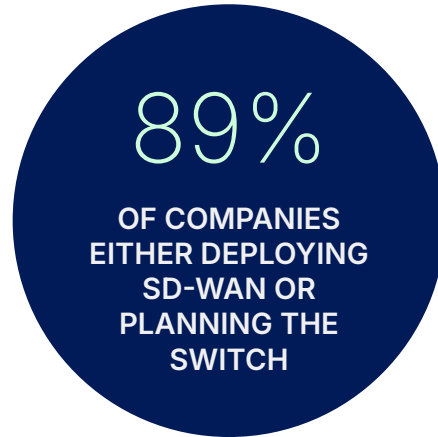


# Connectivity & SD-WAN/SASE Sales Guide

## THE CONNECTIVITY LANDSCAPE IS TRANSFORMING

Traditional telecom is giving way to modern solutions like SD-WAN, SASE, and fiber infrastructure. As security and collaboration shift to the cloud, reliable connectivity becomes the cornerstone of business continuity.



## \$14B USD

Worldwide SASE market annual revenue growth by 2027

## POSITION YOURSELF AT THE INTERSECTION OF CONNECTIVITY AND CLOUD

As businesses race to the cloud, robust connectivity becomes their lifeline. Every modern business operation demands high-performance networks. There is an opportunity to tap into this growing market and become their single, trusted advisor.

## CUSTOMER CHALLENGES

Common challenges faced by your customers and prospects and solutions to position against them.

CHALLENGE	SOLUTION
Lack of resources to manage end-to-end connectivity solutions	Expertise and professional and managed services to help companies implement connectivity solutions.
Many options, little clarity on the right connectivity fit	Experts assess unique business needs and deliver custom solutions through specialized teams.
Untangling complex connectivity costs without visibility	Leverage tools that transform connectivity spend into savings through data-driven insights and visibility.

# Grow your business with connectivity solutions

## SOLUTIONS OVERVIEW

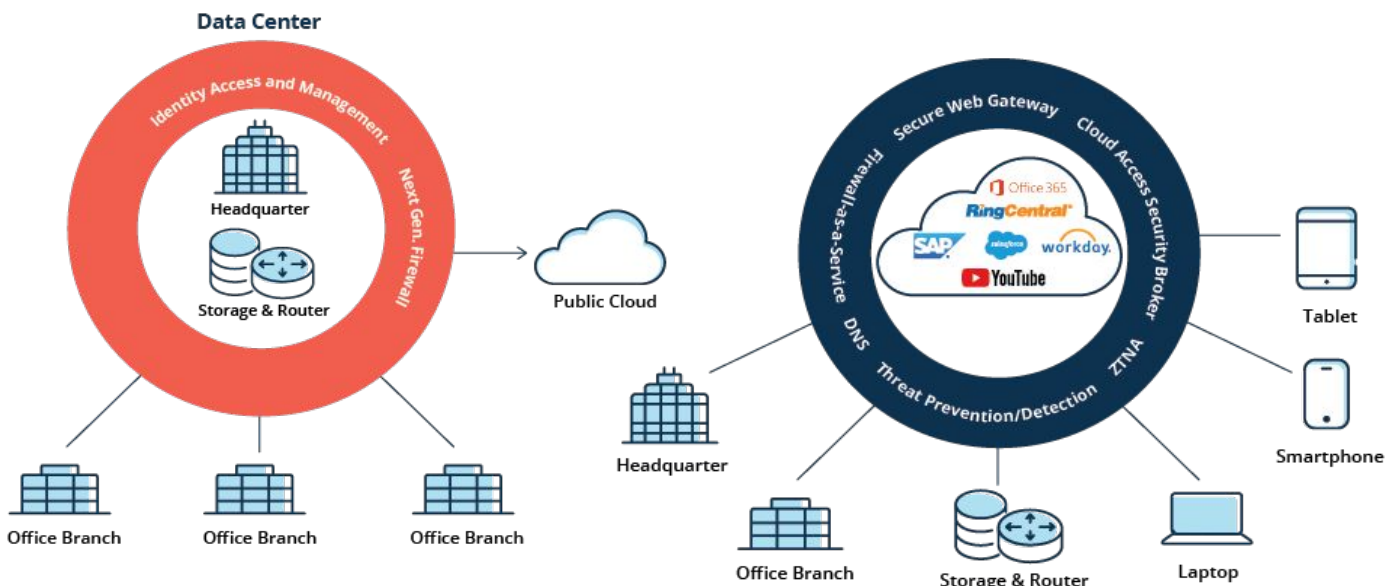
AppDirect transforms traditional communications services by offering a comprehensive technology stack from leading providers that extends far beyond network connectivity and basic telephone systems.

