

Channel transformation

With Olen Scott – Senior Vice President, Windstream Channel

We began early this year by taking a “stem to stern” look at our Channel Partner Program, and asking the tough questions and acknowledging where gaps exist in our program.

This is a big Channel Partner Program, in no small measure due to your collective long-term success with Windstream Enterprise and our predecessor companies. That scale makes the lift a little bigger, so it takes time, but change is happening and I promise our resolve is high when it comes to demonstrating our commitment to you with a maniacal sense of urgency.

Right to Win scenarios

Several Partners have shared with me that they are no longer sure, “When Windstream?” This strikes me more poignantly than anything else because we simply can’t maximize success together if we aren’t adequately answering the question: “Where does Windstream most and best differentiate?”

Our business at Windstream has radically evolved along with a rapidly evolving market during the past two to three years. In the midst of this transformation, where we best fit into a Partner’s solution portfolio has also changed. Our most recent successes clearly highlight specific enterprise scenarios where we win very well together. In fact, in these scenarios, we seldom lose. We will be vigorously communicating the primary Right to Win scenarios, which is where I believe we put our Partners at a distinct competitive advantage. If the scenarios haven’t been shared with you yet, call your Channel Manager or call me directly. I’ll be happy to share them with you.

Open for business

I’m pleased to communicate that effective immediately Windstream is flipping the “Open for Business” sign for the SMB Business Unit. Several quarters ago, we halted our channel efforts on this segment while establishing functional business units within our company and assessing how best to go to market for these customers. We’ve heard you loud and clear and know that this is an important part of your business, which is why we have established a specific SMB Channel Ecosystem with dedicated back office support to accommodate these opportunities. Furthermore, our Partners who sell SMB business predominately or exclusively, will be assigned to a specialized SMB Channel Management team. All Partner quotes (both ENT and SMB) should now be sent to partnerquotes@windstream.com.

Regular communications

We have created a communication program called “Partner Spotlight” to ensure that you receive information about the company, products, services and channel developments on a regular and timely basis. I hope you have already received a few of these, and have been enjoying the inspiring Epic Win write ups about our Partners who have discovered where our combined Right to Win is high. If you are not currently receiving the Partner Spotlight communications and would like to be included, send your request to channel.development@windstream.com.

Windstream EarthLink acquisition

The Windstream acquisition of EarthLink on February 27, 2017 resulted in a combined company that's a stronger, more competitive provider of managed network services. We expanded our network reach to keep customers connected with one of the largest fiber optic networks in North America, extending over 145,000 fiber route miles and nearly 8,000 lit buildings and data centers.

On August 1, 2017, we reach an integration milestone that will impact Partners in the following ways:

Contracts

For Partners with EarthLink Partner agreements only, Windstream will recognize the existing contract as the contract of record under the Windstream Partner Program. For Partners with both Windstream and EarthLink Partner agreements, the EarthLink Partner agreement will be replaced by your existing active Windstream agreement.

Products

Expansions to the Windstream product portfolio will integrate the EarthLink SD-WAN experience with comprehensive Broadband access options, Secure WiFi, PCI Compliance, and Pro Services. These services, in addition to the full Windstream portfolio, provide a comprehensive portfolio designed to meet the needs of our SMB and Enterprise customers.

Sales guidance

New logo customers will be exclusively proposed and sold through the expanded Windstream product portfolio. Existing EarthLink customers will continue to be supported on the EarthLink products, and those products will continue to be available for moves, adds and changes.

Resources

Windstream Partner resource materials are available through [WOL \(Windstream online\)](#).

Communications

Starting in August, your Partner Spotlight Communications will come directly from the Windstream Channel Partner Program email.

Broadview Networks acquisition

Windstream is on track for closing the Broadview Networks acquisition in early 3Q 2017. Post-close, there will be no immediate change in terms of Broadview services, contracts or level of support for any current Broadview Partners. This acquisition will advance the Unified Communications product portfolio from Windstream with an award winning UCaaS service and customer portal, improving our ability to serve customers from small businesses to large enterprises. Broadview OfficeSuite®, combined with the SD-WAN service from Windstream, provides a unique offer in the market that guarantees a high-level quality of service and provides the customer with visibility and control of their own network.

Register for the State of the Union webinar

Wednesday, July 19, 2017 – 1:00 pm EST

Please join me as I discuss all of our channel transformation enhancements on a State of the Union webinar. I welcome you to [submit questions](#) so I can address them on the webinar.

[Register here >](#)

We see partnership differently

Windstream aims to create a Channel Program that Partners are proud to be a part of. We're committed to delivering a series of program improvements and initiatives to you, our Partners, over the coming weeks and months to help you see Windstream differently.



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