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Partner Newsletter

May 2024

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Company News

Former Windstream and Fusion Solutions Engineering Director Joins AireSpring as VP Solutions Engineering

Stephen Sigmon has joined the team as

Vice President of Solutions Engineering. He brings 25 years of experience to the role, most recently serving in various leadership capacities at Windstream, and as Director of Sales Engineering at Fusion (Birch Communications). Stephen began his career as a Network Design Engineer/Crew Manager at NetCom International and then moved on to Cypress Communications where he spent 12 years in network and sales engineering roles, including as Director of Sales Engineering and Director of Implementation Services.

There, he helped create one of the first hosted platforms, a NorTel-based platform that was a precursor to unified communications as a service (UCaaS). As Director, Design Engineering, at Cbeyond, Stephen was instrumental in the successful launches of Cisco Meraki managed network products, Fortinet firewalls, and VMware™ VeloCloud SD-WAN solutions, and the implementation of a dozen executive business centers (EBCs) nationwide.

"We're thrilled to welcome Stephen to Team AireSpring," stated AireSpring SVP Solutions Engineering, Mike Chase. "His leadership skills, network and sales engineering knowledge, and depth of experience in the industry will be key in helping AireSpring continue to provide flawless implementation and support to multi-location enterprises operating worldwide."

Read More.

AireSpring Wins SD-WAN Product of the Year Award from INTERNET TELEPHONY Magazine

AireSpring is excited to announce that it has been honored with the **2024 INTERNET TELEPHONY SD-WAN Product of the Year**

Award. AireSpring Global Managed SD-WAN stands out as a comprehensive, fully managed, end-to-end SD-WAN solution for multi-location enterprises seeking a transition to provider-managed or co-managed options, with rapid, scalable, and dependable global connectivity for on-premises and multi-cloud application performance, and global procurement of last mile connectivity also provided by AireSpring under a single-provider SLA.

AireSpring's intelligent, AI-powered IT service management (ITSM) automation platform, AIreCONTROL, integrates software, Tier 3 Engineer POD support, global connectivity, and best-of-breed IT technology into a fully managed, single-source service, making AireSpring's Global Managed SD-WAN the perfect solution for enterprises seeking unparalleled efficiency and scalability and a superior level of customer satisfaction. AireSpring's Global Managed SD-WAN solution includes:

- Choice of industry-leading **VeloCloud SD-WAN by VMware™** or **Fortinet Secure SD-WAN.**
- An SLA-backed, fully managed layer 2 global private network (GPN) with **24 points-of-presence (PoPs) worldwide.**
- Fully managed international circuit procurement services in **over 190 countries via partnerships with over 200 leading network providers.**
- Maximization of cloud and SaaS application performance through direct global connections to multiple cloud services and SaaS applications including **AWS, Azure, Google, Office 365, Salesforce, Zendesk**, and many others.
- **Access to highly available, dedicated connectivity to and from locations in China.**

"We are thrilled to receive this prestigious award highlighting AireSpring's commitment to providing innovative global managed network solutions for multi-location enterprises," stated AireSpring CEO Avi Lonstein. "With AireSpring's single-provider solution, businesses operating worldwide can streamline their operations and lower costs—all supported by our dedicated team of customer service experts and AIreCONTROL, our integrated and fully managed intelligent IT service management platform."

Read More.

AireSpring Wins Unified Communications Product of the Year Award for Fourth Consecutive Year

AireSpring is happy to announce that it has won the 2024 Unified Communications Product of the Year Award from INTERNET TELEPHONY magazine for the fourth consecutive year. **AireSpring received the award for its Microsoft Teams Direct Routing and SIP Trunking solutions.**

AireSpring's intelligent, AI-powered IT service management (ITSM) automation platform, AIreCONTROL, integrates software, Tier 3 Engineer POD support, global connectivity, unified communications (UC) and best- of-breed IT technology into a fully managed, single-source service, making AireSpring's SIP Trunking the perfect solution for enterprises seeking unparalleled efficiency and scalability and a superior level of customer satisfaction.

