



ONE Partner Program by Windstream Enterprise

Creating long-term value for our channel partners

Windstream Enterprise is dedicated to creating a selling experience for our channel partners that's unrivaled in the industry.



Introducing the ONE Partner Program by Windstream Enterprise

The IT services landscape has evolved, and Windstream Enterprise has evolved to lead the market. Throughout this evolution, we have been guided by one constant: an unwavering commitment to those we serve—customers and channel partners alike.

As part of this evolution, we reimagined our channel partner program. The **ONE Partner Program (ONE)** by Windstream Enterprise has only one goal—creating long-term value.

ONE integrates and mutually supports teams across partner, direct and indirect sales. With channel integration, we win—together.

ONE manifests this clarity and focus through a customer-centric framework to facilitate a comprehensive lifecycle experience—through every stage of the buyer journey.

ONE offers a full range of cloud-enabled voice, networking and next-generation security solutions—and the IT Managed Services required to operate and optimize this infrastructure.

ONE delivers a best-in-class partner portal to effectively manage and maintain your book of business and execute transactions with ease and efficiency.

ONE provides competitive partner compensation aligned with opportunities where we are best positioned to win.

The powerful combination of our cloud-enabled connectivity, unified communications and security solutions paired with unmatched IT Managed Services enables tech-savvy clients to focus their resources on innovations that achieve the ONE thing that matters: successful business outcomes.

In fact, we are so confident in our solutions and approach that we guarantee our clients' complete satisfaction. No other provider can make this claim. For these reasons, over 45,000 clients choose Windstream Enterprise.

Our entire organization is ready and able to help you close more deals, deliver award-winning solutions and provide exceptional customer experiences.

Welcome to ONE.

Where we win, together.

Windstream Enterprise has refined our segmentation of the enterprise IT services market and seeks to clarify for partners the kinds of accounts, deals and strategic verticals that we are best positioned to win.

In these verticals, partners can leverage our team of industry specialists to accelerate and expand opportunities and close more deals.

Beyond our strategic verticals, Windstream Enterprise has a very strong value proposition in many other parts of the enterprise IT services market.

Strategic verticals

- + Manufacturing and natural resources
- + Banking and securities
- + Retail
- + Healthcare providers
- + SLED (excludes K-12)

Additional focus verticals

- + Communications, media and services
- + Wholesale trade
- + Transportation
- + Insurance
- + Energy and utilities

Introducing: IOP

For accounts in the verticals outlined above, we are targeting opportunities in our Ideal Opportunity Profile (IOP), which are either:

- + Serving 5+ physical locations or
- + \$10K+ MRR

Selling in our IOP ensures you and your customers receive the best experience possible, including:



Enhanced service assurance

- + Accounts assigned to dedicated, premier solution center technicians
- + Highly trained PODs-based technical engineers with advanced product knowledge
- + 100% onshore support



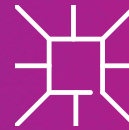
Enhanced service delivery

- + Robust project management team with accelerated skills and customer relationship management expertise
- + Additional support and focus on installs in the form of an assigned program manager and project coordinator potential through SPIFFs and residual incentives designed to reward deals sold in our IOP



Unrivaled incentives

- + Maximize your earning potential through SPIFFs and residual incentives designed to reward deals sold in our IOP



Channel integration

Take advantage of dedicated resources to help manage your sales process from beginning to end.

Combining the selling power of direct and indirect channels—while keeping our partners whole—provides the competitive edge needed to secure strategic deals.

Why channel integration?



Collaboration between direct and indirect sales channels, operations and engineering for a true partnership



Extension of your salesforce without incremental cost



Expanded local presence for sales and pre-install support



Existing commission and residual payments will remain the same

Strategic solutions



Cloud-optimized connectivity

SD-WAN Concierge™

Optimizes your network for cloud-based applications with a resilient, high-capacity managed solution

LAN Services

Improves IT agility while supporting employees and serving customers with secure WiFi, cloud-managed switches and IP cameras

Cloud Connect

Connects directly to third-party public and private cloud service providers through an existing enterprise WAN

Fixed Wireless

Provides diversity to fiber and offers a 99.999% E2E availability SLA

Cellular Broadband

Offers primary and secondary connectivity for flexible access options

Switched Ethernet

Delivers E-Line and E-LAN services built on our Cloud Core™ network architecture

Wavelength Services

Leverages our nationwide fiber backbone, offering 1-100Gbps and optical encryption



UC & Voice

OfficeSuite UC®

Enables access to phone features, such as calls, chat, video conferencing and text messaging via a secure, 100% cloud-based unified communications as a service (UCaaS) solution

OfficeSuite HD Meeting® & Webinar

Facilitates hosting and joining of video, audio and web conferences with up to 10,000 people from any device

OfficeSuite Live

Connects up to 250 participants with our intuitive voice, video and content sharing interface

UCaaS

Helps mobile and remote employees increase productivity and deliver an exceptional customer experience

CCaaS

Gives your agents the power and flexibility to meet each customer at their level and saves you money on hardware and operating expenses

Microsoft Teams Integration

Integrates your Teams environment with our unified communications and voice solutions for an enhanced calling and administrative experience

Secure eFax

Delivers convenient, reliable and highly secure faxing—all while meeting the highest compliance standards through state-of-the-art Digital Cloud Fax Technology (DCFT)



Security & Compliance

Secure Access Service Edge (SASE)

Streamlines operations and improves employee productivity with a comprehensive network and security solution

Security Service Edge (SSE)

Integrates next-generation security components into existing network environments without disruption

Managed Network Security (MNS)

