet Protocol) Trunks are ideal for customers that want to keep their PBX. Replacing PRI lines with SIP Trunks can save them 25-50% on phone service expenses.

Add Managed Firewall

Every DIA connection needs a firewall

- Without a firewall, customers have an unsecured internet connection.
- With a firewall, customers' devices and applications are better protected against viruses, malware, and other cyber threats.
- Managed Firewall is the ideal add-on to Integrated Voice services.

Frontier Managed Firewall

Managed Firewall is a turn-key, end-to-end solution that secures web traffic and hardens endpoints. It includes:

- Firewall device
- Installation, configuration and optimization
- 24/7 monitoring and threat protection

60F	Previous Price \$399	New Price \$299		100F	Previous Price \$599	New Price \$499	
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Use cases



Educational Institution

PROFILE

- Public Charter Schools with 4 sites
- An Outdated Cisco PBX.
- Looking to interconnect sites & enhance mobility.
- Integrates an intercom system.
- Need to deploy in the summer – while students are out.

SOLUTION

- DIA+UCF
- Leveraging Yealink Phones (readily available)



Fashion Retailer

PROFILE

- High-End boutique with 40 stores
- Strong online presence
- IT Support systems on prem
- 4 different providers for Internet connectivity, phones and security
- A saturated 45Mbps circuit at HQ

SOLUTION

- DIA+UCF + Managed Firewall
- Leveraging Yealink Phones (readily available)



Financial Services

PROFILE

- Provider of currency exchanges
- 12 kiosks with always-on connectivity
- 3 Mbps circuits per location
- Circuit Reliability issues
- Current provider not reaching all sites
- Wants to keep current PBX

SOLUTION

- DIA+SIP

Value proposition



Managed DIA

- Reliable, symmetrical connectivity
- SLA 99.99% / MTTR 4 hours
- Proactive monitoring
- Proactive LAN management so customers can focus on their core business



UCF

- **Easy to use, simple to manage:** A modern, intuitive user interface makes it easy for end-users and admins to get work done fast with native integrations, a seamless experience across devices and real-time management.
- **Work from anywhere:** Mobile apps help users work on-the-go and creates a consistent customer experience.
- **Short implementation, long-term success:** Dedicated success managers, simple provisioning and training ensure a seamless transition, quick onboarding and long-term success.
- **Evolve as needs change:** Flexible service plans give customers the power to add functionality and upgrade permissions as business needs change.



SIP

- **Streamline operations:** Combine voice and data on a single fiber network and simplify network management.
- **Control costs:** Consolidate billing and share resources across multiple locations.
- **Leverage your current equipment:** Connect existing PBXs to the Public Switched Telephone Network (PSTN) over our private network. Customer chooses from three handoff delivery options: SIP, PRI, and Analog.
- **Maintain call quality:** Get improved call quality with all calls carried through the Frontier Ethernet network, bypassing the public internet.

Discovery questions

Questions	Listen for...	Why it matters
How do you use your internet circuits and voice lines today?	SaaS, Cloud, VoIP, Cloud voice, desktop, video	Indicates that customer might struggle with increasing bandwidth needs.
What's your current PBX solution? What are you using to collaborate?	On-prem/cloud-based or outdated technologies with limited features	Differentiates between SIP or UCF as a possible solution.
Are you leveraging any SaaS or Cloud-based applications?	Reliance on cloud applications	Use of Cloud applications consume increased bandwidth and require higher quality connections.
Are you experiencing bandwidth or voice performance issues?	Bandwidth constraints or voice quality are impacting employee productivity, business operations or customer service	Identifies if there is insufficient bandwidth and/or a perceived need for more bandwidth/better solutions.
What type of challenges do you foresee in the next 12 months?	Changes/challenges that would benefit from improved communication	Asking about the future shows that you're thinking ahead.
When was your PBX installed/how old is your current PBX?	Outdated PBX Solution	Customer may be struggling to find spare parts or upgrades. Limited functionalities.

Managed Firewall

Will Managed Firewall replace an existing customer-provided firewall?	Y – Disqualify N – Continue
Does Customer have more than one LAN to connect to the Managed Firewall?	Y – Disqualify N – Continue
Will the Managed Firewall require a fiber patch cable for either the WAN uplink (to DIA Managed Router) or Customer LAN uplink?	Y – Disqualify N – Continue
Does Managed Firewall need to be integrated with any Customer resources, including Active Directory, multi-factor authentication, network monitoring systems, or wireless networks?	Y – Disqualify N – Continue

Tailor your pitch

 **IT Managers**

- Too many systems being managed
- Needs to support office moves/expansion
- Wants to deliver on strategic initiatives.
- Too many vendors to manage
- Needs white-glove deployment/service
- Security and compliance

 **Finance / VPs**

- Transitioning to more digital business
- Prioritize revenue generation/new sources of revenue
- Optimize bottom line
- Solution must be global
- Hard to navigate and gain approval with procurement involvement

 **BU Managers**

- Prove ROI
- Productivity-focused
- Effectively engage customer & workforce anywhere
- Easy-to-deploy solutions
- Run the department/business easily
- Achieving dept. business objectives
- Tool integrations

Customer migration strategy

Priority	Existing Customer Product Combination	Primary Offer	Secondary Offer
High	TDM (Centrex, POTS, PRI, ISDN, T1, etc.) & FTR/Competitor Broadband	DIA + Bundle	Stand-Alone: UCF or SIP; then add Managed or Unmanaged DIA
Medium	FTR Broadband & Competitor UC Solution	DIA + Bundle	Stand-Alone: UCF; Then add Managed or Unmanaged DIA, or Broadband

Want to learn more?



Download our Playbook

To find more information about pricing & how to sell these new solutions to your customers

