



**For immediate release!**

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## **Cincinnati Bell Business Names ATC Partner of the Year**

*Cincinnati, OH, April 10, 2017*—In 2016, ATC reached performance milestones for new business, implementing strategic services and retention that exceeded all other partners. Thus, ATC was recognized by Cincinnati Bell Business (NYSE: CBB) as its inaugural “Partner of the Year”. The designation was originally announced earlier this year at a partner summit held at the Rhinegeist Brewery, located in downtown Cincinnati.

Last year was the first year CBB began to formerly stack rank their partners, particularly those looking to sell strategic services such as their cloud telephony platform – connected office voice premium or COVP – and its dedicated metro Ethernet fiber. CBB provides voice, data and technology services essential to all their partners, but more specifically, to ATC’s target market – medium, large and enterprise multi-location organizations.

“It’s important to have great partners. They are going to play a bigger role in our future,” said Greg Wheeler, senior vice president of sales and operations for business markets at CBB. “As we continue our evolution from a century old telephone company to a pure technology provider, ATC’s commitment to helping their clients with leading-edge technologies makes them a great fit for us. Further, ATC’s sales volume, dedication to customer retention and support, and the time they spend with my team to get things right are what truly make them unique. We are honored to award them with our Partner of the Year for 2016.” For that distinction, ATC recently took part in the CBB President’s Club getaway to Marco Island.

### **SD-WAN and NaaS Up Next**

Cincinnati Bell Business recently announced their new Network as a Service (NaaS) offering, a fully managed solution that bundles integrated SD-WAN capabilities to connect multiple, and remote, business locations. NaaS allows customers to leverage CBB to deliver a fully managed network in one stack. CBB is the only technology service provider in the United States to natively transform Cisco Meraki’s industry leading networking, switching, LAN, WAN, Wi-Fi, Security, & IOT platform into an “as-a-Service” model. It’s fully managed by certified engineers 24x7x365, completely bandwidth agnostic and delivered to customers as a service. Customers pay a simple, predictable monthly price for equipment and US-based support.

“CBB is clearly putting more emphasis on supporting partners such as ATC,” says ATC Managing Partner and Co-Founder, David Goodwin. “Over the years, ATC and CBB have been a strong combination for unified communications, cloud services and network options. We are looking to extend our relationship as their emerging technologies, such as SD-WAN and Network as a Service, help increase their reach.



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Real savings.

ATC's "solution agnostic" value proposition allows it to source over 100 providers nationwide. With ATC having an office in Cincinnati (West Chester), naturally, CBB has been a very strong and strategic provider for that office. ATC has achieved performance goals for not only new business and retention, but for CBB product knowledge, system/process orientation and solution architecture.

David Goodwin leads ATC's West Chester, OH, office and Darren DeMartino leads the Hartford, CT, office. For more information, contact Advanced Technology Consulting at 1-877-977-4800, or visit [4atc.com](http://4atc.com).

*About Advanced Technology Consulting*

Advanced Technology Consulting, Inc. (ATC), an independent telecom agency and IT consulting firm, removes the business complexities of researching, comparing, procuring, implementing and managing telecommunications solutions. The convergence of telecom, IT and cloud have spawned increasing demand for ATC's deep segment-specific expertise wrapped around voice, VoIP, unified communications, data, network, security and cloud services. Coupled with solution-agnostic counsel and the ability to offer products and solutions from over 100 service providers, ATC has become a trusted advisor for complex IT decisions. Services include strategic consulting, contract negotiation, project management, business-needs analysis, and support.

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