

Avant and Windstream Enterprise secure \$2.5M OfficeSuite UC[®] deal

A sporting goods retailer with over 400 locations was looking to update their legacy phone systems with a next-generation cloud-based VoIP solution. The customer had recently been engaged with a subagent of Avant Communications and exploring options for the best provider, while at the same time, the Windstream Enterprise direct sales team was also in communication with the same customer.

The direct sales team reached out to David Kim, senior channel manager in the West region to coordinate efforts and try to gain an additional foothold with the customer via David's relationship with Avant and the subagent. That coordination proved invaluable in opening the door for additional conversations. The overall responsiveness of the Windstream Enterprise team—in conjunction with the superior value provided by the OfficeSuite UCaaS solution—helped to sell the customer on Windstream Enterprise as their provider of choice.

The \$41K MRC new logo deal included over 2,100 OfficeSuite UC seats, in addition to OfficeSuite Fax at over 400 locations across a seven-state area in the West region. In addition, this deal opened the door for an even larger \$100K per month opportunity.

In the end, seamless integration between the direct and indirect team and a superior end-to-end solution gave the sales team the momentum needed to push out the competitors and secure the deal.



“Windstream Enterprise has the ideal solutions portfolio to meet the needs of enterprise customers, but it’s the professionalism, expertise, and support of its entire partner support team that really sets their program apart from the competition.”

Jennifer Gallego, vice president of sales, Avant Communications

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