

Partner Newsletter

January 2021

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Ex-TPx Executive Mike James Joins AireSpring as SVP Customer Experience



AireSpring is excited to announce that telecom industry veteran, **Mike James**, has joined our executive leadership team in the new position of **Senior Vice President Customer Experience**. Mike's extensive national and international experience includes working in numerous telecommunications companies in Europe, LATAM, Asia, Australia, the Caribbean, and the US.

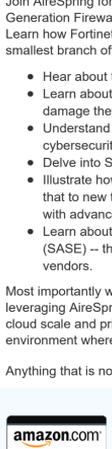
Prior to joining AireSpring, Mike worked at TPX Communications, most recently as SVP Customer Experience. During his 19-year career there, he played a key role in their evolution to becoming a Managed Services Provider.

Mike has also held management positions at Nortel Networks, Sprint PCS, BellSouth Mobility, Optus Communications, Hong Kong Telephone, and Cable & Wireless. Additionally, Mike serves as an Advisory Board Member for the University of California, Irvine Customer Experience program. Throughout his extensive career, Mike has built a reputation for success as an executive in customer experience, sales, account management, technical support, customer care, marketing, training, installation, mergers and acquisitions, engineering, and operations.

"AireSpring couldn't be more pleased to welcome Mike to our executive team," stated AireSpring CEO Avi Lonstein. "Our search for an expert in the field of customer experience, especially within telecommunications, could not have returned a better outcome," added Lonstein. "Mike is the perfect leader to take AireSpring to the next level in delighting our customers and channel partners with a world class experience."

[Read the Press Release](#)

AireSpring Receives 2020 Unified Communications Excellence Award



AireSpring is proud to announce that its **AirePBX UCaaS Solution** has received the **2020 Unified Communications Excellence Award**, presented by TMC's INTERNET TELEPHONY magazine. The award recognizes AireSpring for its excellence and quality in delivering Unified Communications solutions.

AireSpring's AirePBX Cloud Phone System delivers powerful enterprise-class features that support communication and collaboration from anywhere and everywhere with many options for mobile, work from home (WFH), and office-based employees. AirePBX is available in two packages, AirePBX Business and AirePBX Enterprise, adaptable for distinct business roles with a full range of features including Max Meeting and Max Webinar which are based on the industry-leading ZOOM platform. These many options customize each business solution to each organization's requirements. Licenses of both versions can be mixed and matched to support different levels of employees.

"We are honored that AireSpring's AirePBX continues to be recognized as a UCaaS leader," stated AireSpring President and CRO, Daniel Lonstein. "We believe this feature-rich solution coupled with the exceptional white glove service we provide set this product apart from other UCaaS providers. AirePBX embodies true Unified Communications in each custom-engineered installation, developed and implemented by our world-class team of UCaaS engineers and designers," added Lonstein. "The Unified Communications Excellence Award reflects the value AireSpring has built into carefully designed solutions, tailored to the business needs of multi-location, mid-market enterprises and their changing needs as they pivot into a more remote worker business model."

[Read the Press Release](#)

AireSpring Honored with 2020 INTERNET TELEPHONY Friend of the Channel Award



AireSpring has once again been honored with the 2020 INTERNET TELEPHONY Friend of the Channel Award, presented by INTERNET TELEPHONY magazine. The award is conferred on organizations running a world-class channel program that attracts the top telecom/communications VARs, MSPs and agents to their programs.

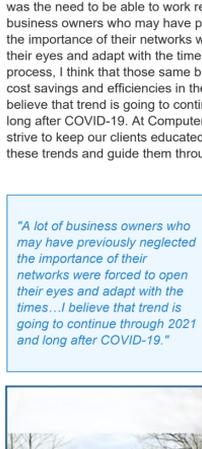
Known for our integrity, reliability, and dependability, as well as for our 100% channel-focused business model, AireSpring has been recognized with this award for five consecutive years. We have been distinguished as an outstanding friend and supporter to all Channel Partners, while selling exclusively through master agencies, sales agents, VARs, and MSPs. Channel partners benefit from our dedicated, caring team, and automation tools that make it easy to do business:

