



YOUR TELECOMMUNICATIONS SPECIALISTS

# Partner Playbook 2021

313.371.9440 // [www.gtsdirect.com](http://www.gtsdirect.com)

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## WHY GTS?

### Massive Ecosystem of Cloud, Telecom & Cybersecurity Solutions

- GTS works with 100+ providers to find the best solution for your client
- Generous, simplified commissions and incentives
- Providing exceptional services to businesses of all sizes
- One of the fastest growing master agencies nationwide

### Industry Respected, Subject Matter Experts

- Founded in 2001, GTS now has more than 3,000 customers globally
- Consistently adding new, emerging technology providers
- Knowledgeable, approachable and transparent consultants
- Typical response time is less than 1 hour to engage on quote/client opportunities

### Consultative Approach to Solving Business Problems

- Vendor agnostic perspective on all engagements
- Tailor-fit solutions and competitive bidding/pricing
- 95% customer retention rate
- Real data analytics on customer approval ratings and downtime metrics

### Extraordinary Customer Support

- GTS support will assist with every telecom need, regardless of provider or request
- Lifecycle project management saves time and improves efficiency
- Proactive, circuit monitoring available at no additional charge
- Live support phone calls answered within 30 seconds



- INTERNET
- NETWORK CONNECTIVITY
- MOBILITY
- CLOUD APPLICATIONS
- VOICE
- MANAGED SERVICES
- SECURITY



## What to Listen For:

Broadband/Coax

Satellite & Wireless Connectivity

Dedicated Fiber

Dark Fiber

MPLS

Direct Route to AWS/Azure

4G/5G/LTE

Remote WiFi – Prioritization

## Contacts:

CIO

VP/ Director of IT

IT Manager

Network Administrator

# Connectivity

## Featured Providers

### Discovery Questions

1. Who provides your bandwidth today? How long has this solution been in place?
2. Do you have redundancy and diversity built into your network?
3. Is your connection reliable?
4. Do you have remote employees? If so, how do they access the VPN?
5. Do you have visibility into your bandwidth utilization, packet-loss, or jitter?

### Did you know?

GTS will offer your client complimentary circuit monitoring services?

GTS provides service and project management? This includes moves, adds, changes, etc.

GTS has tools available to our partners such as FiberLocator to look up connectivity options for their customers?





# SD-WAN

Software-defined Network in a Wide Area Network

## Featured Providers

### What to Listen For:

Bandwidth Aggregation

Network Visibility

Intelligent Routing

Business Application  
Prioritization

Auto-Failover

MPLS Alternative

Firewall/Security  
Add-On's Available

### Contacts:

CIO

VP/ Director of IT

IT Manager

Network Administrator

COO/VP of Operations

## Discovery Questions

1. How familiar are you with SD-WAN?
2. How many locations do you have? Do you have a failover solution in place today?
3. How do you prioritize your mission critical applications?
4. Do you know your average bandwidth utilization?
5. What is the company tolerance for downtime?

A commercial dealer located in Georgia with 1,500 employees and 30 locations saved \$150,000 in the first year deploying a SD-WAN solution.

The client wanted a solution that reduced the network complexity, improved the quality of service, supported continued growth and was able to replace their expensive MPLS connectivity.

After implementation of the new SD-WAN solution, the customer was able to work with any major telecom or cable provider for dedicated internet access, allowing for redundancy. Additional advantages are increased uptime, network visibility, flexibility, and considerable savings.

### Did you know?

Many carriers are willing to provide a proof-of-concept before a commitment. Some SD-WAN providers will offer simple set up solutions that sit outside the firewall.





## What to Listen For:

- Cloud Storage
- Redundancy & Business Continuity
- Disaster Recovery
- Back-Up
- Compliance Requirements
- AWS/Azure/Google Cloud
- Public vs. Private Cloud

## Contacts:

- CIO
- VP/ Director of IT
- IT Manager
- Network Administrator
- VP, Infrastructure
- Storage/Data Manager

# Colo and Cloud Services

## Featured Providers

### Discovery Questions

1. What is your understanding of Cloud Services? What applications have you moved to the Cloud?
2. How does your disaster recovery and business continuity plan look today?
3. What tools do you have to monitor, troubleshoot and remote into your application infrastructure 24/7?
4. Do you have upcoming projects? Do you have ample storage to accommodate them?
5. What are your company's mission critical applications? How are these performing today?

