



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 ...

- DCFC — Soccer "In Style" with Masergy
- EnergyWare — Save the Date — Lunch n Learn October 23rd
- CP Evolution — Top 8 Takeaways / Quick Recap
- Security Forum — SAVE THE DATES! December 4th and 5th

DCFC — Soccer "In Style" with Masergy



MASERGY
Performance Beyond Expectations



Recently we were able to assemble family, friends, and sales partners along with valued partner MASERGY for an awesome night of soccer! Cheering on our hometown Detroit City FC at Keyworth Stadium, we watched an exciting 1-1 draw against the high-powered New York Cosmos. While "we" didn't get a win, it was yet another impressive showing from our professional soccer team right in our backyard. The "suite" is truly one of the coolest sporting experiences in town. In addition to the fun, several staff and partners were able to chat it up with Masergy and learn more on their extensive product offering. Whether you're interested in UCaaS, Security, SD-WAN, or anything network related, Masergy is a provider you need to look at for more opportunities. Keep them in mind as you consider providers to impress your clients and make you look good!

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.



EnergyWare — Save the Date — Lunch n Learn October 23rd

Want to learn how to increase your revenue and mindshare with your existing client base with a service they are looking at on their own? Want a new icebreaker to change your pitch for prospects that may not have responded to past attempts? Want to learn more about one of the fastest growing LED Retrofitting companies in the country – that happens to have built a successful channel by pairing with telecom agencies? Then join us for lunch at our GTS office on October 23rd and come spend some time with EnergyWare.



Who: All GTS Sales Partners

When: 11:30 a.m. – 1 p.m. Feel free to show up a little early or stay a little late if that fits your schedule better.

Where: GTS office @ 1501 6th Street, Detroit, MI 48226

What: Networking and Overview of EnergyWare products, processes, and services.

Why: Make more money and increase your value-add mindshare with your customer base!

CP Evolution — Top 8 Takeaways / Quick Recap

Earlier this month, GTS traveled to Washington DC to partake in Channel Partners Evolution, a conference with a heavy dose of cloud-based channel offerings and leading edge solution offerings! Overall, the quality of meetings was excellent. (But we STILL don't understand why they don't plant this conference in Chicago, every year, and allow it to double in size and success...the constant moving of venues doesn't seem to excite or impress anyone we talk to!) Here are some quick points our channel team wanted to share with our partner community:

- 1. Quote POTS with BCN.** Of course they sell a whole lot more, and do a great job of it – but we should publicly mention how impressed the GTS team has been recently by the support and sales teaming approach BCN has taken with GTS.
- 2. Remember to look at Nextiva.** We get it. There are a lot of UCaaS options out there. But with their NextOS platform and recent enhancements, specifically on how they are supporting and interacting with GTS, now is the time to ask for your first Nextiva quote on your next hosted opportunity.
- 3. Introduce Cato Networks to more partners.** This is our fault, not yours. But no time like the present; do yourself a favor, and let us provide you more information and use case information on why Cato deserves to be on your radar for SD-WAN and Cloud Security opportunities. Contact GTS today.
- 4. Granite is still killing it, and POTS are still relevant.** Can you believe we mentioned POTS, twice, after attending a “next gen” conference? It's because there is still relevance, and many of our partners are (or were) comfortable talking POTS. Do yourself a favor and take 5-10 minutes to think of five customers that would likely appreciate NOT getting a bill from AT&T for month-to-month POTS rates.
- 5. Verizon** — Wireless routers, backup internet, sizzling hot mobility offerings ... Don't miss our Security Forum in early December featuring Verizon.

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.



6. **Evolve IP — Learn more, Sell more.** Partners – contact GTS for an overview! Managed desktop, Cloud Backup Bundles for SMB ... You NEED to see this.
7. **Did GTS just become the largest master agency based in Michigan?** Hmmm. Why, come to think of it, YES. That just happened ... and our mission is still laser focused on the personal support and satisfaction of every sales partner and business that we deal with. We don't plan on becoming an "app" anytime soon. If you know partners that could appreciate the attention and investment that GTS places on pre-sales and post-sales project management and customer service, we would surely appreciate the introduction. #TeamGTS #WinTogether
8. **CommandLink really can be that superior, one-stop shop for a meshed solution.** If you liked Telnes, you will love what CommandLink is doing. Many providers talk the talk on selling the "whole" bundle, but how many truly excel at it? WAN, SD-WAN, Security, UCaaS. They rock at all of it. They have great resources, awesome references, and exceptional leadership along with the full product portfolio. Do yourself a favor and call GTS to learn more about this new partner / provider today.

Security Forum — SAVE THE DATES! December 4th and 5th



Details are still coming together, but this will be the premier GTS event of Q4. Verizon will be a primary sponsor, but we will likely also have 2-3 additional providers in partnership to create a comprehensive, high-level security panel covering a number of topics and solutions. It will be a 2-day event, with likely a Wednesday happy hour event catered for sales partners, as well as a Thursday breakfast event catered towards IT Director and C-Level Executives of clients and prospects that you are working with. You will NOT want to miss this event. Please consider reserving time on your calendar now. Feel free to call GTS for more details in the interim, or be ready for an invite in the next two weeks as well as full details in the October newsletter.

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.