- QuoteSpring™ - AireSpring's popular real-time, online quoting tool, delivering detailed quotes in minutes, not days or weeks like other carriers.
- Concierge service including white glove customer service and support, with an escalation list up to our CEO.
- Growing team of experienced channel managers throughout the country to assist channel partners expand their businesses and meet revenue goals.
- Prestigious team of accredited Solutions Engineers provide a full-service network engineering resource to our channel partners and their clients.
- A fully staffed team of Managed Services Engineers (MSEs) provide discovery, design and implementation supplying prompt responses.
- Project Coordinators (PCs) manage orders as projects and act as the single point of contact (POC) with personalized communication throughout to both partners and their customers.
- Broad product line - delivering a range of innovative solutions at competitive rates from a single-source provider.
- Generous Evergreen Commissions
- Generous SPIFFs (even on renewals).

"AireSpring is honored to once again be recognized for our service and 100% dedication to the channel sales model," stated John Young, SVP Channel Sales at AireSpring. "This year we celebrate 20 years of leadership and partnership within the channel and receiving an award of this caliber for so many years validates our efforts as an innovator in the evolving communications industry," added Young. "We pride ourselves on providing a white glove partner and customer experience, concierge service, superior back office tools for real-time quotes and order tracking, and the broadest and most competitively priced product lines and technologies in the industry. AireSpring remains a 100% channel-driven organization, firmly committed to offering channel partners award-winning products along with industry-leading evergreen commissions and SPIFFs."

[Read the Press Release](#)

Poly Trio 8300 Conference Phone



AireSpring is excited to announce that we have added the **Poly Trio 8300 Conference Phone** to our comprehensive list of outstanding phone choices.

The Trio 8300 includes Poly's patented NoiseBlock technology and it is Gigabit Ethernet capable. One device provides USB, local call recording and IP connectivity, and a simple interface launches meetings in seconds. It offers three built-in microphones and has a 12 foot working range. Optional seven foot expansion mics are available for an additional cost.

- Make every meeting productive with Poly's voice quality and up to 3.7 m/12 ft range
- Reduces time, money and IT resources with robust management and deployment options

Please [contact your AireSpring Channel Manager](#) for more details and pricing information.

AireSpring's Virtual Security Boot Camp

Join AireSpring for an informative overview of Fortinet's Secure SD-WAN with Next Generation Firewall (NGFW) solution enhanced with AireSpring's Managed Services. Learn how Fortinet's Secure SD-WAN with NGFW solution scales to protect the smallest branch office to large multi-location enterprises.

- Hear about the \$1 Trillion dollar threat landscape.
- Learn about the 7 Types of Threat Actors and the damage they can cause.
- Understand legacy security terms & functionalities, cyber-security history, and the origin of firewalls.
- Delve into SIP and wireless security.
- Illustrate how to develop a security mindset and adapt that to new technologies like 5G and grow your mindset with advanced concepts.
- Learn about Gartner's Secure Access Service Edge (SASE) -- the new security paradigm sweeping all major vendors.



Most importantly we will show you how to put a secure infrastructure into action by leveraging AireSpring's managed security solutions that give you visibility, encryption, cloud scale and private transport to deal with a borderless, ever-changing network environment where secure, affordable communication is king!

Anything that is not secure, is not truly usable.



What: AireSpring's Virtual Security Boot Camp
Presenter: Mike Chase, J.D. CCIE, SVP Solutions Engineering
When: Thursday, February 18, 2021
Boot Camp: 10:00 am to 2:30 pm (CT)

[Register Now](#)



AireSpring Sweetsens the Deal!

AireSpring's "Candy of the Month Club" comes with Evergreen Commissions and SPIFFs on Renewals. That recurring revenue stream is sweeter than any box of chocolates. Since we are 100% Channel focused we help you close business setting you up for years of future MRR with each sale you bring our way. AireSpring always includes our helping hand with Concierge Support to help you win new clients and close more business ahead of the competition! Our expert Channel Managers specialize in AireSpring's brand of knowledgeable, dedicated White Glove Service with the entire AireSpring team behind you. Let us help you craft the best deals with the fastest quotes in the industry.