### Did you know?

When information is stored in the Cloud, it reduces the concern of data loss. Customers tend to underestimate the bandwidth they require when moving to the Cloud.

Back-up refers to on-site solution and disaster recovery is off-site. (This is often a common misconception!)

GTS is capable of finding colocation space for clients anywhere in the world as well as accommodate any compliance requirements.

Some colocation providers can offer single-source connectivity to multiple Cloud services (i.e., Salesforce, Azure, AWS).





# IoT (Internet of Things) & Mobility

Featured Providers

## What to Listen For:

Temperature Controls

Sensors

Asset Tracking

Mobile Device Management

Proactive Mobile Optimization

Mobile Security

## Contacts:

COO/VP of Operations

CIO

VP/Director of IT

IT Manager

CFO

Procurement

Facilities Manager

## Discovery Questions

1. How do you handle asset management and tracking today?
2. Are you able to put real time information in the hands of your field management to allow them to make better decisions?
3. Can you identify equipment that is not performing properly before it breaks?
4. Are mobility issues overwhelming your help desk?
5. Are you taking advantage of cross carrier pooling?

GTS was selected to review a large Midwest utility provider. We assessed the customer's current machine to machine / IoT cellular environment. In the process, GTS was able to identify that nearly 10% of the devices had no traffic and could be cancelled. This immediately saved the client more than \$15,000 a month or \$180,000 per year.

Additionally, when GTS reviewed the current rates of the machine to machine / IoT services, we were able to negotiate a 20% cost reduction on the current spend. This amounted to savings of more than \$50,000 per month or \$600,000 per year. Once the suggestions were approved, GTS assisted with the implementation and validation of the cost savings.





### What to Listen For:

- Multiple Vendors/Invoices
- Inventory/Auditing
- Cost Management
- Mobility Management
- Budget vs. Spend
- Contract/Renewal Reviews
- Billing Reviews

### Contacts:

- CEO
- Procurement
- CFO
- CIO
- VP/Director of IT
- IT Manager
- Controller

# Expense Management

## Featured Providers

### Discovery Questions

1. Have you reviewed your telecom spend in the last year? Are your invoices audited on a monthly basis?
2. Are you frustrated having to spend time resolving billing issues with your vendors?
3. Do you have a convenient and simplified way to address your invoices in one place?
4. Are your telecom orders reconciled with your inventory and invoices?
5. Is your accounts payable team overwhelmed? Do they manually enter invoice payment data?



An automotive supplier recently selected a telecom expense company (TEM) to assist them. The automotive supplier had dozens of carrier invoices and tremendous turnover in accounts payable.

The TEM provided their expertise, software and ongoing support. Implementing the software has helped the client have transparency in the lifecycle of all monthly invoices, automate invoice auditing and centralize the data/reporting to enable strategic decision making. It has also eliminated all client data entry requirements.

The new solution ultimately reduced their total technology spend by more than \$285,000 annually.

### Did you know?

The monthly telecom expense management software often pays for itself from the savings and credits that are identified. Many telecom expense management solutions are able to integrate directly into your organization's financial software package.





### What to Listen For:

Microsoft 365 Licensing

Webcasting/  
Webinar Licenses

Remote IT/Desktop Support

Video Conferencing

### Contacts:

CIO

VP/Director of IT

IT Manager

Desktop Support

Corporate Communication

CFO

CMO

Controller

## Software-as-a-Service

### Featured Providers

### Discovery Questions

1. Do you use O365 today? Do you have challenges tracking the quantity of your licenses?
2. Do you have licenses that renew at different times? Are you looking for an alternative to long-term Microsoft contracts?
3. Has your business experienced a software audit?
4. Do you have 24/7 U.S.-based support with your current provider for questions or challenges that may arise?
5. What type of collaboration do you use daily? Do you have a need for larger virtual events?



