



DIRECTIONS

Communication for Carriers, Consultants & VARs



Welcome to this edition of GTS DIRECTIONS, the monthly newsletter with updates and information for our family of over 100 VARs and referral partners, key carrier partners, and dedicated team of in-house solution consultants. This month's edition includes information on ...

- Save The Dates — January Invites
- Tis The Season — GTS Christmas and Holidays Season Tidbits, News, and Announcements

Save The Dates — January Invites



AT&T CyberSecurity WEBINAR

When: Tuesday, January 14th, 11:30 a.m.-12:30 p.m. EST

Where: WEBEX Bridge. Please email or contact GTS to be added to the Bridge Invitation

What: This will be a 1-hour overview on the top trends, customer concerns, and selling tactics to help you learn about and position AT&T Cybersecurity services. Products such as AlienVault and Zscaler will be featured.

PLEASE CONTACT GTS TO REGISTER FOR THIS EXCLUSIVE TRAINING/INFORMATIONAL EVENT!

GTS – UCaaS Breakfast Forum

When: Thursday, January 30th, 8-10 a.m. EST

Where: TBD

What: Come join 3 of the top UCaaS providers in the industry for breakfast and brainstorming! GTS partners will learn about the top industry trends, best practices and selling tips, as well as product enhancements and promotions for Q1 2020! Complimentary breakfast will be served.

PLEASE CONTACT GTS TO REGISTER FOR THIS EXCLUSIVE TRAINING/INFORMATIONAL EVENT!

We will also send out a webinar in early January.

Tis The Season! — GTS Christmas and Holidays Season Tidbits, News, and Announcements

Before we put a bow on 2019 and start to unwrap all the goodies that 2020 may bring, let's take a moment to recap a few of the GTS notable news items, as well as capture quick talking points for some of the top carriers and service providers we think will be key to your 2020 success!

Contact sales manager Bob Chernock @ 313-371-9440 or e-mail chernock@gtsdirect.com to let us know what additional information you would like to see communicated in future editions of DIRECTIONS.



Available now, 8x8 Video Meetings is a scalable video meetings solution perfect for entrepreneurs, SMBs and large departments within enterprises. Reliable, fast and secure, 8x8 Video Meetings easily integrates with popular calendar, directory and single sign-on systems providing limitless flexibility to collaborate with colleagues, vendors and customers. It works as a standalone service or integrated with 8x8 Virtual Office for enhanced unified communications capabilities.

Follow these three easy steps to sign up for FREE and start using 8x8 Video Meetings today:

Step 1: Visit 8x8.vc (contact GTS if you would like us to send you an easy hyperlink).

Step 2: Click the "Sign Up for Free" button.

Step 3: Register with a social media account or email address and you're ready to meet!

2020 will be our biggest and best year yet. Watch for a much more robust and strategically planned event calendar in 2020. GTS will have informational, social, and remote event options nearly every month in 2020. Expect an events calendar to drop in early 2020, and feel free to contact GTS at any time if you want more information or have a suggestion/request for events in the future!

METRONET

Fiber Optic Internet, TV and Phone

Global Telecom Solutions is a valued partner of MetroNet, a leading provider of 100% high-speed Fiber Internet, Ethernet Services, PRI, full-featured Fiber Phone, and Fiber IPTV. Recently MetroNet was tagged by Glassdoor as one of the Best Places to Work in 2020 and Netflix Internet Service Provider Speed Index rated MetroNet as Best Performer in its markets, outperforming all other internet service providers in their service area. Contact Global Telecom Solutions for more information about 100% fiber optic telecommunication services. www.metronetinc.com



themakogroup
Cybersecurity | Risk | Audit | Advisory

Thanks to its amazing partners, clients, and staff, The Mako Group had a record year in 2019. With cybersecurity and IT risk coming to the forefront of every industry, The Mako Group is honored to be helping its clients prepare for adversaries and meet compliance needs. They expect another year of record growth in 2020, and are offering several discounted services to new clients to celebrate their 10-year anniversary, which occurs in Q1.