Your "box of candy" includes some of the best SPIFFs in the industry:

- 1X MRC on SD-WAN Services
- 1X MRC on Global SD-WAN Services
- 6X MRC on Voice/Cloud Services
- 1.5X MRC on Connectivity Services & MPLS
- \$1600 Cash Bonus on Toll-Free Services
- \$800 Cash Bonus on LD Services

Earn even more with ongoing extra bonuses on these deals:

- 5% EXTRA Bonus Residual Commission on AireSpring Network & SIP LD underlying it all.

AireSpring provides everything you need to fulfill your service and support requirements, including:

- Project Coordinators(PCs) & Managed Services Engineers(MSEs) assigned to each order
- Free consultation with solutions engineering team 24/7/365
- NOC Network Monitoring
- 20-second response time to support calls
- Escalation list up to our CEO

Contact your [Channel Manager](#) for details.

Dollars for Demos Promo

Earn Dollars for Demos! You can earn \$100 or \$200 for scheduling qualified client discovery calls for AireSpring Global Managed SD-WAN! We are so confident that your multi-national clients will benefit from our Global Managed SD-WAN Solution that we are willing to pay you for scheduling a qualified discovery call! A qualified AireSpring Global Managed SD-WAN Demo will earn you: a \$100 Amazon Gift Card for deals involving 2 to 4 locations, a \$200 Gift Card for deals involving 5 or more locations.

By combining the power of VMware SD-WAN by VeloCloud™, the Gartner Leader in Global SD-WAN for WAN Edge Infrastructure, with our global private network (GPN) to bypass the unpredictability of the public internet over long distances, AireSpring provides a reliable, holistic network for your multi-location customers. This SPIFF is valid November 1 through March 31, 2021 (subject to terms and conditions).

For more information, contact your [AireSpring Channel Manager](#) or email sales@airespring.com.

Webinar: Improve Customer ROI with Secure SD-WAN and Next Generation Firewall from Fortinet and AireSpring

Scott Henkel, Director of Product Management - Telecom Products
 Date: Wednesday, February 24, 2021
 Time: 1:00 PM to 2:00 PM PT

Join AireSpring for an informative overview of Fortinet's Secure SD-WAN with Next Generation Firewall (NGFW) solution enhanced with AireSpring's Managed Services. Learn how Fortinet's Secure SD-WAN with NGFW solution scales to protect the smallest branch office to large multi-location enterprises.

During this Webinar you will learn how to:

- Recognize and maximize opportunities, and position Fortinet Secure SD-WAN with NGFW from AireSpring to assist your customers in lowering their overall WAN costs.
- Communicate how Secure SD-WAN with NGFW can replace legacy network equipment like old routers and firewalls while increasing WAN availability, allowing your customers to migrate from expensive, slow WAN circuits to faster, more cost-effective internet circuits all while taking advantage of Fortinet's industry leading NGFW.
- Demonstrate the value of consolidating SD-WAN and security services into a single platform all managed via a single pane of glass backed up by AireSpring's Managed Services.

Webinar: Improve Customer ROI with Secure SD-WAN and Next Generation Firewall from Fortinet and AireSpring

What: AireSpring Partner Training Webinar
Title: Improve Customer ROI with Secure SD-WAN and Next Generation Firewall from Fortinet and AireSpring
Presenters: Scott Henkel, Director of Product Management - Telecom Products, AireSpring
When: Wednesday, February 24, 2021 | 1:00 PM to 2:00 PM PT

Complete our brief survey at the end for a chance to win a \$100 Amazon gift card!