A healthcare organization with 1,700 employees has 20 bills per month. They spend 8 hours each month on reconciliation and they needed assistance with Microsoft service. The customer also experienced a costly and time-consuming audit within the past year. In addition, their licensing model was inflexible.

A GTS valued provider was able to consolidate the billing down to one invoice per month and move them to a new platform and a month-to-month consumption model.

The new platform allowed them to scale their licenses up or down at any time. The customer experienced thousands of dollars in savings per month after right-sizing the licenses.







# Cybersecurity

## Featured Providers

### What to Listen For:

- Malware/Ransomware/Phishing
- Vulnerability & Penetration Testing
- End-Point/Edge Protection
- Compliance Testing
- Home Networks/Remote Employees
- Employee Security Training
- 24/7/365 Live Monitoring
- VPN

### Contacts:

- CISO
- CIO
- VP/Director of IT
- IT Manager
- CTO
- Director, Security & Compliance

## Discovery Questions

1. Are you aware of any security incidents occurring over the last year? If so, what were they? What was the extent of the incident? What were your takeaways?
2. How confident are you with your current security solution? Have you completed a security assessment recently?
3. Are you confident that you are appropriately protected and that you have visibility to detect active security concerns?
4. How would you know if an unauthorized person accessed your data? How often do you test for vulnerabilities?
5. In the event of a breach, does your business have an Incident Response plan in place?

**Did you know?**

**\$133.7 billion will be spent on cybersecurity by 2022; \$6 trillion in damages related to cybersecurity by 2021.**

**43% of cyberattacks are aimed at small to medium businesses; 60% of these companies are unable to sustain their businesses over 6 months after a cyber-attack. 70% of all breaches are happening because employees are not trained.**

**A security breach happens every 10 seconds.**

**GTS works with suppliers that offer a complimentary dark web assessment or vulnerability testing.**





### What to Listen For:

- Video Surveillance
- 24/7/365 Cloud Monitoring
- Mass Notifications
- Access Control
- Mobile Duress
- Thermal Imaging
- Fire Alarm
- Visitor Management
- Active Shooter/Threat Detection
- Wandering Patient/Infant Protection
- Building Automation Systems
- Facial Recognition

### Contacts:

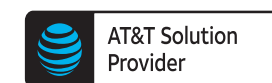
- CIO
- COO/VP of Operations
- Controller
- CISO
- Facilities Management
- Security

# Security: Physical/Access Control

Featured Providers

## Discovery Questions

1. Do you have any new locations or remodels in the next 12 months that would require new Access Control or CCTV?
2. What access control and CCTV system do you use today? Does your company have a global standard for physical security?
3. Do you have VMS, POE switch or camera manufacturing standards?
4. How much video retention is needed?
5. Are you happy with your current system? If you could make changes/improvements, what would those be?



**Did you know?**

Monitoring services offer incredible value on interfering with crimes in progress, enhancing police response times and lowering fees from false alarms.

Traditional on-premise solutions provide minimal redundancy, untimely hardware malfunctions, overloaded storage, and a single point of failure.





### What to Listen For:

Traditional Lines (POTS)

Hosted/On-Premise PBX

SMS/ MMS Messaging

Group Chat/Collaboration

CRM Integration

Auto-Attendant

Quality Management,  
Analytics & Dashboards

Call Recording

Virtual Meetings

### Contacts:

CIO

VP/Director of IT

IT Manager

CFO

Controller

Telecommunications  
Manager

COO/VP of Operations

# Unified Communications (UCaaS), Hosted PBX & Traditional Voice

## Featured Providers

### Discovery Questions

1. Are you familiar with the advantages of unified communications?  
How are you currently managing calls today?
2. How many offices do you have? How are you communicating  
with your employees, prospects and clients? What collaboration  
tools are you using today?
3. How is the service/maintenance with your current provider?
4. Do you have remote employees that need mobile or soft phone  
capabilities?
5. How is the reporting with your current system? Are there reports  
you feel you are missing?