AireSpring's SIP Trunking solution is integrated with and supports Microsoft Teams, which allows Teams users to leverage the Direct Routing capability within the Microsoft platform, enabling users to make phone calls directly from Teams via AireSpring SIP trunks. Additional benefits of AireSpring's Microsoft Teams Direct Routing include:

- **24/7 AIreCONTROL ITSM platform** provides customers with the ability to directly re-route calls to another number, including a cell phone, in real time.
- **Direct Termination Overflow (DTO):** When Microsoft Teams has an outage, AireSpring's DTO feature automatically reroutes calls to another designated number.
- US and international virtual number availability in **over 70 countries.**
- **Multiple DIDs per user are available.**

"AireSpring is thrilled to be recognized once again for our Microsoft Teams Direct Routing and SIP Trunking solutions," stated AireSpring CEO Avi Lonstein. "Our MS Teams Direct Routing solution is ideal for multi-location enterprises that have complex communication needs while also requiring flexibility and a personalized support experience as well as advanced automation tools like AIreCONTROL, our intelligent IT service management platform."

Read More.

Product News

AireSpring Adds Logix Fiber Networks and Vyve Broadband Carrier Partners

We're happy to announce that we've added **Logix Fiber Networks** to our extensive list of network partners. Logix, based in Texas, provides fiber-based data, voice services, and data center access. AireSpring is now offering their **new fiber DIA, with 5M-10,000M speeds supported, and term options of two and three years.**

We've also added **Vyve Broadband,** which provides internet services to 16 states, mainly in Texas, Oklahoma, and South Carolina.

Asymmetrical and symmetrical products are now available with two- and three-year terms. The following speeds are supported:

Asymmetrical BB

- 105M x 10M
- 250M x 25M
- 500M x 50M
- 1G x 50M

Symmetrical BB

- 100M x 100M
- 250M x 250M
- 500M x 500M
- 1G x 1G

Interested in learning more? Contact your AireSpring Channel Manager for details.

June 2024 Partner Webinar

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PRESENTS

2024 AireSpring Virtual Industry Roundtable

A WEBINAR

Thursday, June 6, 2024
1:00PM - 2:00 PM ET

AppDirect
AVANT
INTELISYS
SANDLER PARTNERS
TELARUS

2024 is Shaping Up to be a Transformational Year

According to a recent study published by Channel Futures™, more than 70% of all technology products are sold or touched by a channel partner. The IT client community and technology vendors are **more dependent than ever on the indirect channel** with more suppliers moving towards our industry to capitalize on its efficiencies.

However, opinions vary across the board on what will be **the overall growth rate and best focus and direction for channel partners and TSDs for the remainder of 2024 and beyond.**

Join AireSpring on Thursday, June 6, 2024, and our distinguished panel of channel leaders:

Renee Bergeron
COO,
AppDirect

Drew Lydecker
President & Co-Founder,
AVANT

Paul Constantine
EVP Supplier Services,
ScanSource / Intelisys

Justin Marano
CRO-Channel,
Sandler Partners

Adam Edwards
CEO,
Telarus

Our panel moderator, Eric Brooker, will lead a **lively and informative discussion** on what they're excited about, what concerns they have, changes that have occurred, and what they are doing to **support the channel and help partners prosper in 2024 and beyond.**

Eric Brooker
Panel Moderator,
The Channel Advisors

What: 2024 AireSpring Virtual Industry Roundtable
Date: Thursday, June 6, 2024,
Time: 1:00 PM to 2:00 PM (ET)

Register Today

“Your success in life isn’t based on your ability to simply change. It is based on your ability to change faster than your competition, customers, and business.”

– Mark Sanborn

Q2 2024 Promo

Win a Cruise to Alaska!

Terms and Conditions

Dreaming of a once-in-a-lifetime vacation? We'll help you get there! Along with our usual spiffs and commissions, AireSpring will be awarding a luxurious cruise vacation to Alaska in Q2 2024 (or the cash equivalent) to one lucky partner. **Every $1,000 of new MRC revenue equals one entry into the random drawing for the trip. The contest runs through midnight (PT) on June 30th.**

AireSpring is committed to helping you win new clients, retain customers, and close more business ahead of the competition. We pledge to support you and your clients like no other supplier in the channel.

