



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



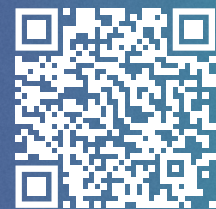
Extension of your salesforce without incremental cost



Expanded local presence for sales and pre-install support



Existing commission and residual payments will remain the same



WINDSTREAM
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windstreamenterprise.com/channel-partners