A U.S.-based medical device company that develops and manufactures brands in more than 90 countries needed a solution that could connect all of their 2,000 employees worldwide.

GTS found a unified communications provider that was able to assist with unlimited extensions and collaboration capabilities to enable their employees to easily work remotely and communicate from anywhere. The UCaaS provider was able to offer calls, messaging, and video conferencing — all in one application on a stable, reliable platform.





### What to Listen For:

- Call Center
- Help Desk
- Customer Experience
- Real-time and Historical Reporting
- Customer Support
- Performance Management
- Remote Workers
- Automated Call Distribution
- Customer Feedback Management
- Omni-Channel Session Handling (Chat, SMS, Voice)

### Contacts:

- Call Center Manager
- CFO
- CIO
- VP/Director of IT
- IT Manager
- CEO
- CMO
- COO/VP of Operations

# Call Center/Contact Center (CCaaS)

## Featured Providers

### Discovery Questions

1. How are your customers contacting you today?
2. Do you have remote workers in your contact centers? How do you train and coach these remote workers? Are all of your calls currently recorded?
3. Do you currently serve your customers through web chat, email, or social media in addition to calls? Can your agents handle all of them through one environment?
4. Is your contact center integrated into your CRM?
5. Is there reporting unavailable to you today that would help your productivity?



### Did you know?

The most frustrating aspect of customer service is an automated telephone system (the inability to reach a live person for customer support).

41% of customers have stopped using a product or service after having to repeat themselves over and over or after being passed from rep to rep.

96% of customers expect their issues to be resolved (quickly) on the channel of their choice (Chat, SMS, Email, Voice).





### What to Listen For:

Multi-location organization

Complex Billing

Multiple Carriers

Insight into usage/  
performance

Multiple Invoices (access,  
network, equipment,  
mobility, software, etc.)

Improves efficiency/  
one-portal for all  
telecom spend

### Contacts:

CIO

CFO

VP/Director of IT

IT Manager

Controller

## Telco Aggregators

### Featured Providers

### Discovery Questions

1. Do you have multiple locations, carriers, and services?
2. Would it be helpful to consolidate multiple services and multiple monthly invoices?
3. Would your business benefit from a single point of contact?
4. Would you like the added convenience of managing and monitoring all the equipment and circuits in your network, even those devices not included in the solution?
5. Would a single portal to view all services at all locations, manage and pay invoices, and generate custom reports improve the efficiency of your team?

A GTS customer with 89 U.S.-based locations across many different states was looking to simplify management of a complex telecommunications network. They needed better analysis of their network to better understand the difficulties and solutions. They preferred one monthly invoice for all telecommunication services and ideally, cost savings on telecommunication services.

GTS was able to offer an aggregator that could provide one invoice for all services. The aggregator provided easy-to-use management tools and became their single point of contact. This solution allowed the organization to save approximately 20% monthly on their telecommunication costs.





# New Office Move Checklist

## LOGISTICS

- > Current office address
- > Lease/sale date
- > Is the lease/sale finalized?
- > New office address
- > Date of move
- > Date of official office opening
- > Have you coordinated the move-date and transportation?
- > Do you need to coordinate for parking accommodations or passes at the new office?
- > How will you manage physical guest access to the building/office?
- > Do you have any large or managed printers that need to be moved?
- > Are you moving furniture? If so, how long do you plan to have people working remote while it is installed?
- > Will you have a segmented move, a few departments at a time?
- > Who will be moving/installing the equipment?

## APPLICATIONS

- > Do you have servers on-site at your existing office? **Include computer, storage and applications.**
- > Are you moving these offsite or to the new office?
- > Do you have a company website and/or intranet?
  - If yes, where are these being hosted?
  - Will you be using any migration or replication services?
- > Do you have any Cloud infrastructure today? AWS, Azure, Google, etc.. And are you leveraging Cloud Connects or Express Routes?
- > Are any on-premise applications migrating to SaaS applications before/during the move?
- > How do you handle remote user access? Including authorization and security.

