

# Good Partnerships Make Sticky Customers

Thursday, March 7th



# What is a Partner Program

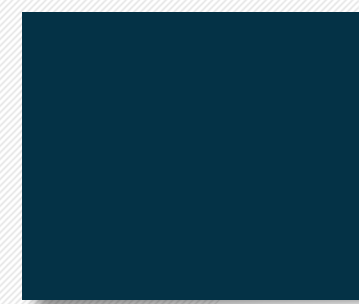
Partner programs usually involve creating a framework for engaging partners, such as offering various incentives, resources, and support. Partner program activities start with-

- Regular communication with your partners
- Training
- Education
- Onboarding
- Technical integration
- Marketing support
- Sales enablement





# Leveraging Partnerships To Make Customer Relationships Sticky



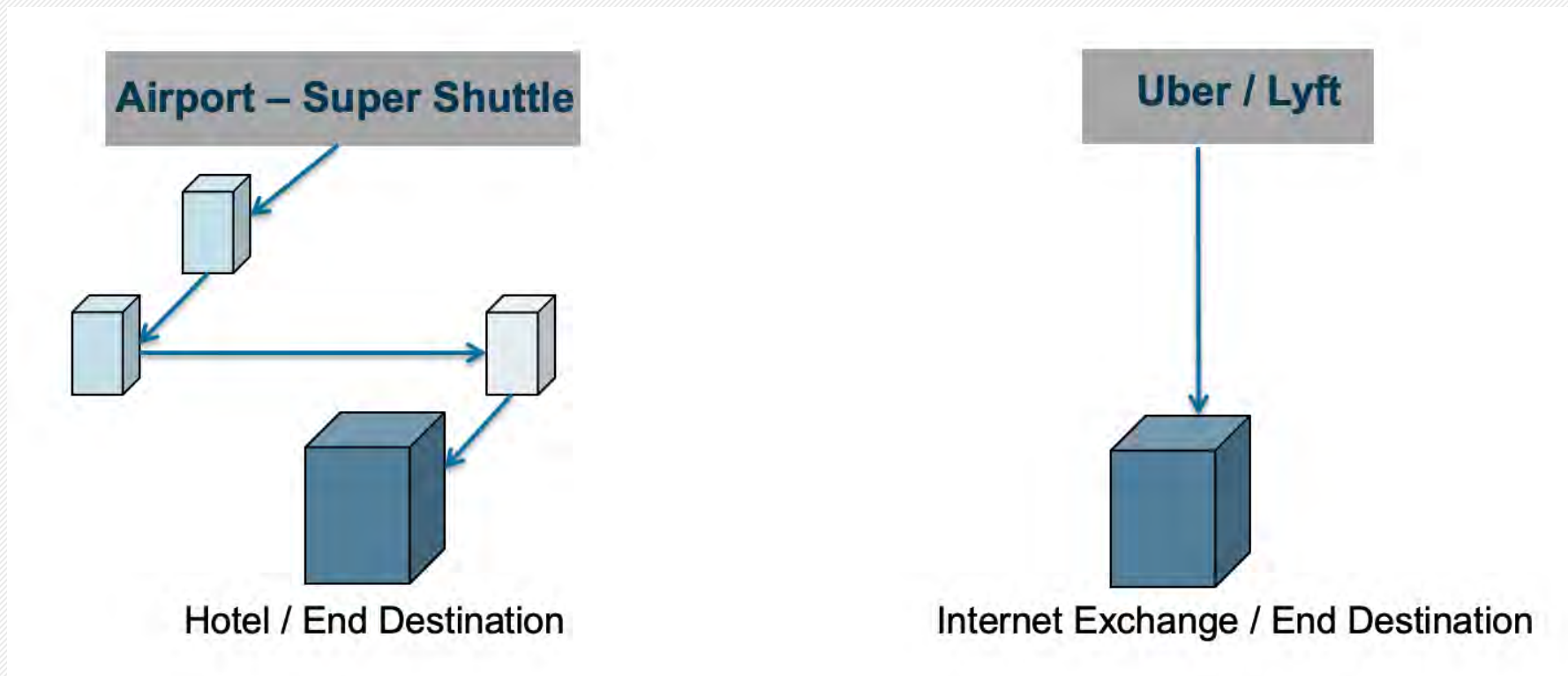
This leverages the synergy of partner companies to the best advantage of the customer!