Provides cloud- and premises-based firewall protection 24/7 to proactively detect and prevent events before they happen; includes secure VPN access

DDoS Mitigation

Presents network-agnostic monitoring detection, validation and auto-mitigation services for rapid resolution against a sub-set of attacks

Secure Remote Access

Allows remote workers to securely connect to your corporate network



Managed + Professional Services

Advisory & Consulting

Deployment Services:
Network Installation

Network, Security
& Compliance Audits

Performance guarantees that reflect well on you

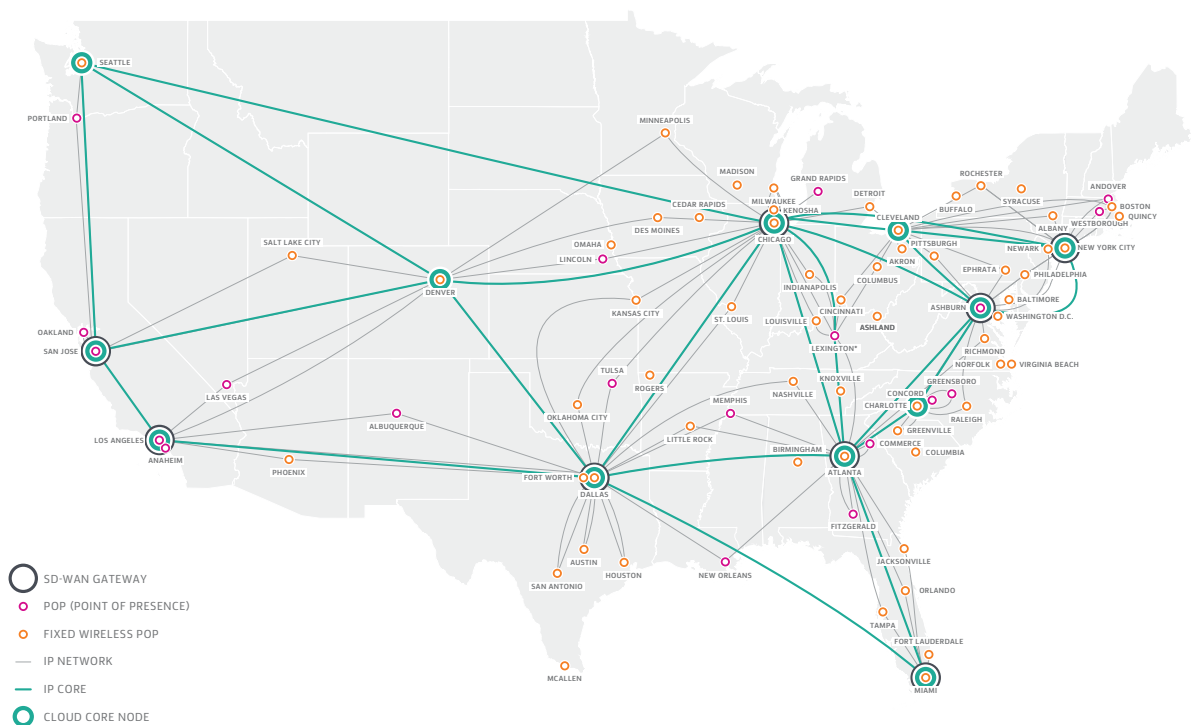
Our complete portfolio of cloud-based solutions—all managed through a single pane of glass—is backed by first-in-the-industry guarantees.



Advanced nationwide network

We own and operate an advanced nationwide network with 170K+ fiber route miles and a proprietary, scalable Cloud Core™ architecture. It was designed from the ground up to empower optimal cloud application experiences and to dramatically simplify end-to-end deployment and service management.

Windstream Enterprise has expansive on-net fixed wireless availability in 50+ markets, as well as extensive on-net fiber nationwide, providing competitively priced, diverse access options to support your customers' transformations to the cloud.



Awards + recognition



2023 + 2021 VSA Channel Program of the Year Award



2023 Channel Future's 20 Top SD-WAN Providers You Should Know



2022 Edge Computing 100: Top 25 Hottest IoT & 5G Service Companies by CRN



2022 + 2021 TMC INTERNET TELEPHONY Friend of the Channel Award

2023 VSA Partner Portal Award



The WE Connect Partners portal delivers a revolutionary digital experience, combining base management and insights, network analytics, reporting, location visibility and customer support features into a single view to help you provide exceptional service to your end users.

Advanced features + capabilities

Full quote to cash capabilities for new logo OfficeSuite UC, SD-WAN, Internet and SASE

Real-time, 24/7 visibility and control of your entire Windstream Enterprise book of business, as well as your end users' services

Customizable dashboards, reports and notification settings

Insights to drive end users to strategic services with associated customer conditions

Viewable performance metrics, such as revenue coming out of term, and sales funnels

Service and feature management tools with access to standard rates and one-click offers for your end users

Multiple support channels and community forums

Single source for all channel marketing resources

Ability to quote strategic products like OfficeSuite UC, SASE and SD-WAN, and receive instant price validation for accurate, up-to-date submissions

INDUSTRY RECOGNITION



Windstream recognized in the 2019-2022 Gartner® Magic Quadrant™ for Unified Communications as a Service, Worldwide

Gartner® Magic Quadrant™ for Unified Communications as a Service, Worldwide, Rafael Benitez, Megan Fernandez, Christopher Trueman, Pankil Sheth, November 28, 2022.

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Cloud-enabled connectivity, communications and security—guaranteed.

To learn more about our solutions, visit windstreamenterprise.com/channel-partners.

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