[Register Now](#)

Join AireSpring at this Upcoming Virtual Event

AireSpring's Virtual Security Boot Camp
 Thursday, February 18, 2021
 Boot Camp: 10:00 am to 2:30 pm (CT)
 Break: 12:30 pm to 1:00 pm (CT)
[REGISTER HERE](#)

AireSpring Partner Spotlight

Frank Walsh
 Sales Manager
 Computers Nationwide

To begin, please tell us a little about yourself, Computers Nationwide, and your professional background in Telecom.

Since its origination in 2010, I have had the privilege to know Computers Nationwide grow into the company it is today. From the beginning, I knew it was going to be something special, and it has been a blast seeing it develop over the last 10 years. My first job in the industry was as Computers Nationwide's first employee in 2010. There were only three of us then, and I was the low man on the totem pole. My day-to-day consisted of anything from cold calling for sales, to receptionist, to cable technician, all the way to garbage man and bathroom sanitizer. Mike R. Gilbert, Owner and President and Michael P. Gilbert (aka "Big Mike"), Partner, began Computers Nationwide with a vision to provide our customers with every service under the IT sun. A true "one stop shop" for all of your business IT needs. Our services include Managed IT, Phone Systems, Structured Cabling and Fiber Optics, Video Surveillance, and Door Access Control.

Our telecom experience began with selling, installing, and servicing on-premise Samsung phone systems. We quickly rose to become one of the top Samsung partners in the nation. As our telecom services grew, our other services followed. Our construction team developed to take on larger projects all over the country. This included large industrial buildings, entire neighborhoods, and data centers with miles and miles of fiber. With the PBX model dying, and a huge telecom customer base, Computers Nationwide made a transition into the channel and moved to the hosted VoIP model. The channel has done amazing things for us, giving us direct access to the top providers in the world. It allowed us to stack services alongside our own and provide our clientele with the ability to make one phone call for all of their needs.

In 2017, Computers Nationwide acquired KC Computers out of Whitewater, WI. The acquisition doubled the size of our MSP Department and expanded our reach throughout Wisconsin. We now have offices in Janesville, Madison, and Brookfield, Wisconsin. Our Illinois locations include New Lenox and our headquarters in Wheeling, Illinois. Our team has grown to over 30 IT Technicians with varieties of knowledge and experience. Our construction side has grown to 10 full teams of cable technicians who truly treat their jobs as an art form. Our sales team consists of over 10 extremely dedicated reps, including outside sales, estimators, and account managers. All backed by an incredible leadership team. Throughout our growth, it was most important to us to stick with our original core values. We treat every one of our clients as a partnership, and we owe our success to them. We look forward to the next decade of growth alongside our clients and our great partners like AireSpring.

"I am also a huge fan of the training that AireSpring offers to their agents. My personal favorite was the SD-WAN boot camp conducted by Mike Chase, SVP Solutions Engineering at AireSpring. It was a great experience, and I would recommend it to anyone in the industry."

What do you like about working with AireSpring?
 Our experience working with AireSpring has been nothing but positive. Rick Komon, Mid-west Regional Channel Manager, AireSpring, has been one of the most responsive channel managers that I have worked with in the entire industry. AireSpring's willingness and flexibility to assist us throughout the sales process using demos and joining calls has been extremely helpful. I am also a huge fan of the training that AireSpring offers to their agents. My personal favorite was the SD-WAN boot camp conducted by Mike Chase, SVP Solutions Engineering at AireSpring. It was a great experience, and I would recommend it to anyone in the industry.

What is the "next big thing" you think trusted advisors/agents should be aware of or get involved in for 2021?

In 2020, we were all forced to make some major adjustments. One of the biggest and most obvious ones was the need to be able to work remotely. A lot of business owners who may have previously neglected the importance of their networks were forced to open their eyes and adapt with the times. Throughout that process, I think that those same business owners found cost savings and efficiencies in the remote work force. I believe that trend is going to continue through 2021 and long after COVID-19. At Computers Nationwide, we strive to keep our clients educated and informed on these trends and guide them through the adjustments.

"I think to be a Trusted Advisor is a reputation that you earn with your clients, rather than a title... Trust is not only something that needs to be earned, but also something that needs to be maintained. Once you reach that level of trust with your clients, I guarantee they will be back for more."