## INFRASTRUCTURE

- > Are there any concerns of existing services or ongoing contracts? Are you keeping current providers for any service? **This includes voice, internet, static IPs, fax, print.**
  - If yes, can the existing provider service your new location?
  - If yes, have you planned for scheduled downtime to complete the cutover?
- > Are you considering hosted voice? Have you thought of deployment pre-move?
- > Have you confirmed whether there are any union riser restrictions (if multi-tenant/floor)? **Including subcontractors — build permits and regulations.**
- > Are you replicating your current internal IP addressing scheme at your new office?
- > Is there any additional equipment needed at the new location? **This can include routers, switches, firewalls, access points (anything that needs a refresh or add-on).**
  - Do you have PoE to the workstations, conference rooms, security cameras, etc.?
- > Will you have video surveillance throughout the office?
- > How do you plan to handle wireless access within the office?
  - Do you plan to segment guest Wi-Fi?
  - Do you need a managed solution?
- > Will you need structured cabling installed throughout the building/office?
- > Will you be using Cat5e, Cat6, Cat6a, etc.? Will there be IDFs throughout the office?
- > Are any conference rooms set-up and wired for the applicable equipment needed?
- > Are there specific audio/video needs in any of the conference rooms?





# SD-WAN Checklist

How many locations do you have?  
How many employees do you have?



How many are mobile/remote vs. office?  
How many IT resources on-staff?

## Infrastructure Overview

Where are your servers located?

Do you utilize any off-site data-centers or public Cloud vendors today? If so, who?



How do you access them today?  
How do you secure the connection?  
Who manages them?

## Current Network

Please describe your security policies for your remote locations.

What is your current firewall architecture (i.e., centralize, per site, at data center etc.)?

What do you currently have in place for your firewalls (make/model)?



How old is the version, appliance, etc.?  
Who manages them?  
When is your estimated EOL/Replacement?  
Are you running Nex-Gen services (IPS, Content/URL Filtering, Anti-Malware etc.)?

How do you prioritize your mission critical traffic today?

Do you have diverse/redundant circuits utilized today?

What is your average bandwidth utilization today by site?



Have you had any issues with outages or circuit quality issues?

## Applications

What CRM and ERP/EHR do you use today?



Where are they housed (HQ/DC or SaaS)?

What are the primary applications utilized today?



How do you account for QoS?

## Operations/ Sales

Do you host live broadcasts or webinars?

Do you have utilization peaks during short periods (e.g., a promotion that drives higher website traffic)?

How does the IT manage user applications for mobile devices?



What are the primary applications used by remote employees?  
Where are they hosted/located?



# Remote Employee Checklist



## DISCOVERY QUESTIONS

What challenges have you uncovered with your Work From Home (WFH) environment? Have you had any issues or needed functionality that your current communication platform does not offer?

Can your employees troubleshoot connectivity issues on their own? Do your employees have the ability to prioritize their WFH network?

How have you increased security for your remote workforce? What additional checks and balances have you put in place?

How do you keep employees motivated and engaged?

How do you measure your employees' performance while they are WFH?

How has the transition affected your overall employee experience?

How do you have the ability to record incoming customer calls?

Can you manage your call center remotely? If so, what challenges have you experienced?

Do you have the ability to view call traffic (call volume/ abandonment) reports with your current platform?

Do your employees use their personal devices for work purposes?

## TRENDS

**73%** of all teams will have remote workers by 2028.

**86%** of workers are **more productive** when working remotely.

**34%** of U.S. workers would take a pay cut up to 5% in order to work remotely.

**29% more** of remote workers say they're **happy** in their jobs when compared to on-site workers.

**82%** of telecommuters reported **lower stress levels** — and data shows less stress leads to happier, more engaged employees.

**80%** of telecommuters report higher morale, and **69%** of telecommuters reported **lower absenteeism**.

**68%** of remote workers say they are not concerned working remotely will impact their career progression.

## GO REMOTE TECHNOLOGY SERVICES

Connectivity // Security // Unified Communications // Call Center in the Cloud  
Desktop as a Service // Conferencing & Collaboration // SMS Text Messaging  
Mobile Device Management // Workforce Management // Productivity Analytics



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