You'll benefit from some of the highest evergreen commissions, spiffs, and bonuses in the industry. In fact, AireSpring is one of the only suppliers to offer **spiffs on renewals.** We also offer:

- **10X MRC on MS Teams Direct Routing**
- **Up to 6X MRC on Voice/Cloud Services**
- **2X Spiff on Wireless WAN**
- **2X MRC on Connectivity Services & MPLS**
- **$1,600 Cash Bonus on Toll-Free Services**
- **$800 Cash Bonus on Long-**

- 2X MRC on POTS Replacement
- 2X MRC on SD-WAN and Global SD-WAN Services
- 2X on Managed Security Distance Services
- Earn even more with 5% EXTRA Bonus Residual Commission on AireSpring Network & SIP LD*

AireSpring's **channel managers** and **solution engineers** are committed to providing you with expert guidance and concierge service so you can easily deliver the best products to your customers and gain a competitive edge. AireSpring has always been 100% channel and has everything you need to provide the best customer service to your clients:

- **AIreCONTROL, our automated IT service management platform with AIrePOD Dedicated Tier 3 Engineers**
- **Dedicated project coordinators and managed services engineers assigned to each order**
- **Free consultations with solutions engineering team**
- **24/7/365 NOC network monitoring**
- **20-second response time on support calls**
- AireSpring Advantage Support Guide

Ready to learn more about how to snag the ultimate cruise vacation? Contact your AireSpring Channel Manager for details.

**Does not apply to wholesale accounts.*

Join AireSpring at These Upcoming Events

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AireSpring Partner Webinar: 2024 AireSpring Virtual Industry Roundtable

Thursday, June 6, 2024

2:00 PM - 3:00 PM (ET)

REGISTER HERE

Telarus Anchor-In

June 6, 2024

Tyson's Corner, VA

REGISTER HERE

Intelisys Fishing Tournament

June 6, 2024

Buford, GA

AireSpring "SD-X"- SD-WAN and SASE Virtual Boot Camp

Thursday, June 13, 2024

11:00 AM - 2:30 PM (ET)

REGISTER HERE

Sandler Partners Golf Tournament

June 13, 2024

Falmouth, MA

REGISTER HERE

AppDirect Detroit Tigers Game

June 13, 2024

Detroit, MI

REGISTER HERE

Telarus Anchor-In

June 18, 2024

Chicago, IL

REGISTER HERE

Intelisys Golf & Supplier Expo

June 20, 2024

Galloway, NJ

MVNOs World Congress

June 24 - 26, 2024

Schaerbeek, Belgium

REGISTER HERE

June 2024 Boot Camp

airespring™
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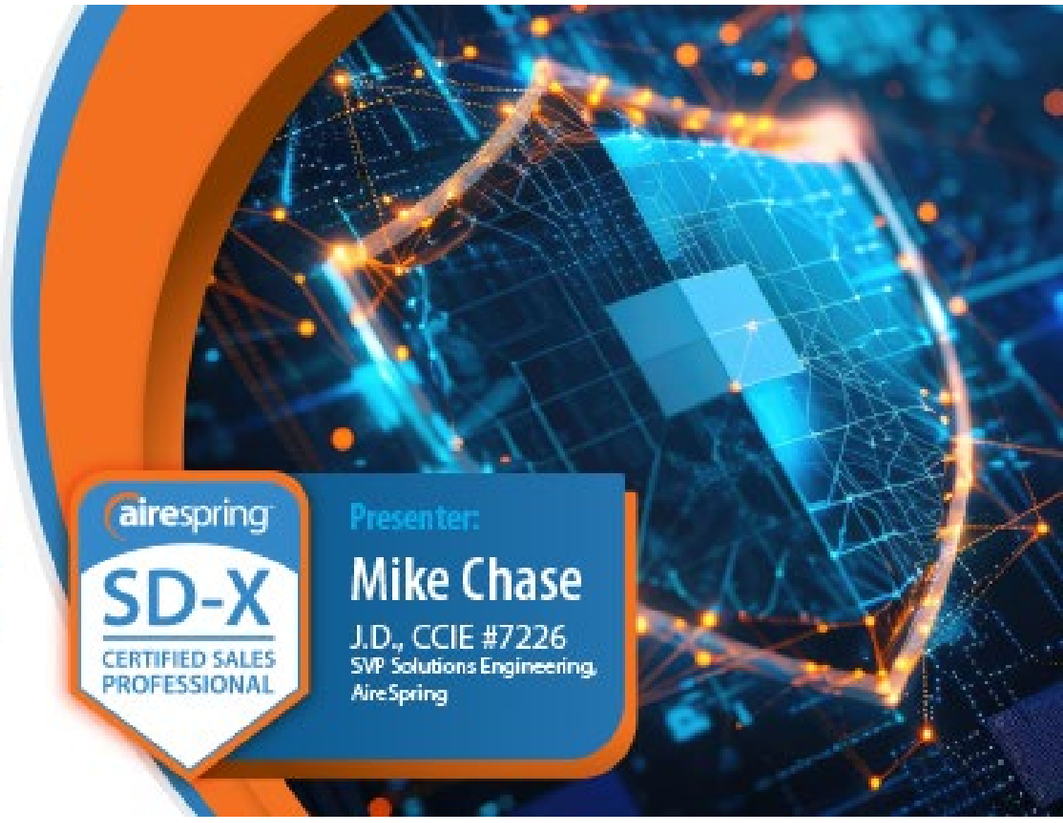
WEBINAR

