COMCAST BUSINESS | MASERGY

Sales Enablement Sheet

Masergy Managed SD-WAN Secure

What is Masergy Managed SD-WAN Secure?

- **Total Solution:** Fortinet® appliances, flexible hybrid connectivity options, direct cloud interconnections, one portal with AIOps, integrated security, and 24/7 NOC/SOC services
- **Security Built-in:** Select from multiple levels of security including 24/7 SOCaaS and SASE solutions
- **Flexible Connectivity:** Bring your own network, leverage Masergy's global SD-Network for industry-leading SLAs, or go "Over the Top" using DIA/Broadband and 5G wireless — no matter how you mix and match connectivity, Masergy will manage it, both public and private
- **One Portal:** AIOps predicts and prevents outages while centralized orchestration, shadow IT discovery tools, and real-time per-user analytics help with modernization and Zero Trust
- **NOC & SOC Services:** Global 24/7 management provided by Masergy's own experts in three operations centers

Use Cases

Client Scenarios that Make a Great Match

- Needs secure, reliable, scalable connectivity to global locations and endpoints
- Supports a hybrid workforce with regionally or globally dispersed employees
- Struggles to staff IT operations, prioritizing services with white-glove support over a "DIY" approach
- Manages an increasingly complex and multi-cloud environment (SaaS apps and IaaS platforms)

Where You Win

Proven Success in these Industries and Markets

	Financial Services	Manufacturing	Healthcare	Retail	Law Firms
Over $10B annual revenue	Not a typical target, but Masergy can be a good secondary carrier				
$50M - $10B annual revenue	**Ideal target:** Security-focused global and regional operations with the need for hybrid and remote work at scale				
Less than $50M annual revenue	Not a target for Masergy based on our customized solutions				

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Qualifying Questions

Open Consultative Conversations with IT Leaders

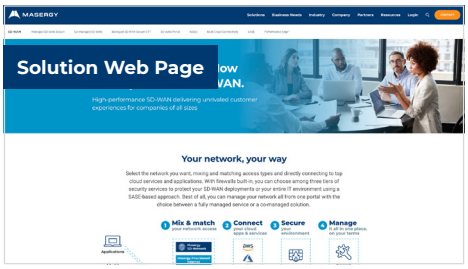
- What IT challenges are you experiencing and what do you need to achieve in the next 12-24 months?
- Have you developed a permanent hybrid work solution that is secure, scalable, and sustainable?
- Is business continuity and application performance a concern? Why—what's the impact?
- How much time does IT spend managing/troubleshooting the network? Are you using AI to help?
- Are you adequately staffed to deliver on your network and security needs today?
- Are you working to implement cybersecurity frameworks: Zero Trust, NIST/CPNI/ENISA?

Upsell and Cross-Sell Opportunities

Promote the Next Product to Buy

If your prospect emphasizes **security**, then offer:	- Threat Monitoring & Response (TMR) services - Managed Security: Cloud, endpoint, and network security - Managed Endpoint Detection & Response (EDR) - SASE Solutions: SD-WAN, FWaaS, CASB, SWG, ZTNA
If your prospect emphasizes **hybrid/remote work**, then offer:	- SD-WAN Home and SD-WAN On the Go: WFA Solutions - UCaaS Solutions: High-performance global collaboration - SASE Solutions: SD-WAN, FWaaS, CASB, SWG, ZTNA - Managed Endpoint Detection & Response (EDR)
If your prospect is invested in **Microsoft 365, Teams, and Azure**, then offer:	- Multi-Cloud Connectivity: Link directly to cloud apps/services and get 100% availability - UCaaS: High-performance global collaboration - Calling for Microsoft Teams: Eliminate user license fees with Masergy's integrated PSTN solution

Sales Resources



Solution Infographic

Buyer's Guides

- SD-WAN
- SASE

Case Studies

- Ashley Furniture (Video)
- Dole Foods
- Teknion
- Weber Grills
- Entegris

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Masergy SD-WAN Differentiators

- Global Software-Defined Network
- One portal with AI-powered analytics
- Flexible service options
- Most competitive SLAs
- Security built in

Why Trust Masergy

- Services deployed by over 1,400 mid-to-large enterprises in 102 countries
- Unrivaled application performance with industry-leading SLAs
- Unparalleled customer experiences with 70+ NPS
- 99% customer retention rate
- 6-year Visionary in Gartner Magic Quadrant for Network Services, Global

Competitive Intelligence

	SD-WAN Secure	Large Carriers	Small Startups	Midsized MSPs	Hardware Only	WAN Accelerators
Features	COMCAST BUSINESS MASERGY	AT&T, orange, BT, verizon	CATO NETWORKS, open systems, aryaka	gtt, TPX, LUMEN, WINDSTREAM ENTERPRISE	viptela, VERSA NETWORKS, velocloud, paloalto NETWORKS	silver peak, riverbed
100% site & app availability SLA	✓	✗	✗	⚠	✗	✗
SASE solution with 24/7 SOC monitoring	✓	⚠	⚠	⚠	⚠	✗
Co-managed SD-WAN	✓	⚠	⚠	⚠	✗	⚠
Pure OTT & managed BYON offerings	✓	⚠	✗	⚠	⚠	⚠
Scalable, high performance WFA	✓	⚠	✗	⚠	⚠	✗
AI-powered unified customer portal	✓	✗	✗	✗	✗	✗

✓ Highly Capable ⚠ Limited Capabilities ✗ No Capabilities

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