### CONNECTIVITY SUB-CATEGORIES

Network Connectivity	Network Elements	Network Applications
Secure Access Service Edge (SASE) Software-Defined Wide Area Network (SD-WAN)	Fiber Cable Wireless & Mobility Telecom Expense Management (TEM)	UCaaS CCaaS

### Supporting Services

- Mobile Lifecycle Management (MLM)
- Network Lifecycle Management (NLM)
- Network Monitoring and Managed Services
- Cloud Infrastructure & Cloud Management
- Technical Support
- Hardware and Logistics
- Professional Services (truck rolls, field services)



Deliver complete communications: From traditional POTS to modern collaboration tools like Zoom, Teams, and Google Workspace—all backed by infrastructure and field services support.



# Ask the right questions

Use these conversation starters to uncover basic connectivity needs, assess customers' current systems, and understand long-term objectives. Frame your questions using the tiered approach below to cater to different levels of expertise.

## 01

### UNDERSTAND CONNECTIVITY NEEDS

#### START THE CONVERSATION

- Who needs to connect to you? What do you need to connect to?
- How many users do you have in your office?
- What does your remote/hybrid workforce look like?
- How many sites do you currently manage?

#### UNCOVER THEIR NEEDS

- What does your data/voice infrastructure look like?
- How do remote workers securely access corporate resources?
- What communication tools and platforms do you use today?
- What are your compliance requirements?
- What are your biggest frustrations with current communication systems?
- What challenges does your staff have managing your current security tools?

## 02

### ASSESS CURRENT SYSTEMS

#### START THE CONVERSATION

- Where are your applications currently hosted?
- How many SaaS applications does your workforce use?
- What are your current WAN solutions?
- How do you currently manage your network?

#### UNCOVER THEIR NEEDS

- What challenges does your staff have managing the current WAN/security?
- What happens when you have an outage?
- How are you capturing network invoices and handling approvals?
- What network management vendors are you working with?
- If using PBX, when is it up for renewal/EOL?
- What are your current service provider contracts and timelines?



# 03

## UNDERSTAND LONG-TERM OBJECTIVES

### START THE CONVERSATION

- What are your technology goals for the next 1-3 years?
- Do you have upcoming expansion or acquisition plans?
- Where will your applications be in 18 months?

### UNCOVER THEIR NEEDS

- What specific pain points do you hope to address?
- How do you evaluate and select new technology solutions?
- What would your ideal communication system do?
- What reports/trends do you need for business decisions?
- What are your concerns about adopting new solutions?

After you've assessed if your customer's connectivity needs, your Channel Manager can connect you with a Sales Engineer to help find a solution.