"SD-X"

SD-WAN and SASE Virtual Boot Camp

Thursday, June 13, 2024
11:00 AM to 2:30 PM (ET)

Register Now



Webinar: AireSpring's "SD-X" - SD-WAN and SASE Virtual Boot Camp
Instructor: Mike Chase, J.D., CCIE, SVP Solutions Engineering
Date: Thursday, June 13, 2024
Time: 11:00 AM to 2:30 PM Eastern Time (ET)

- Evaluate **SD-WAN's technology** and future role as the first pillar of **SASE.**
- Identify the value and capabilities of **SD-WAN, SD-Branch, & SASE.**
- Explore **AireSpring's SD-WAN Global Private Network**
- Learn how all these **solutions** are now **available in 190+ countries.**
- Review the capabilities of **AIreCONTROL,** our **proprietary AI-powered, cloud-based IT Service Management Platform**

Reviews From Our Recent Boot Camps:

"5 stars. Mike did a great job explaining details and using real world examples to simplify the content."

-Xavier McKinzie, Cumberland Group

"Mike Chase is one of the best, if not the best in the industry, in explaining the SD-WAN solution and surrounding technologies. He is great to engage in qualified customer sales/technical calls as well."

Presented By:
Mike Chase

-Robert Carder, Carrier Consulting

SVP Solutions Engineering, AireSpring

"The SD-WAN/SASE landscape is continually evolving. AireSpring and Mike Chase present a large quantity of information with the latest technology updates in an easy-to-digest format."

-Kristin Noelle-Green, Simply Tech Connect

"Mike was an extremely engaging and highly knowledgeable speaker. He related complex concepts very clearly and made them relatable."

-Philip Joy, AmpliX

Register Now

Space is Limited!
All Attendees Must Register in Advance!

Deadline to register varies by date of boot camp.
Reserve your spot and your Amazon gift card now!
Only one gift card per person per boot camp per year.
Boot Camp is only available to channel sales partners.
Suppliers may not attend.

To begin, please tell us a little about your background and Constellation Telecom.

Chris: I started in telecom in late 1995, with MCI before it was acquired by WorldCom, and later USN Communications. I then went to Call One in 1998 when it was still a team of three people, and I helped build Call One into a substantial organization, serving as President from 2003 and CEO from 2015. During that time, Call One saw tremendous growth year after year.

After leaving Call One, I took a break from telecom and then formulated the idea of creating Constellation Telecom. We found there were a lot of mid-market and public sector clients who need both traditional telephony services and IP-based services when a lot of other companies had left the traditional telephony space.

Bill: I began my career in outside sales management and joined the telecom industry in 2008 when I was hired at Call One. In 2013 I went out on my own to work as a technology advisor. Nearly 100 percent of the business I recommended to my clients was with Call One. My first two clients are still my clients today, 16 years later. We established Constellation Telecom with the goal of representing the client no matter what. Many carriers tend to shift their focus or the specializations they offer to whatever best serves their business model, but for us the customer's needs come first.

Chris: Constellation Telecom provides communications, networking, SIP, internet, conferencing, legacy telecom services, and infrastructure cabling solutions, as well as ongoing provisioning, project management, and technical support. We'll work with any carrier and a group of strategic partners to supply mid-size businesses and public sector entities with the products and solutions they need to be successful.

In today's landscape, it's pretty much the same story everywhere you go. There are carriers who primarily focus on the consumer-level client, or they focus on the big enterprise Fortune 1000 level-client. Every other organization, whether public sector or private sector, seems to just get lost in the fray. Constant management turnover and questions about billing issues lead to all kinds of misunderstandings, including confusion about technical issues. Mid-size organizations need the same kind of customer service continuity that the larger enterprises get, and no one fills that need. At Constellation, we wanted to help serve those organizations who don't get the attention they need. We came into the channel not just looking to be agents—we wanted to take a value-added reseller approach to our business. In addition to providing solutions, our team works hand-in-hand with customers throughout their ownership period.