# Kendra Pignotti

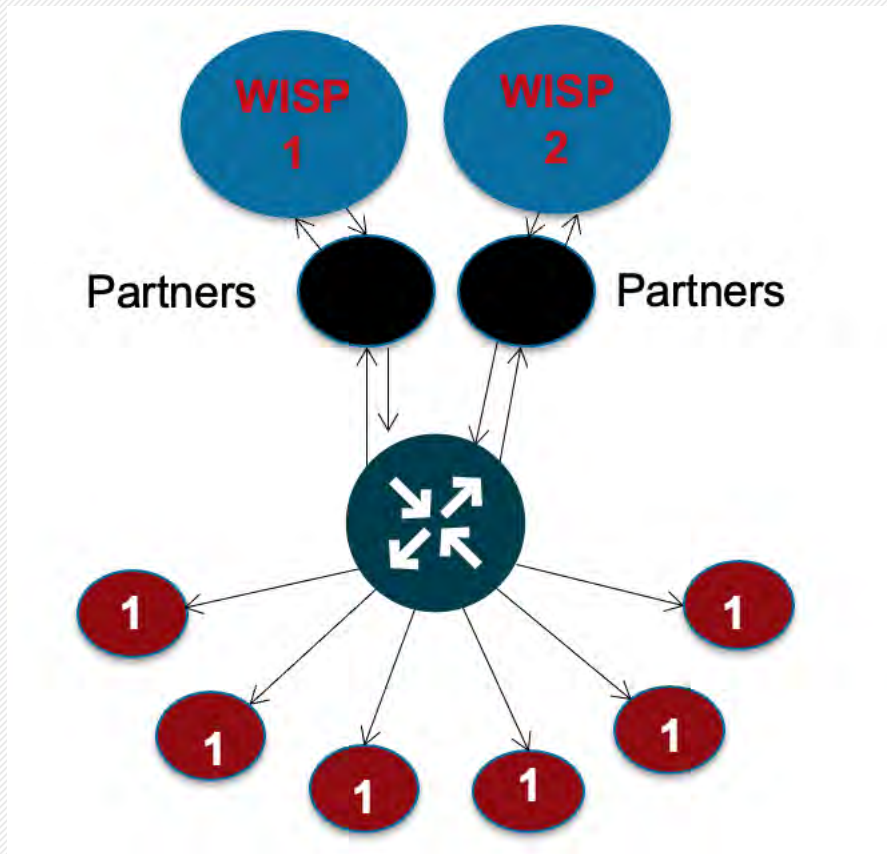


# Peering Simplified

Airport to Hotel – you have a choice – Super Shuttle versus Uber / Lyft



# Internet Traffic with a Partner to reach Peering



## Peering Benefits = Improved Performance and Reach

- Improved network performance (latency, jitter, packet loss, hop count)
- Greater control of network
- Diverse from transit for critical network connections
- Improve traffic / revenue from downstream customers
- Access to other peering services
- SLA backed versus best effort
- Alternative to costly, single 1:1 without private interconnections

This enables you as a partner to bundle multiple products or become a partner yourself by doing so!