## CONNECTIVITY USE CASES

<b>Migration from MPLS to SD-WAN</b> <ul style="list-style-type: none"><li>• Transform legacy networks to flexible, cost-effective SD-WAN</li><li>• Reduce costs while improving network agility</li><li>• Simplify connection management</li></ul>	<b>Cloud acceleration and control</b> <ul style="list-style-type: none"><li>• Optimize cloud and SaaS connections</li><li>• Ensure reliable access to critical resources</li><li>• Maintain cloud traffic visibility</li></ul>
<b>Optimized global connectivity</b> <ul style="list-style-type: none"><li>• Ensure consistent worldwide performance</li><li>• Prioritize mission-critical applications</li><li>• Reduce latency across global locations</li></ul>	<b>Remote access security</b> <ul style="list-style-type: none"><li>• Secure connections to corporate resources</li><li>• Optimize remote application performance</li><li>• Maintain security compliance</li></ul>
<b>Secure branch internet access</b> <ul style="list-style-type: none"><li>• Enable secure direct internet at branches</li><li>• Apply unified security across sites</li><li>• Improve local application performance</li></ul>	<b>Work from home solutions</b> <ul style="list-style-type: none"><li>• Enable productive remote work</li><li>• Secure access from anywhere</li><li>• Deliver consistent experience</li></ul>



# SASE: The future of secure connectivity

With the digital transformation of businesses, security is moving to the cloud. This is driving a need for converged services to reduce complexity, improve speed and agility, enable multi-cloud networking and secure SASE architecture.

## 01

### WHY IS SASE (SECURE ACCESS SERVICE EDGE) IMPORTANT?

- ✓ More user traffic is heading to cloud services than data centers
- ✓ More work is performed off the network than on it
- ✓ More workloads are running in cloud services than data centers
- ✓ More SaaS applications are in use than those hosted locally
- ✓ More sensitive data is housed in cloud services than inside the enterprise network

## 02

### BENEFITS OF SASE

- ✓ Reduced complexity and costs—less vendors and appliances
- ✓ Improved performance—application-based prioritization
- ✓ Better security—added security tools: CASB, ZTNA, SWG
- ✓ Improved IT Operations—IT management efficiency

## 03

### OFFER SPEED WITHOUT COMPROMISING SECURITY

Direct-to cloud architecture that doesn't compromise on security visibility and control, performance, complexity, or cost.

#### Flexible, consistent security through a comprehensive range of services

- ✓ Next-generation firewall policies and zero-trust network access at every edge
- ✓ Full visibility into users, devices, and assets across your entire network
- ✓ Comprehensive threat prevention and real-time protection
- ✓ Universal protection for both on-premises and remote assets

Organizations are rapidly embracing unified SASE solutions that combine SD-WAN and security in one platform. **Single-vendor options dominate the market.**



# Use vCom to get more out of your network & mobility spend

## 01

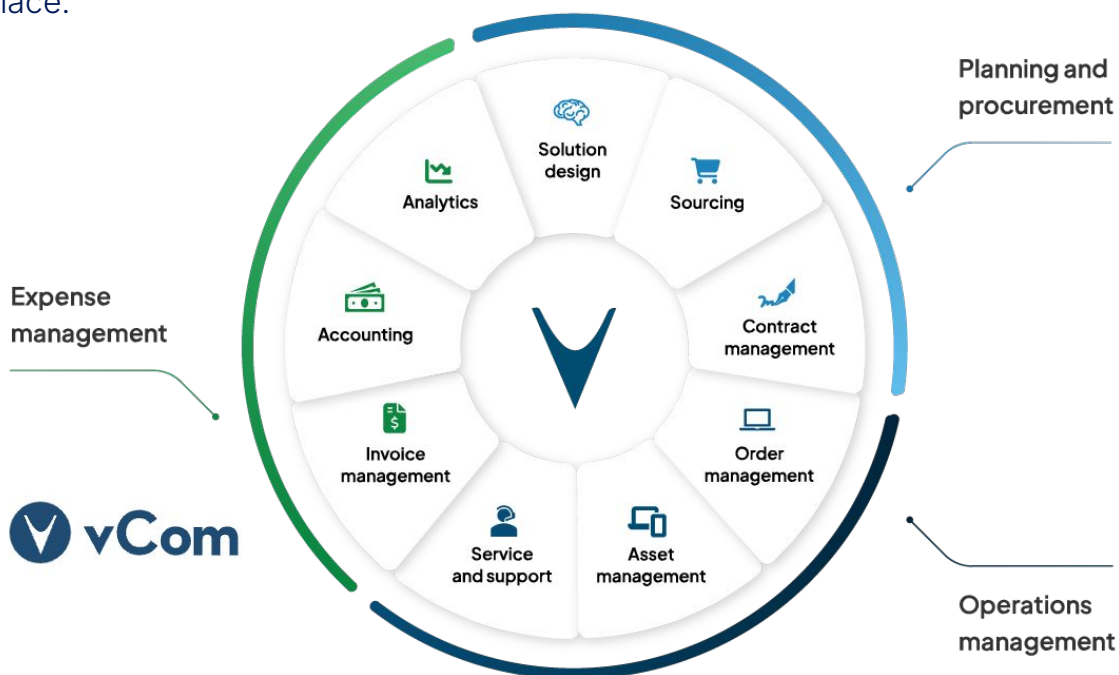
### What does vCom offer?