GTS is excited to announce that we will launch our first ever GTS PAC RETREAT in late summer 2020. This Partner Advisory Council event will be totally unique from what you may have experienced before. Participants will be invited and hand selected by our sales team and leadership staff. While sales production is a key contributing factor, we will also be selecting several partners with innovative techniques, products, or personnel that could find mutual benefit in spending time with our 2020 peer group. While there will be a small number of VIP carriers in attendance that are sponsoring and supporting the event, we will also have ample time dedicated to partners getting to discuss best practices and business growth strategies, as well as GTS sharing tips and tactics on topics such as marketing, HR, product diversification, and more. Stay tuned, and watch for details to drop in early 2020 on our GTS PAC RETREAT!



MetTel, a communications and digital transformation leader, has won the top AT&T partner award. As part of AT&T's Partner Exchange Program, MetTel was named 2019 telecommunications leader in driving the highest total new sales revenue for both wireless/mobility and wireline connectivity. This award, part of AT&T's 2019 Partner Exchange Cowbell "Market Mover" award, complements MetTel's 5th consecutive year of being named by AT&T for selling the most wireless connectivity services each year.



MASERGY

Masergy, a leading provider of managed, secure SD-WAN, Cloud Communications, and Managed Security solutions, announced it was the recipient of the #1 Global Webex Contact Center Users award and the Top Webex Contact Center Bookings (America). The #1 Global Webex Contact Center Users award recognizes Masergy as having the largest number of active Cloud Contact Center users worldwide. The Top Webex Contact Center Bookings (America) award distinguishes Masergy's joint Cisco solution as the most preferred by American

enterprises. Running Cisco collaboration solutions on Masergy's managed and secure software-defined network provides enhanced end-user experience and end-to-end security. Together, Masergy and Cisco are delivering a contact center solution that removes IT complexities, reduces operational costs, improves security, and increases collaboration with omni-channel support functions. Enterprises gain analytics-driven performance routing, full IVR, and integrated call recording that optimizes customer engagements and improves first call resolution.

GTS hit new record sales in 2019. This was a testament to growth in both our channel sales and strategic direct selling by GTS staff. Over 200 sales partners recorded sales in 2019. Over 50 new partners were new additions to the GTS family, with over 75% of those new partners recording their first sales in 2019. Total active partners now exceed 250, in total. We sincerely appreciate each and every referral we get for a new VAR, consultant, telecom agent, or MSP that has been recommended to GTS. Our goal is to add over 100 new partners in 2020. With your help, we KNOW we can get there. We will gladly pay referral fees for those of you that send us new partners that sign on with GTS. Let's keep winning together!



The launch of GlobalMeet UCaaS into the Channel brings together PGI's 28-year leadership in business communications with its strong reputation in the Channel from over two decades of selling with partners. GlobalMeet is a new generation, cloud-native UCaaS platform built by PGI in the last few years offering a more intuitive and modern solution than older, more clunky alternatives. GlobalMeet combines

PGI's strength in audio/video/web collaboration with business-grade hosted telephony resulting in a feature set that can truly replace and combine multiple disparate services for customers. The best way to understand GlobalMeet's strengths and differentiators is by experiencing a live demo. For an invitation to upcoming product demos, [contact kylah.king@pgi.com](mailto:kylah.king@pgi.com) or call 973-580-2817.



Gartner foresees IT organizations starting to move away from the legacy way of cobbling together disparate solutions and the "Telco-Bundle." Gartner recently announced a new market category called SASE which is expected to completely transform the way IT teams design, build and manage enterprise networks. Cato is being highlighted as one of the few SASE providers out there today.

At the heart of the SASE architecture is the notion that technologies such as SD-WAN, WAN Optimization, Next

Gen Firewalls, Secure Web Gateways, CASB, and Zero Trust Network Access must converge in the cloud to enable the transition to a cloud-centric and mobile-first business. For a limited time, download a copy of the Gartner report delving into SASE “The Future of Network Security in the Cloud.” (Contact GTS if you want us to send you a hyperlink for easy access!)

