

Sales Battlecard: Broadband Access

Who's a Target

Network Managers living with the day-to-day tasks – the monitoring, the configuration, the sourcing and the change requests. You'll make it easier.

Network Execs who must align network strategy to business needs without blowing the budget. You can provide everything their enterprises need, with flexibility they won't see from their incumbents.

Companies who are multisite or multinational, with some sites in hard-to-reach places. We're vendor agnostic, and you'll get them access wherever they need it.

Use Cases

Branch Locations: DSL or Cable can provide high performance at a lower price than fiber. EoC is an excellent option for high-bandwidth applications.

Hard-to-Reach Locations: 3G/4G Wireless and Satellite can reach nearly anywhere when there's no fiber or copper in the ground.

Affordable Redundancy: A secondary broadband circuit can be a good backup for a higher-bandwidth primary circuit; dual broadband circuits can also provide excellent availability at a lower price than fiber.

Rapid Deploy: 3G/4G Wireless can be deployed without a truck roll.

The Competition

Global Enterprise Providers: AT&T, Verizon, CenturyLink, BT, Orange, Cogent, NTT, Tata

Regional & Local Providers: Comcast Business, Cox Communications, Charter Communications, Windstream, TalkTalk, Telefonica, T Systems

Resellers: Masergy, IBM, Accenture, Mammoth, Granite, CSC

Elevator Pitch

Every communications service your company uses depends on access. However, there are many access types suited for different purposes, and **few networks have it all, everywhere.** When considering broadband access, you don't want to get stuck with one vendor's limited options and reach or to engage multiple vendors and introduce unwanted complexity.

GTT does access differently – we are unbiased about on-net and off-net access and provide the widest range of broadband options. We help you **reach any location in the world and any application in the cloud** with simplicity, speed and agility.

Benefits

GTT is simple, fast and agile. With us, clients leverage the benefits of a Tier 1 global network without on-net bias. We help clients to access IP, MPLS, SD-WAN, SIP and more.

Simple

- Full suite of services
- One source for all access
- One bill, one portal, one NOC

Agile

- Mix of access choices
- Right access for right budget
- Coverage everywhere

Fast

- 2,000+ partners ready to go
- Wireless rapid deploy
- Tier 1 quality backbone

Unbiased

- Off-net treated as standard
- Network built in/for the cloud
- Client's convenience over provider's convenience

Options and Pricing

On-Net Broadband: EoC and DSL available on-net in the USA. MRR and NRR based on bandwidth and term.

Off-Net Broadband: DSL, Cable, Fixed Wireless and Satellite available worldwide. Pricing information varies by partner and requires 50 percent margin.

Cellular Wireless: 3G/4G available worldwide. MRR based on data commitment with usage charges. NRR charged per SIM.

For more information, contact the GTT Channel Team at GTTPartners@gtt.net.

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