OVERVIEW

CBTS (Parent Company NYSE: CBB), provides a unique nationwide portfolio of managed services offerings. CBTS, one of Cisco's top North American partners, delivers Cisco UCaaS, SD-WAN, Meraki, and BroadSoft as OpEx rather than CapEx. CBTS also provides fiber services through its ILEC footprint.

Leading Scope, Scale, and Investment
CBTS is a unique part of a leading 140 year-old telecommunication solutions provider. Our long standing reputation and investments have allowed CBTS to become a $1billion dollar world-class provider of cloud services.

History of Innovation
We offer custom solutions based on cutting-edge technologies, platforms, partners, methodologies, and certifications.

Agile, Right-Sized, and Focused
CBTS is motivated by one thing – solving your specific desired business outcomes with a flexibility, transparency, and responsiveness not usually found in our industry. Your needs push our focused teams, who hold over 700 IT technical certifications, to design and deliver exactly to your unique desired business outcomes.

We promise white-glove solutions "right-sized" specifically for your business.

KEY FEATURE AND DIFFERENTIATORS

When you have a Multi-location retail deal, mission critical SD-WAN problem, or a

LOCATIONS

Cincinnati, Ohio

Boston, MA, USA
Chicago, IL, USA
Cincinnati, OH, USA
Cleveland, OH, USA
Columbus, OH, USA
Dallas, TX, USA
Detroit, MI, USA
Edison, NJ, USA
Houston, TX, USA
Indianapolis, IN, USA
Louisville, KY, USA
Manhattan, NY, USA
Phoenix, AZ, USA
Tampa, FL, USA

Calgary, AB, Canada
Cambridge, ON, Canada
Edmonton, AB, Canada
Fredericton, NB, Canada
Halifax, NS, Canada
Ottawa, ON, Canada
Saint John, NB, Canada
St. John's, NL, Canada
Toronto, ON, Canada

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customer who is tried and true Cisco think of CBTS and their Cisco as a Service offerings as well as their multi-platform.

1) We enable you for the first time to make monthly recurring revenue selling Cisco UCaaS, Cisco CCaaS, and the whole Meraki suite

2) As a market leader in SD-WAN, CBTS has designed and delivered some of the most complex SD-WAN deployments into some of the most demanding customers

3) We combine our Cisco UCaaS, CCaaS, Meraki, and/or SD-WAN practice to help you differentiate and win the big multi location deals.

IDEAL CUSTOMER PROFILE

CBTS's focused market segments include: Enterprise, Healthcare, Commercial and Midmarket with a strong focus and history of success in multi-site, retail, finance and healthcare. We have seen great success empowering you to solve for and win the big deals – whether complex SD-WAN, multi-location retail, government and education, or enterprise.   We assist and enable you to professionally present the whole line of Cisco as a Service telephony, collaboration, network and SD-WAN offerings as a monthly OPEX managed solution. Additionally we assist you in aligning and co-selling with local Cisco account managers. With CBTS Cisco is your ally.

CUSTOMER TESTIMONIALS

"Parallel and CBTS became the single point of contact and the technology roadmap partner Donatos needed to build our Store of the Future," said Larry Beckwith, Vice President of Information Services for Donatos. "From supporting our corporate strategies for unified commerce and enhanced customer experience, to franchise growth, to streamlining the entirety of services and support to save us both money and time, the overall solution has

Winnipeg, MB, Canada
Chennai, Tamil Nadu, India
Weybridge, Surrey, U.K.

SERVICE OFFERINGS

CLOUD
CBTS delivers a unique portfolio to the channel around "Cisco as a Service". This multi-billion dollar managed service providers offerings include:
Cisco Meraki Network as a Service (NaaS)- which offers the full Meraki stack of firewalls, switches, access points and cameras and is offered in a MRC solution
SD WAN- Velocloud (North American Partner of the Year), Cisco Meraki and Viptela
UCaaS-Broadworks, Broadcloud and Cisco HEUC with all available Cisco CCaaS platforms and collaborations solutions available
CBTS's focused market segments include: Enterprise, Healthcare, Commercial and Midmarket with a strong focus and history of success in multi-site, retail, finance and healthcare.

UCAAS
UCaaS: Two options based on the size and complexity of an organization, both available in a utility (OpEx), fully-managed model. They are Cisco Hosted Enterprise UC for large enterprises or Cisco Hosted UC for SMBs. Hosted UC is a cloud-based, fully hosted unified communications (UC) solution, designed to completely replace a client's aging telephone system.

Hosted UC enables clients to gain complete control of their business communications with a web-based dashboard. The main components are local; long distance/toll free; advanced mobility and collaboration features; and IP handsets.

Hosted Enterprise UC is a cloud-based, fully hosted and managed Unified Communications (UC) solution for enterprise clients. Powered by Cisco's industry-

certainly met our expectations."

Parallel is an agent of the CBTS Partner Channel, and worked with CBTS to conduct the analysis and implement the new technology infrastructure.

QUALIFYING QUESTIONS

Network as a Service (NaaS)
 Is uptime and availability of your network connection important or even mission critical?
 How concerned are you with your security? Do you have data that needs to be protected from the outside world?
 Would there be value in having management capability of your firewall from anywhere with a simple Internet connection and login?
Cloud-based SD-WAN
 Is it challenging to keep up with changing business needs and drivers using MPLS?
 Do you need a more robust, reliable, and secure network to grow?
 Would you like to avoid/eliminate capital investment into expensive network equipment?
UCaaS
 How is your business affected by the technology shift to an all-mobile environment?
 In the event of an outage, what is the business' plan to make sure you do not miss client calls?
 What functionality would you like to have for your business that you currently cannot deploy with your current system?
 What return on investment activities could your IT staff focus on if they did not have to focus on managing your voice network?

leading Hosted Collaboration Solution, Hosted Enterprise UC provides our enterprise clients with the full UC suite of applications, including key components such as telephony (local, long distance, and toll free), collaboration tools, mobility features, and Cisco IP handsets. With additional features such as Hosted Enterprise Contact Center, WebEx, and Spark, Hosted Enterprise UC is able to meet any and all client needs.

Cloud Calling is a comprehensive service with full cloud-PBX and mobility features. It enables organizations to expand and migrate an existing on-premise deployment into a cloud environment.

IAAS
Cloud Networking – Network as a Service (NaaS) is a managed Cisco Meraki Utility service. NaaS includes UTM Firewall (MX), Auto VPN, Switching (MS), and Wi-Fi with Analytics (MR). NaaS replaces or upgrades a client's current infrastructure with proactive monitoring, management, licensing, and upgrades. Clients pay a MRC instead of CapEx, which gives agents a new revenue stream. Scales from one site to large enterprises.

SDWAN
SD WAN- Velocloud (North American Partner of the Year), Cisco Meraki and Viptela Cloud-based SD-WAN: For customers requiring an SD-WAN solution and would like to reduce MPLS costs or gain excellent QoE. This service will leverage lightweight edge appliances and cloud-based SD-WAN to deliver "quality of experience" for customers' applications over low-cost transport.

CCAAS
Cisco Webex
Cisco Meetings
Cisco Teams
Cisco CJP
Cisco Enterprise Contact Center
Cisco UCCX
Cisco UC One

INDUSTRY RANKINGS

VMware - 2018 SD-WAN Partner Innovation Award
VMware - Top 10 Partner Worldwide
Preferred Canada VeloCloud Partner
VMware Premier Partner - North America
CIO Review 2019 SD-WAN Product of the Year
1 of 9 Most Capable Cisco Partners in the US
Top 3 Cisco HCS Partner in the World

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