Cato Networks combines the three components of a next generation WAN into a single solution. They offer SD-WAN, next generation security and a global backbone (eliminating MPLS) into a single, integrated solution. They were founded by the creators of Checkpoint Software, Imperva, Incapsula, and the founding investor of Palo Alto Networks. What they do is provide an affordable global, SLA-backed backbone that connects all your branches, mobile users and data centers (both physical and cloud), into a high performance and secured global network in the cloud. Some of their services include SD-WAN, MPLS Augmentation or Replacement, Secure Direct Internet Access, Appliance Elimination, Hybrid Cloud Network Integration, and Mobile Workforce Secure Cloud Access.

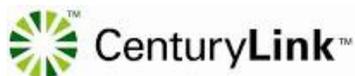


NetFortris provides a comprehensive product suite, offering customized solutions for your business needs: Network, VOIP/UCaaS, Security, and custom applications all with a high-level, dedicated support team. Contact NetFortris ASAP to take advantage of a 6x spiff on UCaaS! Also includes free Polycom VVX411 or Yealink T46 phones for the customer!



123.NET is on a mission — Building network to make Michigan communities and businesses the best connected on the planet. This mission is accomplished through four Data Centers, Fiber and Fixed Wireless network, Voice Services and the Detroit Internet Exchange (www.detroitix.com)!

The Detroit Internet Exchange has recently become the 14th largest Internet Exchange in the nation and peaked at over 130 GBPS! Members of the exchange peer traffic freely by providing an ASN number. Currently, members include Akamai, Amazon, Cloudflare, Facebook, General Motors, Google, Hurricane Electric, Merit Network, Inc., Rocket Fiber and many more.



Century Link is offering new 1h 2020 incentives for all Channel Partner tiers! Please encourage your Channel Partners to build all of these into their selling plans. Contact GTS for hyperlinks for each Incentive name below to see full details and qualifications:

- **Lead with CenturyLink Incentive**
- **Digital Business Bundles Incentive**
- **Large Deal Incentive**
- **SD-WAN Now Incentive**

All of these Incentives are stackable, meaning a Partner may be eligible for more than one payout if their sales opportunity meets the criteria stated in the terms and conditions for more than one Incentive.

The Incentive overview sheets are also available on the **CenturyLink Partner Portal**.

Contact sales manager Bob Chernock @ 313-371-9440 or e-mail chernock@gtsdirect.com to let us know what additional information you would like to see communicated in future editions of DIRECTIONS.



The GTS team grew by over 25% over the past year. The staff is up to around 15 staff members in total. We expect similar growth in 2020, as we add both sales and support team members to our company. GTS will also hire on their first intern starting in Summer 2020! If you know of someone that would be a perfect fit for GTS, please contact Mark Stackpoole. We will be targeting strategic hires throughout the year, and we will begin interviews in Q1 2020. Thanks!

Granite

Granite has had an AMAZING 2019! Here are just some of their accomplishments:

- Granite Tops \$1.5B Revenue Milestone
- Granite Introduces 'Drive Faster' to Accelerate Sales Partners' Success
- Granite Named No1 Most Charitable Company in MA
- Forbes Names Granite Telecommunications to 2019 List of America's Best Midsize Employers
- Granite Telecommunications Named One of Forbes 2019 Best Employers for Diversity



2019 was a year of growth for Metro Wireless, which included greatly expanding their fixed wireless footprint across metro Detroit. Current spiffs include 1X on LTE and Fiber, 2X on Fixed Wireless and WAN services, and 3X on 60 month+ deals for Fixed as well. They offer free SD-WAN on many of our circuits and are a popular choice for their fast and quickly available nationwide rural location Internet.

COMCAST BUSINESS

SOLUTIONS
PROVIDER

In 2019, Comcast's Indirect Channel grew significantly in both the number of partners selling Comcast Business and the revenue generated, and with that success, they are announcing the next level of their team's evolution. Effective December 22, their Inside Partner Sales Manager Team (IPSMs) in Denver and their Field Partner Sales Manager Team (PSMs) will now work together in a new selling model that will leverage efficiencies and scale, to support and drive their partners' funnel activity and sales results.

