

**Program Call Guide Prepared For:**



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**Call Guide Summary:**

This call guide is what TSL will use as background prior to our conversations with prospects. TSL does not script our calls. Rather, TSL looks to position your company in the best possible light while gaining customer intelligence on categories of information relating to the business drivers (pain) and the potential strategic solutions the prospects need to implement. TSL takes a **consultative sales** approach and looks to engage the prospect in a discussion rather than ‘pitch’ them on any particular product or service.

The call guide questions are examples of what we will use to obtain leads and intelligence during the calling campaign.

**Company Overview:**

* Founded in 2002, Telcion Communications Group sells communication and IT solutions to businesses and organizations in California’s Central Valley and Bay Area regions with the mission to embrace the latest technology and inspire our customers so they can reap the benefits.

**Who We Are**

* A converged networking company specializing in solutions by Cisco Systems, as well as VMWare and Nimble Storage
* A team of highly qualified engineers and support professionals
* A private employer, established in 2002, based in the heart of California’s Central Valley

**What We Do**

* Design, install, and support all aspects of a communications system, from physical cabling to security, from data to dial tone, from video to VPN
* Help our clients achieve higher productivity and cost savings
* Focus on superior service over the longest possible term
* Forge partnerships with our technology partners and clients alike

**What We Believe**

* We believe communication defines every business, non-profit, and government entity.  Good internal communication facilitates teamwork; good external communication is the cornerstone of superior service.
* We believe our technology partnerships with Cisco, VMWare, and Nimble Storage form the bedrock of our business.  Their product lines give the broadest possible range of communications options, from simple to complex, focused to robust.
* We believe we are successful when our client’s operations improve and they become more effective at what they do.

**Solution/Service Overview:**

**Unified Communications**

In simple terms, it is the modern way of deploying a phone system. It is also referred to as Voice over IP (VoIP) and IP Telephony.  Unified Communications is a business grade communications system that is a mature technology and is more reliable and feature rich than anything you have used before. Deploying a UC system will enable your company to use the voice features you have come to rely on, and it will add many more options to enable your company to be more competitive, reduce communication costs, and make it easier to collaborate.

**Features**

* **Single Number Reach** – ability for the phone system to send a call to your mobile phone simultaneously. Also allows for a single voicemail box, i.e. you don’t have to manage voicemail on both your desktop phone and mobile phone.
* **Unified Messaging** – ability to receive your voicemails in your email. This also allows retrieval and playback from your smartphone.
* **Mobility** – the ability for your smartphone to be attached to the phone system via wifi. Your smartphone can be used in conjunction with your desktop phone, or use your smartphone as your desktop phone. An app installed on the smartphone gives it this functionality.
* **Presence** – the ability to see the “presence” status of any individual on the system. i.e. on the phone, away, in a meeting, out to lunch, etc. Integrates with Outlook to automatically update your status based on your calendar.
* **Instant Messaging** – the ability to send an instant message to anyone in the contact list.
* **Desktop sharing** – the ability to instantly share your desktop with another user to collaborate on a document.
* **Video** – the ability to have a video call with another user.
* **Multi-party desktop sharing, audio/video conference** – the ability to have multiple parties join in on a single conference for both audio, video, and desktop sharing. Great for meetings with clients for face to face conversations and document review, no matter where you or they are located.
* **Softphone** – the ability to use your computer or laptop as a phone. This is great for roaming users who may be onsite at a client for a day, but still want to be reachable by their desktop extension.
* **Virtual users** – the ability to install a desktop phone at a remote user’s location. As long as internet connectivity exists, a phone can be easily plugged in and configured as an extension. It works the same as a phone in the office, and nobody knows where they are physically located. Also great for office users with a home office or a need to work from home.
* **Collaborate with outside users** – as your clients become more adept with the technology they have, you can both interoperate with them (see their presence status, share documents, IM, etc), and/or initiate collaboration sessions that they can easily participate in.

**Virtualization and Data Center**

Virtualization is the merging of multiple physical servers onto a single physical platform.   The power of today’s servers with virtualization software enables companies to drastically reduce the number of physical boxes that would need to be maintained. This reduces costs on multiple fronts including hardware maintenance fees and electricity usage for power and cooling.

Telcion uses Cisco Unified Computing System (UCS) and servers with VMWare and Nimble Storage to create a data center that unifies computing, networking, management, virtualization, and storage access, into a single integrated architecture. This enables end-to-end server visibility, management, and control in both bare metal and virtual environments.

Having met Cisco’s strict requirements and training, Telcion has been granted a Cisco Advanced Unified Computing Technology specialization and has a Cisco Certified Internetwork Expert (CCIE) in Data Center on staff.  Whether you are looking to lay the groundwork for a unified computing project to meet your business needs for resiliency, scale, and capacity, or need to migrate applications to a computing platform to reduce costs and consolidate resources, we can assist and guide you through the process, from assessment to installation.

