

Message from Our CEO

Dear Valued Ribbon Customer,

It is an exciting time to be in the telecom industry! Demand for great communications services has never been stronger, and the work that you do to provide these services has never been more important to the economy and society. At Ribbon, we are very proud to partner with you, and we look forward to further enhancing your communications offerings, to better serve your end-customers and to improve your financial results.



I joined Ribbon in early 2020. I’ve spent my entire 30 year career in communications technology, successfully developing and growing sustainable, profitable businesses. Before joining Ribbon, I was the CEO at ARRIS, leading its sale to CommScope, where I served as COO.

Having grown up on a small farm in Saskatchewan, Canada, I can directly relate to our rural market customers. Of course, broadband and mobile services didn’t exist at that time. We had three broadcast over-the-air TV channels that went dark at midnight. Our phone service was a ‘party line’ and distinctive ringing alerted you whether an incoming phone call was for you or not. A “conference call” was more like your neighbors listening in on your calls! We’ve definitely come a long way.

Ribbon has a very longstanding and rich history with our rural and independent operator customers. In many cases these relationships go back several decades to several of our predecessors – names like Nortel, GENBAND, Sonus, Taqua and other companies we have either acquired or merged with over the years. Our rural customers have always been a significant part of our growth and success. We strive to be trusted partners and we are significantly invested in ensuring your success. At Ribbon, we pride ourselves on always being there for our rural and independent partners. Whether its restoring communications services immediately following a natural disaster or providing support after unforeseen major emergencies - we are there when you need us.

We also take a great deal of pride in delivering world-class voice and data communications solutions that not only connect and protect our rural service provider customers and their end-customers, but are also deployed in many of the largest communications networks in the world. Ribbon has been with you for decades servicing and supporting your voice networks and we can now provide you with best-in-class solutions as you build out your IP and Optical data networks. You are at the ground floor of addressing the ‘digital divide’ in the country. Recognition of this issue at the federal level has resulted in unprecedented public funding programs (CARES Act, Rural Digital Opportunity Fund (RDOF) and Rural Digital Infrastructure) to assist in helping bridge the digital divide. At Ribbon, we have a great portfolio of product and services to assist you with this challenge!

Thank you for your trust and for your business.

Bruce McClelland
President and CEO
Ribbon

Email contactus@rbbn.com for more information.

Rural Market Solutions



Delivering Business Value with Revenue-Generating Opportunities For You

Carrier Ethernet Services

Use your infrastructure and networks to offer revenue-generating ethernet services to your business customers

IP Optical Transport

Maximize the use of your fiber infrastructure with IP aggregation providing converged aggregation for business, residential, and mobile services and secure reliable IP/ DWDM/OTN transport for internal or revenue-generating traffic.

Neutral Host

Drive new revenue streams using your networks to offer infrastructure and logical networks to other service providers and businesses for 5G, 4G and more

Consumer and Business Voice Services

Offer reliable and secure voice communications services to consumers and businesses using a common software platform and services your customer will appreciate