"A lot of business owners who may have previously neglected the importance of their networks were forced to open their eyes and adapt with the times... I believe that trend is going to continue through 2021 and long after COVID-19."

What are some of your hobbies and interests outside of telecom?
 The majority of my free time is spent with my family and I wouldn't change that for anything. I am an avid sports fan and I love the outdoors. I still try to stay active playing hockey, softball, and golf as much as I can. On weekends, you can find me out on the lake boating or up in the north woods snowmobiling.

Snowmobile outing with GM Rob Walsh (far left), owner Mike Gilbert (second from right) and Frank (second from left).

Computers Nationwide celebrates a special paintball outing

Computers Nationwide Hockey Team, including GM Rob Walsh and owner Mike Gilbert

The Walsh Family

MEET THE AIRESPRING TEAM

Hrant Yeghiazaryan
 Tier 2 Technician

Please tell us about your professional background and how long you've been in the telecom industry.

My professional background started in IT doing tech support for the mathematics department at University of California, Santa Barbara. I worked in IT for about 5 years and had my own web design business for a couple of years prior to joining AireSpring. This field slowed down a lot with the introduction of automated web development.

Even though telecommunications deals with different technology, I was able to transfer the problem-solving skills I had acquired into the telecom industry. I was drawn to telecom due to its stability and the fact that it is future-proof since there will always be a need for communication. There is always something new to learn and expand my knowledge with the constant introduction of new and improved technologies.

Tell us about your role at AireSpring and how long you've been with the company.

I am starting my 4th year here at AireSpring. I originally joined as a Level 1 Technician, handling the phone queues and troubleshooting Layer 1 issues. I was able to study after hours and obtain certifications, broadening my knowledge in order to help with troubleshooting. Now, I am a Level 2 Technician, troubleshooting anything from complete loss of connectivity to phone services, routing and SD-WAN. I'm looking forward to further expanding my knowledge and getting more certifications.

I have been certified in: Cisco's CCENT (Cisco Certified Entry Networking Technician), CompTIA A+ (Computer Technology Industry Association A+), ADTRAN ATSA (ADTRAN Technical Solutions Associate), ADTRAN ATSP (ADTRAN Technical Solutions Professional). Currently I'm working on adding Cisco CCNA (Cisco Certified Network Associate) and Fortinet NSE4 (Fortinet Network Security Expert 4) certifications.

What do you enjoy most about working at AireSpring?

Working at AireSpring has been gratifying and educational. I have learned a lot from the team and my supervisors throughout these past four years. They have been quite supportive and encouraging. The team really comes together, and we help one another to solve issues quickly. I really enjoy the high-paced work environment, the rewarding experience of helping customers, and solving varying problems throughout the day.

What are some of your hobbies or interests outside of the office?

I enjoy any activity that has to do with the outdoors, including camping, fishing, backpacking, and hiking. We were able to backpack the 20-lake Basin near Mammoth Mountain in California last summer, when the comet NEOWISE (Comet C/2020 F3) was making its pass by Earth. Seeing it from out there was an amazing experience. I enjoy reading fantasy novels in my free time, my recent favorite being the "Red Rising Saga" by Pierce Brown.

7 Lakes in Mammoth Mountain area

Another view of 7 Lakes

Pristine lake at Big Pine

Shooting star & The Milky Way at 20 Lakes Basin near Mammoth Mountain

Become a Partner | Join our Program!

AireSpring is an award-winning provider of Managed Connectivity and Cloud Communications solutions providing fully managed and connected end-to-end, next-generation solutions for multi-location enterprise customers, including:

- AirePBX UCaaS
- MPLS Mesh
- SD-WAN
- Global Managed SD-WAN
- SIP Trunking
- Managed Firewall
- Dedicated/Internet Access
- Analog/PRI/POTS
- Wholesale Long Distance

AireSpring's services are delivered over its revolutionary nationwide MPLS Mesh Network, providing customers a fully integrated, end-to-end solution from a single vendor.

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