**Network Infrastructure**

Networking infrastructure itself is not very glamorous, but it is a very important and foundational technology that helps drive the applications that use the network. All of your applications ride on the network. If the network isn’t stable, fast enough, or secure, it keeps your users from being able to get to the information they need.

Network infrastructure is not just routers and switches. Its wireless, security, application acceleration, encryption, and virtual private networks. It includes the core network on your campus, the cloud, and everything in between.

Network infrastructure enables your users to be connected to your network, no matter their location.

Telcion is an expert in network infrastructure with a team that has been architecting and deploying networks for more than 25 years. We can help you build a network that will support the advanced applications you want to use.

**Structured Cabling**

Structured cabling is the bedrock of modern information networks. They will typically outlive all other networking components and only require minimal upgrades. Startlingly, construction and/or redesign costs can be reduced by up to 30% by integrating cabling and delivery methods. Network convergence and unified communications eliminate the need for multiple types of cabling as well as independent voice and data networks.  Our clients usually achieve their greatest returns with voice & data convergence and project scopes that are building-wide or campus-wide.

Telcion is Panduit/General Cable (PanGen) certified and can provide a 25-year warranty upon completion of a project. We deploy the broadest-possible spectrum of structured cabling standards, including:

**Fiber-Optic Cabling**

* Single Mode and Multimode (OM1, OM3, and OM4)
* Backbone connections, Outside Plant, and Data Center
* Splicing (Fusion and Mechanical)
* End Terminations, including ST/SC/LC (Anaerobic, Mechanical, and Fusion)

**Copper Cabling**

* Cat 3, Cat 5 (Cat 5e), Cat 6, & Cat6a (10G)
* Coaxial CCTV/CATV
* Outside Plant (aerial and underground)
* Copper Backbone/Feed
* Copper Splicing
* P.A. Public Address/Paging

**Telecommunications Rooms and Data Centers**

* Installation of network racks and cabinets
* Runway infrastructure
* Entrance Protection; Grounding and Bonding
* Cable Management—Support
* Copper Splicing
* Fiber Optic Splicing (Fusion)
* Inner Duct Installation
* Fire Stopping and Penetrations

**Wireless Network Infrastructure**

* Wireless Survey – Passive and Active
* Installation of Wireless Access Points (Indoor and Outdoor, and Point-to-Point)

**Specialized Services**

* Moves, Adds, Changes
* Cabling Remediation and Cleanup
* ISP Extension and Troubleshooting

**Our Installations include:**

* ANSI/TIA/EIA Compliant Testing and Labeling
* As Build Drawings Featuring CAD/PDF
* Project Doc
* Bonding and Certification Payroll
* Warranty (PanGen 25 years)

**Telcion offers the following additional services:**

* Site surveys
* Consulting, including Request for Proposal and Request for Quote preparation, evaluation, and compliance

**Network Security**

Cybers threats are constantly evolving which can leave your network vulnerable to attack. Therefore, a comprehensive network security program is essential to protect your network perimeter, endpoints and cloud.

Network security solutions that were cutting-edge just a few years ago are now outmatched against today’s sophisticated attacks. In addition, hackers are finding creative ways to execute their attacks through multiple points of entry that traditional security tools are unable to stop. Therefore, you need better protection, everywhere.

Your network security should include both hardware and software technologies to manage access to your network, as well as, target threats to stop them from entering or spreading throughout your network.

Our fully managed IT services suite is designed to provide you with 24/7 peace of mind, freeing you to focus on driving your business forward. We monitor your systems, apply patches, protect against viruses, ensure backups are performing successfully, and more. We’ll catch (and fix) the little problems before they become big ones – in many cases before you’re even aware that there’s an issue.

**Telcion offers a full suite of Cisco cybersecurity tools including:**

* Advanced Malware Protection
* Cloud Security
* Email Security
* Endpoint Security
* Network Visibility and Enforcement
* Next-Generation Firewalls
* Next-Generation Intrusion Prevention Systems
* Router Security
* Security Management
* VPN Security Clients
* Web Security

**Storage**

HPE Nimble Storage leverages flash storage and the power of predictive analytics to deliver fast and reliable access to data. Predictive analytics from HPE Infosight predict and prevent issues to help deliver 99.9999% guaranteed availability2. Utilize a single multicloud architecture to flexibly deploy workloads on flash arrays, converged infrastructure, or the public cloud.

**Physical Security**

Security camera systems often require the hefty implementation of on-premise hardware and standalone software for management and operation. Our security camera deployments using Cisco Meraki MV Security Cameras are easier than ever and allow you to install a new video security system without all the extra pieces.

Simply put, Cisco Meraki MV security cameras are easy to deploy and configure removing much of the hassle traditional security systems create for IT administrators. Welcome to your all-in-one solution for security cameras.

MV cameras provide zero-touch deployment. Using just serial numbers, an administrator can add devices to the Meraki dashboard and begin configuration before the hardware even arrives on site. In the Meraki dashboard, users can easily stream video and create video walls for monitoring key areas across multiple locations without ever configuring an IP or installing a plugin.