# Jason Cohen



# The Streaming Market Offer Choice:

## LIVE TV



## AVOD/FAST

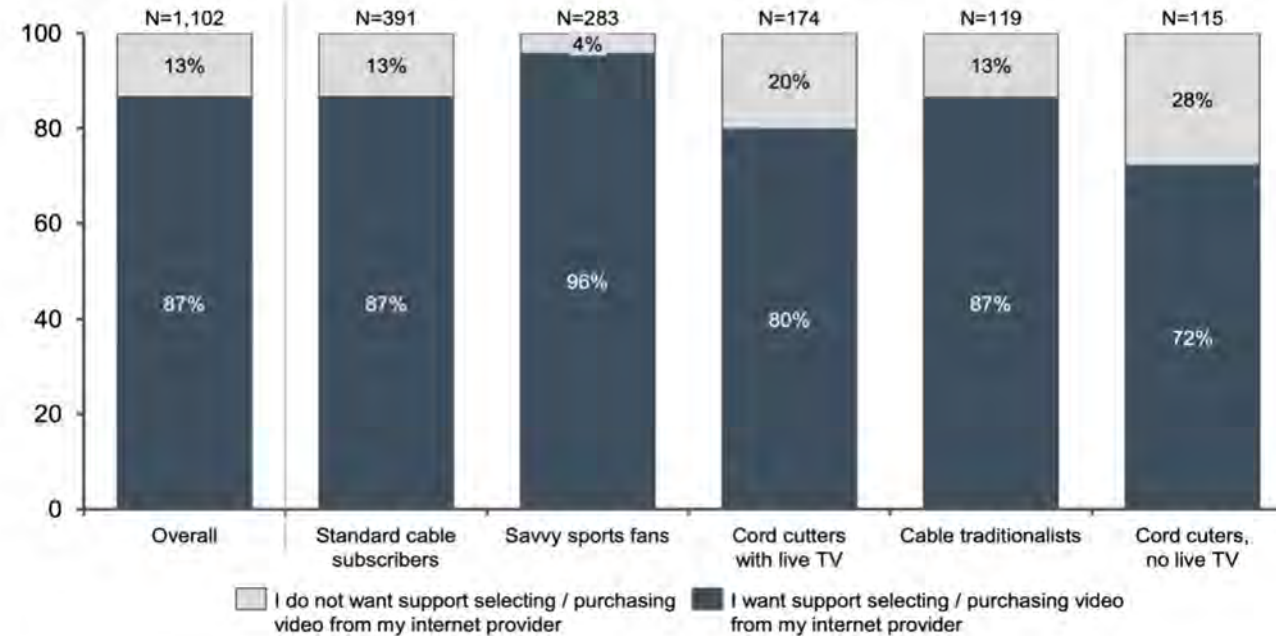


# Research Study Key Finding Excerpt\*

## Most customers would like support from their internet provider in selecting or purchasing video services

Confidential - Do not distribute

Consumer feedback on whether they want support selecting / purchasing video from their internet provider  
Percent of respondents



Notes: Combined N of individual segments does not match overall N as it excludes 18 respondents who did not answer all segmentation questions; \* Includes "I want my internet provider to support me by providing video services to choose from" and "I want my internet provider to support me in finding the right video services"  
Survey: Q52. Given the option, do you want any support selecting / purchasing video from your internet provider?

87% of customers said they would like support from their internet provider in selecting video services.

\*Commissioned by top 10 U.S. High-Speed Internet Provider serving multiple U.S. regions and executed over a 7 week period by a top management consulting firm.



**John Hargrove**



Prioritize personal connections with customers, treating them as individuals rather than just clients.

Ensure the process for customers to switch to their services is straightforward and hassle-free

Quickly own and resolve any issues that arise, emphasizing the importance of communication.

View your ISP as partners, neighbors, and friends to their customers, aiming to be "THE ANSWER" to any problem.

Community involvement is central to their ethos, supporting institutions like libraries and churches and engaging in community-oriented initiatives.

Engage in partnerships with libraries for technology upgrades, utilizing private-public partnerships and private grant money to enhance community resources.

Effective private-public collaborations.





**Questions?**



**Moderator: Skip Hirvela, VP of Sales Partnerships, Calix**

**Speaker: Kendra Pignotti, Dir. Strategic Partners, DE-CIX North America**

**Speaker: Jason Cohen, CEO, MyBundle**

**Speaker: John E Hargrove PE COO Evergreen Technology Solutions LLC**



# THANK YOU