A comprehensive spend management suite featuring managed services, specialized software, and QuantumShift, their buyers' club. vCom's vManager helps companies manage network and mobility vendors, assets, and recurring expenses all in one place.

## 02

### What does vManager manage?

All nine stages of the network and mobility lifecycle from planning and procurement to operations management and expense management.



## 03

### What is QuantumShift?

A buyers' club that offers aggregate buying power, or group purchasing to lower costs, for network and mobile, all on a single bill.

## 04

### How does AppDirect fit in?

vManager handles the network and mobility lifecycle, QuantumShift consolidates them on an invoice, while AppDirect manages the software and hardware lifecycle and consolidation of their spend.

Contact your Channel Manager for more information about vCom's solutions—our team of experts will guide you on the best path forward



# Overcome objections

Here are some common objections and example responses that you can use to address your customers' concerns and hesitations.

## **"Too expensive and too disruptive to switch providers."**

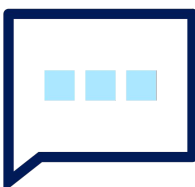
Our customers typically see cost savings by centralizing their communication services, more than offsetting the investment. Would you like to see what the ROI could look like for your organization?

## **"Our current solution works fine."**

Your current setup works - but what if it could work better? Let us show you where hidden inefficiencies might be costing you time and money. A quick assessment could reveal opportunities to optimize your existing systems.

## **"Migration seems complicated."**

Our team handles the heavy lifting while working alongside you to ensure a smooth transition. Can we discuss a plan that keeps your team focused on what matters?



## **"Multiple locations with different terms."**

We specialize in simplifying multi-location management. One agreement, one platform, complete visibility across all sites.

## **"We're locked into an existing contract."**

We're vendor-agnostic, giving you complete freedom of choice. Work with your preferred carriers while managing everything through one central platform. You stay in control - we make it simple.

## **"Past implementations were difficult."**

That's exactly why we provide dedicated project management and a single point of contact throughout implementation. Our streamlined process and expert team ensure a smooth transition.





# Top solutions to offer

## BOOST CUSTOMER LIFETIME VALUE WITH PREMIUM SERVICES

Offload the complexity of your customers' IT management to AppDirect so they can focus on what truly matters.



### PROJECT MANAGEMENT

Project Managers that assist in onboarding, organizing and streamlining strategic initiatives, technology upgrades, and lifecycle management.



### PREMIUM TECHNICAL SUPPORT

Complete technical support for your operating systems, security, and device management. Expert help for all your technology - from computers and phones to peripherals and smart devices.



### NETWORK MANAGEMENT

End-to-end network management including 24/7 monitoring, incident response, and on-site support for all your network devices. Complete lifecycle services from procurement and staging to maintenance of your entire network infrastructure.



### HARDWARE & LOGISTICS

Secure storage facilities to house and deliver hardware lifecycle services for your equipment; including inventory management, staging, configuration, testing, assembly, and more.

## OFFER ALL THE LEADING CONNECTIVITY PROVIDERS



### ABOUT APPDIRECT

AppDirect is a San Francisco-based B2B subscription commerce platform company that brings together technology providers, advisors, and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth, and success. For more information about AppDirect, please visit [www.appdirect.com](http://www.appdirect.com).

