

Elevator Pitch

TailWind helps multi-location businesses simplify IT across the entire organization. We are the single point of contact for every voice, infrastructure, and connectivity need.



Services

Connectivity

- Broadband Aggregation
- Carrier Services
- SD-WAN
- WLAN

Enterprise IT

- Advisory Services
- Project Management
- Structured Cabling
- Stage & Configuration
- Engineering

Network Management

- NOCaaS

Ideal Customer

The ideal TailWind customer has 15 or more locations and is looking for:

- Data and billing aggregation
- Staging and configuration services
- Break/fix support
- 24x7x365 NOCaaS
- Structured wiring
- Rack and stack of gear
- SD-WAN and UCaaS installations
- Installation, monitoring, and management on both sides of the demarc

Qualifying Questions

How many locations does your business have?
Are you looking for:

- Broadband aggregation?
- Nationwide tech dispatching?
- Billing consolidation?
- Access management?
- Staging and configuration?
- Who performs your break/fix services?
- Would 24x7x365 NOCaaS with responsive IT support prevent issues like downtime?
- Would you benefit from having a single vendor for all your installation, monitoring, and management needs on both sides of the demarc?



Key Differentiators

- “Always on” approach to responding to the customer’s needs, from diagnosing and fixing issues to putting a technician onsite.
- We work on both sides of the demarc, so the customer never has to worry about getting stuck in the middle.
- Single point of contact to deploy multi-site rollouts, and complete planning, procurement, staging, and equipment installs at all locations.
- Proven expertise and knowledge from serving more than 40,000 customers across the U.S. and Canada.
- Complete accountability for the customer’s business network with first-class management of all assets, services, and connectivity issues.
- Industry expert in finding, installing, and managing multi-location connectivity with services tailored to the customer’s needs.



Common Objections

Objection	Rebuttal
<p>We already have a system for working with multiple vendors.</p>	<p>Dealing with multiple service providers and carriers across every location takes up a lot of time and resources. Plus, solving billing or outage issues can be a nightmare when you have to figure out which vendor to call.</p> <p>TailWind can simplify multi-location connectivity with customized, bundled services for your entire enterprise. We'll leverage our relationships with major national providers and hundreds of regional providers to ensure you pay the best prices. We also become your single point of contact for all of your billing and troubleshooting needs.</p>
<p>We can handle deploying IT projects on our own.</p>	<p>Managing complex, multi-site rollouts across every location without experienced support can result in costly on-site disruptions and a lack of coordination.</p> <p>TailWind minimizes on-site disruptions by preparing equipment for installation in advance at our staging and configuration lab. We also provide oversight and completion of every project for your entire enterprise, so you can get back to strategy and more important tasks.</p>
<p>We have on-site IT staff taking care of connectivity issues.</p>	<p>When you outsource your NOC needs to TailWind, we don't take over your IT department. Instead, we become an extension of your team.</p> <p>With TailWind's NOCaaS solution, your on-site IT staff no longer has to spend valuable time resolving basic issues. We take the burden off their shoulders so they can focus on key aspects of your business and projects that drive growth.</p>