# Comcast Business Use Case #4: Manufacturing

**Size:** <$250M     **Industry:** Mfg     **Solutions:** Aggregation, 150 Managed Internet sites

**The WIN** - $22K MRR - 36 Month (Managed Internet)

## Why We Were Brought In:

➢ **Partner was engaged to provide consolidation, expense management via aggregation. Client had long term relationship with partner, and they wanted an unbiased intermediary.**

- Aggregation was desired – consolidation of six providers to one
- Comcast Business Partner Sales Manger's relationship with partner
- Partner realized benefit from Onnet Comcast Business SPIFF on legacy Masergy solution
- Proactive management of circuits
- Our ability to execute MACD orders , single point of contact, single number for resolution
- Trust, stability of relationships
- Global service provide, although  domestic, the client valued we were able to execute globally

## Challenges:

- We discussed and dealt with early term contractual items that were affecting a few existing Comcast Business sites via our financial flexibility
- Completive landscape  - we needed to be cost effective
- Speed of quote requests, we need to be fast, we got it done
- Time to execute the agreement, client wanted things done ASAP – we got it done

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## Won Because:

- Ability to be an aggregator of access
- Ease of business and speed of business
- Proactive management of circuits
- Single Project manager for entire project

- Cost savings even with management fees saved **on every site** of the 150
- Ability to deliver on what we promised, before and after signature
- Constantly updated communication and workbooks
- Economy downturn clause included, we were flexible

## Highlights:

- **Executive Entry Point/Champion:**  CIO

- **Business Outcomes Solved:**  Consolidation and Cost optimization of there network

- **Size and Time:** 150 sites Managed internet, 36 months

- **Architecture:** Client DIY SD-WAN CPE with Comcast Business underlay .

## Results:

- Cost savings

- Vendor consolidation

- Timeframes for implementation achieved

- Managed SD-WAN positioned for in future

- Land and expand, a foundation for Security and Voice conversations

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# SD-WAN: Questions that can open the door and can win the deal

**Business Needs and Goals**:
- What are your specific business challenges and goals? (e.g., cost reduction, improved network performance, security enhancement)
- How does your current network infrastructure align with these needs?

**Network Assessment**:
- What is your current network setup?
- Have you evaluated your existing network infrastructure? (e.g., bandwidth reqs, application performance, security vulnerabilities)
- What pain points or inefficiencies are you experiencing?
- Are you using MPLS, Broadband or a combination of both?
- How satisfied are you with your current network performance and cost?

**Challenges with the current setup**:
- What challenges are you facing with your current network setup?
- Are you experiencing issues with cost, performance, or complexity?

**Future Plans**:
- What are your future plans for network expansion?
- Are you planning to open new sites or increase the number of remote workers?

**Application Priorities**:
- Which applications are critical for their business? (e.g., VoIP, video conferencing, cloud)
- How do these applications perform over their current network?

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# Questions that can open the door and can win the deal

**Cloud adoption**:
- How extensively are you using cloud services?
- Do you have a multi-cloud strategy?

**Security Requirements:**
- What security measures are in place? (e.g., firewall, intrusion detection)
- What are your security concerns when it comes to your network? Are you satisfied with your current network security measures?
- Are there compliance requirements (e.g., GDPR, HIPAA) that need to be addressed?

**Scalability and Growth**:
- How do you anticipate your network needs evolving in the next 1-3 years?
- Is their current network scalable to accommodate growth?

**Budget and ROI**:
- What budget constraints exist for network upgrades?
- How can SD-WAN deliver a positive return on investment (ROI)?

**User Experience**:
- How satisfied are end-users with their current network performance?
- Are there specific locations or remote workers facing connectivity issues?

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