Features include:

* Centralized Cloud Management
* Optimized Retention
* Edge Storage
* Motion Search
* Nighttime Vision
* Encrypted by Default
* Granular Access Controls
* Firmware Always Up-to-Date

**Managed IT Services**

If there’s one certainty in IT, it’s that things are uncertain. Computers crash, software doesn’t work as it should, and problems occur. And when they do, the way that you respond can be the difference between a minor hiccup and a full- blown business interruption. Are you leaving IT to chance?

Our fully managed IT services suite is designed to provide you with 24/7 peace of mind, freeing you to focus on driving your business forward. We monitor your systems, apply patches, protect against viruses, ensure backups are performing successfully, and more. We’ll catch (and fix) the little problems before they become big ones – in many cases before you’re even aware that there’s an issue.

**A Complete Suite of Fully-Managed IT Service**

We’re here to help you take the hassle out of IT management, so you can focus on your business. Our offerings include:

**Network Monitoring & Care**  
We keep tabs on your network activity around the clock, and when a system or function fails, our support teams immediately jump in to investigate. Once the problem is identified, we’ll work to fix it — in many cases before you’ve even realized there’s an issue.

**Help Desk**  
Our U.S.-based Help Desk provides support for problem resolution of unplanned service events.  We will work to resolve any service issue remotely, but if needed, onsite support will be dispatched to remediate the problem – with little to no disruption to your business.

**Business Continuity**  
Our data backup and continuity solution ensures your critical information is secure, backed up and accessible whenever you need it – even during a network failure or a disaster – so you’ll never have to worry about data loss again.

**Custom Project Work**  
We also offer a variety of custom projects designed to help optimize your IT infrastructure – including software installations, migrations, setups and configurations, and more.

**Target Audience**

IT Manager, IT Director, CIO, CISO

**Call Introduction/Road Map**

Hi this is \_\_\_\_\_\_\_\_\_\_\_\_\_ calling with Telcion. We are a converged networking company specializing in solutions by Cisco Systems, as well as VMWare and Nimble Storage. I’m reaching out to send some information about our offerings. What’s a good email for me to send that information to ?

Great! Just so I can be sure I am sending over the most relevant information let me ask you a few questions:

**Background Questions**

**Storage Questions**

1. What are you doing for storage? ( NAS, SAN, Tape, Disc)
2. What brand is your current system and how old is it?
3. How many TBs are you storing?
4. At what percent capacity is this system?
5. Would you say your data is growing at a rapid rate?
   1. Is your solution sufficient to handle your growth?
6. What is your current disaster recovery plan?
   1. Where is it hosted?
   2. Do you have a co-location or secondary storage on site?
7. Is your business looking to move or expand in the next 12 months?
8. What is your current disaster recovery plan? Where is it hosted? Do you have a co-location or secondary storage on site?

**Servers**

1. How many physical servers are you currently running on?
2. What brand are they? How old are they?
3. When was our last refresh? How much power & cooling are those systems using?
4. Have you done any server or desktop virtualization? (software used, percent virtualized, do you plan to do more)

**Networking**

* 1. Are you looking to upgrade any switches, or have you upgraded them recently?
  2. Have you recently updated any of your network hardware?
  3. What brand of switches are you currently using?
  4. # of switches
  5. Age of switches
  6. # of employees
  7. Capacity restraints?
     + Are applicants hitting a bandwidth wall?
     + Are you adding ports to handle the increased load from virtual machine migrations?
     + Does your company experience regular network problems or issues?
     + Does your network crawl at peak time of the day when users need it most?

**Security**

1. How often does your organization evaluate the security measures currently in place?
2. Are you in a regulated industry?
   1. What Industry or government regulations must your organization comply with?
3. What areas within your security environment are you looking to strengthen or improve?
4. Do you feel like you have adequate protections in place to protect your network?

**Deeper Dive Questions (where applicable)**

* **Initiative Questions**
* Tell me more about your project or plans to change?
* What do you hope to achieve?
* What features and benefits are important to your organization/efforts?
* **Compelling reasons to change / consequences for not changing**
* What is your main motivation for change?
* What happens if you do not change?
* What benefits do you expect to receive from changing?
* What are the business drivers of this initiative?
* **key issues**
* What key issues will you look at in your evaluation process?
* What would you like to see from a provider?
* **Budget**
* Do you have a budget in place for this initiative? If so, are you able to disclose the size of the budget?
* If you have not established a budget, when do you expect to establish?
* Do you have a rough estimate as to the size of the budget?
* Do you anticipate a minimum budget threshold?
* How much do you anticipate investing?
* **Decision making process**
* What is the decision making process and how many people are involved?
* What is the prospect’s role in the process? Is there a final decision maker?
* How will the decision be made?
* **Timeframe**
* When will you make a decision on this initiative? When do you expect to start?