Mitigate Robocalls and Fraud for your Customers

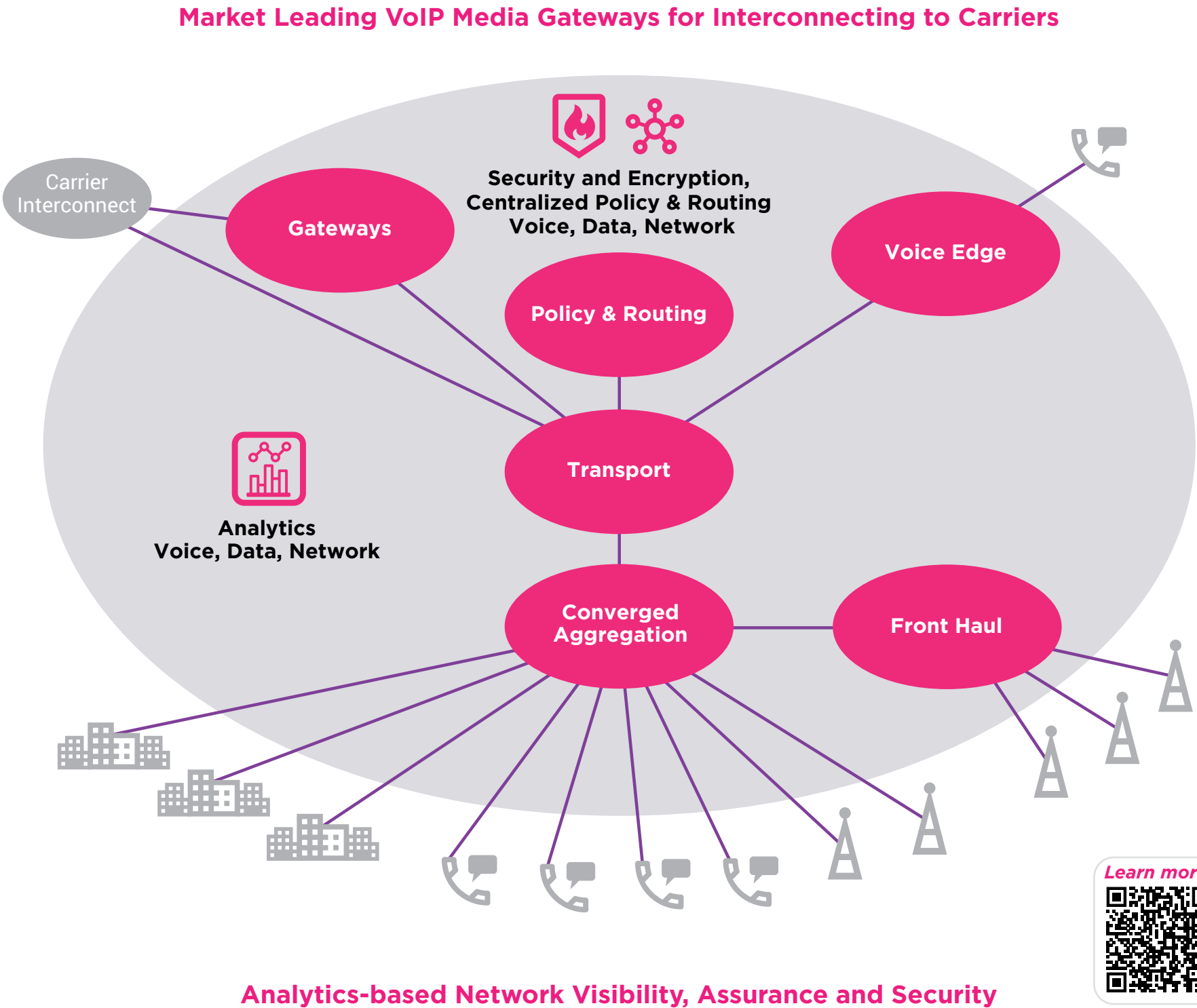
Meet regulatory STIR-SHAKEN and other FCC mandates for robocall and fraud mitigation and provide a positive experience to your customers

Security

Security is table-stakes – We help ensure secure communications across your networks and for your customers

Secure Business Voice

Secure your hosted or cloud-based business voice offers and enrich the customer experience with easy-to-use and reliable edge devices and software



About Ribbon



Your trusted partner enabling telecom and broadband services for rural operators



Serving you since 1970 (via Nortel Networks, Sonus, GENBAND and Ribbon)



Providing reliable and secure communications and IP Optical networking solutions



Headquartered in Plano, Texas



Supported from the US with 24x7 support

Follow Us



On Our Rural Market Website rbbn.com/rural



Watch our Webinars rbbn.com/webinars



View our Rural Market Press Releases rbbn.com/rural-pr



Watch our Rural Customer Testimonials rbbn.com/rural-videos