What do you like about working with AireSpring?

"...been working with AireSpring for the last year and a half, and we've had a great experience all the way through."

Chris: We've been working with AireSpring for the last year and a half, and we've had a great experience all the way through. Regional Channel Manager Rick Komon is personable, positive, and thorough—he makes sure every detail is taken care of and that we're getting the client what they need, when they need it.

Bill: Nothing is cookie-cutter when it comes to the mid-market; every case is a unique one, and Rick doesn't shy away from the challenge. Whether it's arranging special pricing or reaching out to others on the team to get something done, Rick does it.

Chris: Right now, we're working on a project for a law firm in downtown Chicago, and AireSpring's project management has been excellent. It's refreshing because it's a multi-faceted installation, and it's being handled expertly by the AireSpring team. A month ago, we had a school district that needed a SIP trunking solution, and thanks to AireSpring that transition went smoothly. That really speaks to AireSpring's depth of knowledge and attention to customer service.

What would you say is the secret to being a successful technology advisor in today's marketplace?

Chris: One of the major elements to being successful in today's marketplace is constantly staying informed and educated on the new products and services that are coming out, while not forgetting too many of the things that you learned in the past. You also have to be on your game 24 hours a day, seven days a week, because when someone calls you with an issue, you have to be able to resolve it right away. Your customers need to be able to rely on you. It's really important to act on your word and be there for them.

"Listening to your customers and solving their issues, rather than trying to sell them something that will make you the most money, is key. "

Bill: Listening to your customers and solving their issues, rather than trying to sell them something that will make you the most money, is key. Additionally, if you're working for yourself, you can't play hooky from work—I've noticed that it's very hard for people to understand that when they start their own business. You have to be self-motivated, energetic, and resourceful and understand that you're responsible for every single aspect of the company.

What do you foresee happening in the channel in 2024 (or, what is the "next big thing" or "things" you think people should be aware of or get involved in, etc.)?

"AI is going to be a big part of how we initiate communications, and everything is going to change indelibly."

Chris: With respect to today's technology landscape, AI is probably the first disruptive technology we've encountered since the internet's emergence in the late 80s/early 90s (which we're still seeing the effects of today with more brick-and-mortar stores and offices closing). Some of the steps companies like NVIDIA are taking to work with AI, and some of the projects the larger companies like Microsoft and Apple are working on, really indicate to me that AI is going to be a big part of how we initiate communications, and everything is going to change indelibly.

Right now, we're used to using MAC addresses, IP addresses, and telephone numbers, but I think with AI that will all become obsolete. With unified communications, for example, it's likely that auto-attendants and call groups will be structured automatically through an AI interface that will work with us. Because of this, the IT landscape is going to change drastically within the next three to five years. The AI tools are going to become more specialized and sophisticated very quickly.

Bill: I work with a lot of government accounts, and I think it's going to be very interesting how the rollouts happen with AI. A lot of telecom providers are going to have to have a lot more backup to get things accomplished. People are afraid of new technology, as they always have been, but I think there are many uses for AI that will ultimately be beneficial.

What are some of your hobbies and interests outside of telecom?

Chris: I have a two-year-old and a five-year-old, and when I'm not chasing them around, I like to ride motorcycles, and race cars and go-karts.

Bill: When I'm not working, I'm usually at my kids' sporting events, and I also collect

classic Mustangs.

Chris taking a road trip on his motorcycle.

Chris racing his go-kart.

Tell us about your professional background and your career prior to joining AireSpring.

I've been in the telecom industry for over 8 years, and prior to joining AireSpring, I worked at Telarus as an Inside Sales Engineer. During my time as an Inside Sales Engineer, I helped partners and customers with opportunities for hosted voice, contact center, network, SD-WAN, and cloud solutions. I was also a part of the Telarus operations team.

I began my career in various customer service roles at companies such as Apple, American Express, Target, and WinCo Foods. Along with my everyday jobs, I spent 11 years in the US Army Reserves doing biological weapon detection and troubleshooting several military communication platforms.

Tell us about your role at AireSpring and how you support our partners.

My new role at AireSpring includes serving as the Telarus pricing experience manager. This is a new service that AireSpring recently introduced to the five major technology solutions distributors (TSDs) and their partners. I am a 100 percent dedicated resource serving the Telarus pricing teams, Telarus partner experience managers, and Telarus partners directly anytime they need pricing for an opportunity.

