



Ribbon Communications Sales Acceleration Program



Get Into Market Quickly and Hit the Ground Running

Launching a new service offering can be challenging on many fronts, particularly when it comes to complicated offers such as Hosted Unified Communications. Services providers need to price and package their offers to be competitive and appealing to the marketplace. They need to have a plan for marketing and offer development, plus a sales engagement strategy that converts prospects into customers. Lastly, they need to have an operational plan that can seamlessly turn up customers and support their needs downstream. To facilitate the execution of these complex and interlocking strategies, Ribbon has created a Sales Acceleration Program to help service providers achieve success in the marketplace.

Benefits to Service Providers

Ribbon is a pioneer in VoIP solutions, helping service providers deliver high-quality, business-grade services for nearly 15 years. Our organization has deep experience in all facets of the go-to-market process: offer strategy, marketing, sales execution, and operations. With Ribbon at their back, service providers can expect to achieve penetration into lucrative markets and earn customer trust with reasonable, well-supported offers. No matter where they start from, service providers will be able to fulfill operational best practices, tailored to their unique marketplace, with support from Ribbon.

Specific Services That Ribbon Offers

Ribbon can provide a variety of services to augment your go-to-market execution, from a full turn-key consulting engagement to the augmentation of specific functions, such as the provision of engineers or technical support staff who specialize in Ribbon Intelligent Edge Solutions. Typically, our organization would begin with an on-site strategic assessment where we evaluate the internal and external factors associated with a new product introduction. From there, Ribbon will agree to a scope of work for market entry with the service provider. This may include:

- Offer design, pricing, demand forecast, and business case analysis
- Operational design and implementation
- Sales and product training

Get the Most Out of Your Solution

- Marketing collateral and product documentation (such as manuals and quick start guides)
- Digital marketing execution—website design, digital campaigns, lead generation

The massive change taking place in the communications marketplace—moving from traditional on-site assets such as a PBX to hosted unified communications services that encompass collaboration tools and video conferencing—continues to accelerate. Service providers are uniquely positioned to take advantage of this changing market given their existing customer relationships, brand awareness, and reputation. Ribbon can you move your portfolio to the next generation of business services and capture market share.

Related Services

Program Manager: New product offerings and new customers who need advanced VoIP solutions represent a unique challenge for service providers. Mitigate these challenges with a program manager from Ribbon. This senior consultant will be able to marshal the engineering and technical support resources from within Ribbon to help service providers bring new solutions to market while overcoming technical and operational hurdles.

Standard or Premium Support: To apply major bug fixes, keep up with software upgrades, and fix malfunctioning hardware outside of a warranty, a standard or premium support package is vital. Also, higher support tiers can get priority access to the Ribbon TAC, and even receive after-hours access in the event of a high-severity outage.

About Ribbon

Ribbon Communications (Nasdaq: RBBN) delivers communications software, IP and optical networking solutions to service providers, enterprises and critical infrastructure sectors globally. We engage deeply with our customers, helping them modernize their networks for improved competitive positioning and business outcomes in today's smart, always-on and data-hungry world. Our innovative, end-to-end solutions portfolio delivers unparalleled scale, performance, and agility, including core to edge software-centric solutions, cloud-native offers, leading-edge security and analytics tools, along with IP and optical networking solutions for 5G. We maintain a keen focus on our commitments to Environmental, Social and Governance (ESG) matters, offering an annual Sustainability Report to our stakeholders. To learn more about Ribbon, please visit rbbn.com.

Contact Us

We are here to help. Let us know if you are interested in a quote or if you have any questions.