- The PSM role will be focused on strategic partner engagement, specifically driving larger multi-site and ActiveCore™ deals. This change will help them increase face-to-face meetings with partners and customers about more advanced services and solutions each month such as SDN, Firewall, DDoS Mitigation, SMB bundles, Multi-site Coax deals and more. It will also allow for them to spend more time training partners on the full portfolio on Comcast Business solutions.
- The IPSM role will be involved in managing daily quoting/contracting process and opportunity lifecycle for all assigned partners and more.
- The IPSM and PSM will work together in each territory to increase engagement in key partner initiatives across the shared base.

Vigilant Security

Vigilant takes a unique approach to security, differing greatly from the industry norm. There are several areas in which they are unique:

- Separating DETECTION from PREVENTION. Their patented solution allows them to be invisible inside an organizations network. They can see the hackers, but not the other way around!
- Unavailable on the open market – Hackers can't test against them.
- Hunt Team (Analyst Team) provides proactive targeted hunts. Not just looking for what is known rather searching for the unknowns.
- Unlimited no additional charge Incident Response.

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wireless watchdogs

Managed mobility services – or MMS, as you’ll often see it called – is a vitally important facet of mobile device usage within a business. Without it, many companies will suffer costs far greater than need be when it comes to their mobility initiatives, and efficiencies that might otherwise be gained are lost. They save our customers more than \$10 per month, per device, on their business mobile phone bills. Request a free, no-obligation audit of your business’s mobility bills and see where you could be saving. Call GTS today for more details!

Be ready to watch the event calendar for our biggest event of the year, our GTS OPEN HOUSE, which will take place in July, likely towards the end of the month. Plan on spending a day or two in Detroit to take in the event, afterglow, and more!



Voice · Data · Cloud · Wireless

BCN offers both VeloCloud® and Cisco-Meraki SD-WAN solutions so you can help your customers to select the best solution to address their specific requirements. Matching business requirements with the capabilities, features, and benefits of an SD-WAN solution is critical to a successful deployment. BCN technical engineering resources will work in support of your customers’ goals and help to design the best-fit solution. Contact GTS for an easy hyperlink of their SD-WAN selection guide.



Vonage, Nexmo, Tokbox, and NewVoiceMedia have come together as Vonage. The consolidation brings together leaders in Communications APIs, Unified Communications, and Contact Centers, to create the world’s most flexible cloud communications platform. Together they make communications more flexible, intelligent, and personal, so their customers stay ahead. Through nearly 20 years of

constant change and disruption in the technology space, Vonage has been a leader. With this brand revitalization, Vonage is leading through change once again, emerging as a B2B communications SaaS company for a new era.

CommandLink

CommandLink builds Next-Generation Software-Defined Hybrid Networks (SD-WAN) with integrated managed security and 100% internet aggregation coverage, unified with Cloud Communications and Collaboration software, fully integrated into the Command|Link SaaS Platform. Their support is service workflow integrated with monitoring and alerting, auto-support-case creation, and assignment to a dedicated Command|POD team of certified tier 3 engineers backed by 100% uptime SLA options. Contact David Huddleston, National Channel Director, david.huddleston@commandlink.com to arrange a demo today!

A quick recap on some of the fun accolades handed out this year at our GTS Open in July:

Service provider of the Year: 123.NET

Rising Star: Cloudgenix

Channel Manager of the Year: Heather Garey, 123.NET

Partner of the Year: Proactive Management

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Virtual Systems

Virtual Systems is your cloud-first IT partner. They're dedicated to caring for your IT, so you can focus on your business. By exploring how the cloud can transform your operations, they offer unparalleled flexibility, protection, and recovery. Cloud workspaces, Virtual Private Server, Backup & Disaster Recovery, Quickbooks & Other applications. Contact GTS for more information on how to utilize the suite of solutions from VSystems. <https://vsystems.com>



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