I am the first AireSpring touchpoint for all quote requests; all Telarus quote requests now go to one simple email address. This new approach means partners and their customers experience extremely fast turnaround times for quotes, especially on transactional opportunities.

If it's a large opportunity or a complex opportunity, I make sure it immediately gets to the correct AireSpring Regional Channel Manager along with the details and objectives of the opportunity, so they can start working on it. If partners have any questions about the status of their quote requests, they can contact me, and I will get them what they need right away. Essentially, I am the "easy button" when it comes to anything partners and their customers need regarding quotes and proposals from AireSpring—it's like having a dedicated concierge for all quote requests.

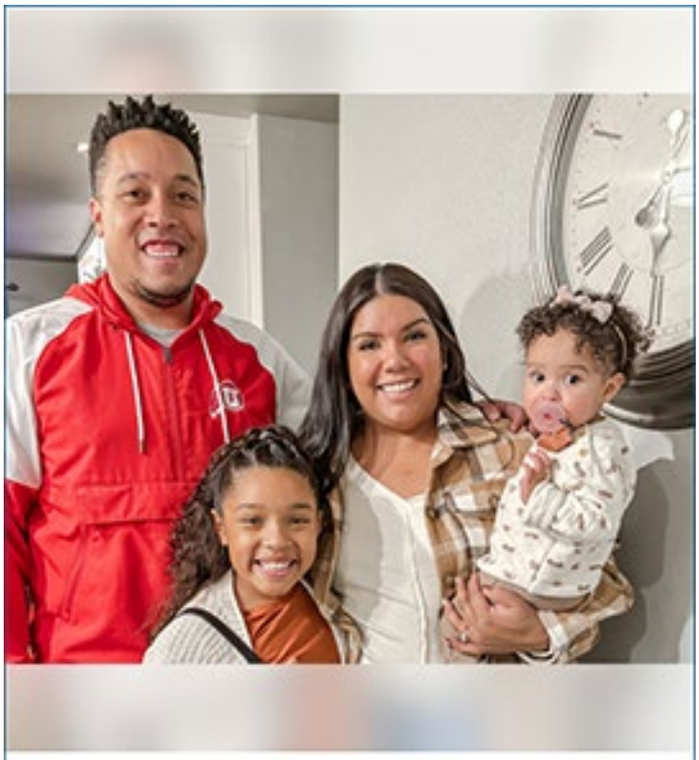
What do you like about working at AireSpring?

When I decided to make a change, I had some "must haves" to make sure I would be a good fit for the company and vice versa. I wanted to work somewhere with a positive track record, tenured employees, accessible leadership, and a customer/partner-first focus. AireSpring came to mind as I knew they could meet all the criteria (and so could I).

After being here for a few months, I know I made the right choice. Everyone has the same goal, which is to make sure our customers and partners are taken care of and truly provide a personalized customer experience. It's not a "that's not my job" company. All of us make sure everyone, internal and external, is taken care of.

Tell us about your hobbies outside of work.

My wife and daughters keep me busy! We like to go to local sporting events and check out local parks. When I'm not with my family you will find me playing Xbox. I've been gaming since the NES days.



Andrew with his family.

AireSpring Partner Resources

- Access the Escalation List up to our CEO.
- See our Channel Manager Territory map to view all channel team information.
- View our Solutions Engineer Team map to set up meeting with our solutions engineers.
- AireSpring Advantage Support Guide
- AgentSTAR.net, our 24/7/365 partner portal, has great automation tools and a wealth of information.

- Get access to **QuoteSpring**, our 24/7 real-time quoting app. Get data on virtually every available option, at every available speed, at every address in the USA. Fiber, Broadband, Ethernet, Satellite, Wireless 4G/5G and even Fixed Wireless.
- With **DAX**, our sophisticated, 24x7, real-time order tracking and status program, you don't have to wade through your inbox looking for important emails, as that information is all tracked in DAX along with FOC dates, circuit info, order status, emails, and contact information for managed services engineers and project coordinators.

Additionally, AgentSTAR also has:

- **Educational videos on products and services**
- **Recorded Webinar Trainings**
- **Proposals, Battle Cards, Datasheets, Brochures, Service Installation & User Guides**

Not a Partner? Join our Program!

Become a Partner

airespring™
Managed Solutions. Personalized Service.

BECOME AN AIRESPRING PARTNER

SUBSCRIBE to future mailings from AireSpring

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SYSTEM FOR TRACKING AND REPORTING

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