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Who?

SimpleWAN: A visionary provider of networking solutions to make IT life easy.

We take the complicated nature of networking, and simplify it so your customers can run their businesses without worrying about IT.

This outline will help you qualify and successfully close sales of SimpleWAN's all-in-one networking solution.

Meet SimpleWAN

SimpleWAN is a provider of cloud-based networking solutions for branch offices, service centers, stores and franchises. We believe that networking should be simple, efficient, and innovative, and we created an all-in-one solution to make IT secure, smart, and smooth.



The Elevator Pitch

SimpleWAN delivers an all-in-one networking solution to manage and monitor every business location remotely through one interface, keeping connectivity clear, simple, and secure.



Why?

If your customers want...

- SD-WAN
- Cybersecurity/HIPAA/PCI
- Network management tools and easy deployment

With SimpleWAN, your customers get one device that includes all of the features they'll need.

- No more piecing together various technologies from different vendors.
- No more pricey hardware that they have to hire IT staff to manage.
- No more tearing apart their infrastructure to make changes or add on.

SimpleWAN Offers...

- Cybersecurity/firewall
- SD-WAN
- HIPAA/PCI compliance
- Phone call priority
- Security threat sharing
- Dashboard provisioning
- Single pane of glass

- Managed wi-fi
- 4G LTE WAN connection
- Diagnostics & monitoring
- Content filtering
- Device monitoring
- SD-Voice

Qualifying Questions

Is your customer...

- 1 Asking about firewall, cyber security, or SD-WAN?
- 2 Looking for alternatives to traditional deployment or legacy systems
 - Separate firewalls?
 - Routers?
 - QOS end points?
 - Security software?
 - MPLS?
- 3 In charge of managing multi-location networks?
- 4 A multi-location business lacking IT resources and onsite staff?
- 5 Mentioning any of the below:
 - Cisco
 - Velocloud
 - Ecessa
 - BigLeaf
 - Edgewater
 - Netflow
 - Solar Winds
 - Layer 2 networks
 - Zero Outages

Qualifying Questions

Above all...

- 6 Is your customer tired of trying to understand the complexity of networking and IT?

With SimpleWAN, they don't have to keep up with industry changes, networking complexities, or new technologies. We take care of all of that, and your customers get one dashboard to manage every location.





Where?

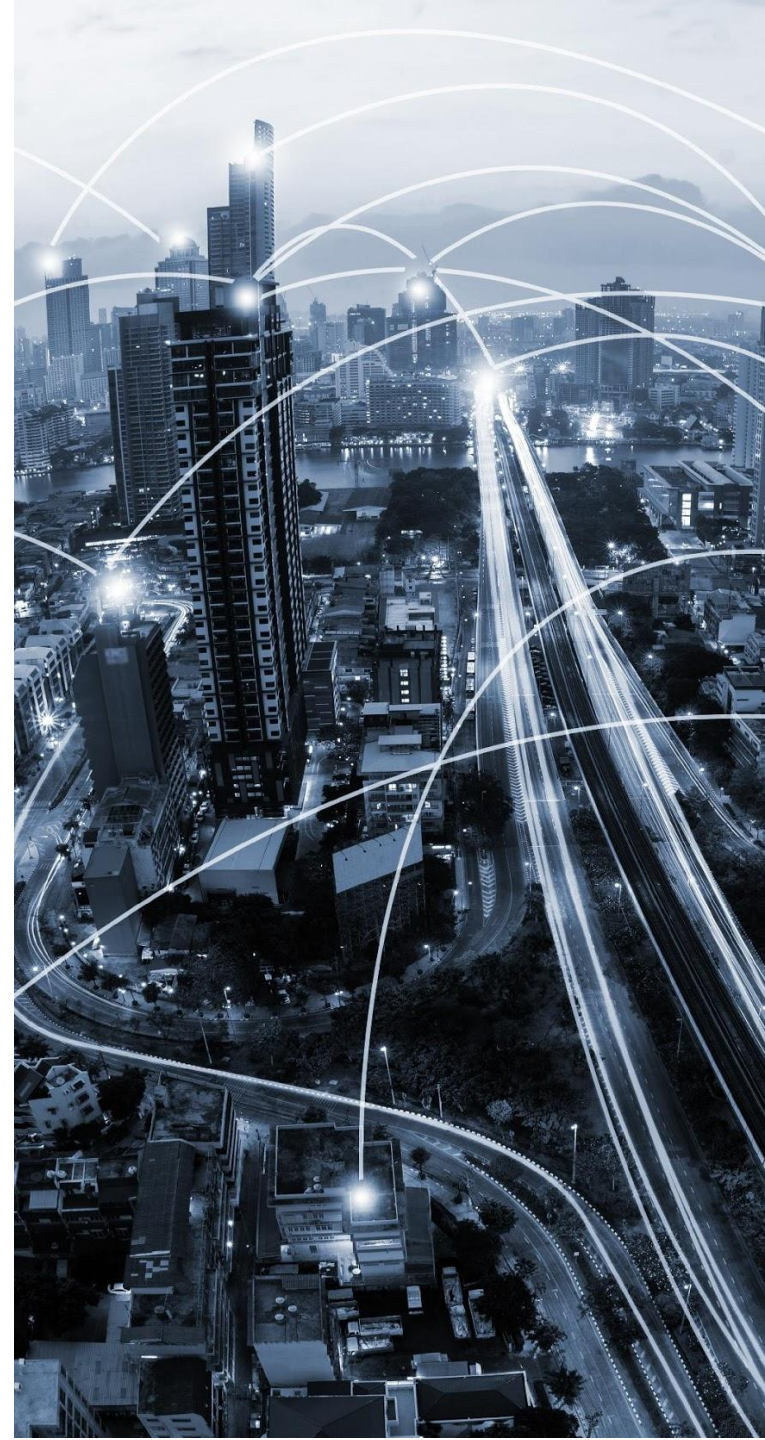
- A multi-location, branch franchise
- A business that can't afford to drop \$1000's on hardware and hire IT staff to manage it all
- A business that someone walks into (to eat, buy something, etc.) with no on-site IT people
- A business looking for cloud firewall, analytics, and network diagnostics
- A business looking to replace their current private WAN

So, Why SimpleWAN?

If you want to give your customers:

- One way to manage all their locations
- One magic box that takes care of all their networking
- Flexibility to change and add to their networks
- A trusted partner that keeps their networks running and secure

Then it's simply a no-brainer.



Simplicity

Our cloud-based dashboard:

- Makes managing, diagnosing, and analyzing networking easy
- Centrally provisions networking services for every location
- Provides real-time access to remotely monitor networking
- Provides location-by-location analytics

Connectivity

SimpleWAN SD-WAN/SDVoice delivers:

- All the benefits of a private network while using lower cost transport
- Better performance broadband without the need for MPLS
- Innovative prioritization for mission-critical traffic such as VoIP
- A self-healing algorithm to ensure constant uptime
- Throughput of up to 1 Gig at no additional cost to the consumer