



# Telegation, Inc.

## General Manager Brief: What Telegation is talking about for 2011!

Telegation has been conducting strategic brainstorming meetings over the last few months to help prepare for an outstanding 2011. The main goal was to introduce new ideas that would improve Telegation in all areas of our current business model. With that said, some top ideas are listed below:



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- **AGENT COUNCIL MEETINGS:** The goal is to invite agents of Telegation for a few days to our Corporate HQ. During this time we will be soliciting feedback on how Telegation can improve. Present at this meeting will be the Director of Service, Director of Commissions, Technology, Sales Engineering, Sales Management and Executive Management. This meeting is targeted to take place in early Q1 2011.
- **CUSTOMER APPRECIATION DAY:** The goal is to invite our clients to Telegation HQ so they can get to know us, an **Open House** throughout the day if you will.
- **2011 AWARD TRIP :** The goal is to put together a great trip for our **TOP PRODUCING** agents in 2011. Stay tuned for announcement!
- **BASE MANAGEMENT:** We work hard together to identify, propose, sell, implement and service clients. The goal is to keep our agents informed on any accounts approaching a renewal cycle. It's a must to renew and or up sell these existing clients.
- **AGENT TRAINING:** We will be looking for feedback in this area at our Agent Council meeting. Everyone's time is valuable and the goal is not to waste it!
- **NEW PRODUCT LAUNCHES:** Telegation will be looking to improve on our wholesale PRI offering as well as introduce a wholesale PT to PT and Dedicated Internet Access offering.  
Large residual commissions can be made!
- **SERVICE:** As you know we introduced an email auto response system keeping our agent community informed on Pre-Sale Opportunities, Order Fulfillment and Customer Service Requests. The goal is to continue to improve on this platform. Servicing our agents and the end users is and always will be **TOP PRIORITY** at Telegation

That's it for now; just know your Telegation Team is always looking for better ways to improve on our business. My line is open; call me anytime at 248-284-6794.

Sincerely,  
*Daniel G. Williamson*  
 General Manager  
 Telegation, Inc.

### Special points of interest:

- Telegation's Plans for 2011
- Sales Engineer's Speak Out
- Made in Oakland Top Management Article



# “Ask the Engineer” - Craig Goins: New 4G WiMAX from 123 Net

## OVERVIEW

123Net is proud to announce the arrival of 4G (Fourth Generation) WiMAX for Metro Detroit. Our new Wireless Network is capable of delivering bandwidth over the air through FCC licensed spectrum, free from interference and completely engineered from top to bottom by our company.

## TECHNOLOGY

Our 4G WiMAX technology utilizes MIMO, OFDM, Packet Prioritization and other QoS features that until this point have never been commercially available in Metro Detroit. 123Net is dedicated to remaining a leader in raising the bar and giving customers a true alternative to terrestrial connections.

## FEATURES AND OPTIONS

- Dedicated, symmetrical bandwidth options from T1 to 8 Mb
- Full scalability, bandwidth volume can be modified with a phone call
- Built in Quality of Service (QoS) and voice packet prioritization ensure mission critical data reaches its final destination

Engineered to circumvent all terrestrial ILEC Telco infrastructure

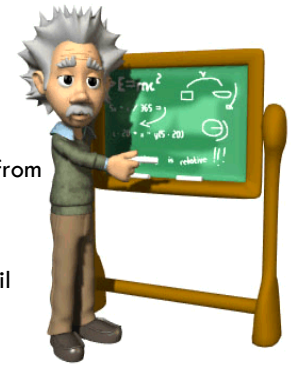
## BENEFITS

- Customer is on a private, direct route to the cloud
- Secure, encrypted paths with advanced security systems
- Installation in as little as 3 to 5 days
- Guaranteed 99.99% availability
- Operates exclusively in FCC Licensed frequencies, no interference
- Allows mission critical services to run smoothly
- Proactive customer support

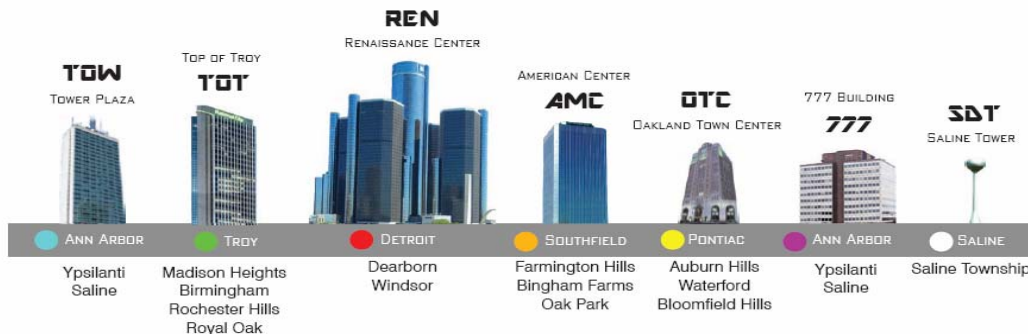
Works great with voice systems including SIP or hosted PBX

## REDUNDANCY

This wireless solution circumvents terrestrial telco facilities. Many businesses are looking for multiple paths to the internet. Services are backhauled to the Southfield Main POP, so customers using WiMAX in Troy, Detroit, Ann Arbor, Saline or Pontiac are building redundancy from their local POP.



**“Remember, you only have to succeed the last time.” - Brian**



## “Ask the Engineer” - Russell Ruebensaal:



### Question:

**T1 versus DSL- What is the difference for voice and data networking needs?**

### Answer:

Businesses today face the task of evaluating internet alternatives for their voice and data networking needs. The two most common choices for broadband or internet services are Digital Subscriber Line (DSL) and T1 services.

Each alternative has specific attributes or capabilities that can be used to evaluate the best solution for a customer.

#### Digital Subscriber Line (DSL)

- DSL service works over a copper pair that connects to a DSLAM (Digital Subscriber Line Access Multiplexer) in a central office.
- The DSLAM transfers data from a multitude of users to a single internet port. Therefore, sharing this port with potentially a large numbers of users can slow down the rate at which data is transferred.
- DSL service is usually asymmetrical in design; i.e. the data transfer rate up to the internet is different that the data transfer rate down from the internet.
- DSL service is a distance sensitive service that operates at a range of about 18Kft (approximately 3 miles) from a central office.

DSL price points typically range between \$50 and \$250 per month.

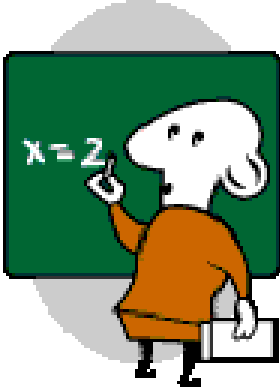
#### T1 Internet Service

- A T1 line is a dedicated service that connects a customer premises to an internet port in a central office. Oversubscription generally is less with a T1 dedicated service than there would be with DSL service.
- T1 services are provisioned with two pairs of wire (transmit and receive pair) which permits data to be sent and received at the same time (full duplex). DSL service is provisioned on a switched telephone number.
- T1 service is symmetrical in design; i.e. 1.5 Mbps speed to and from the internet.
- Dedicated services such as a T1 are not distance sensitive and therefore can provide access from distances of 25 to 50 miles or greater.

T1 dedicated internet services will range in price from \$299.00 to \$599.00 or higher depending upon geographical location and carrier.

**Seek out that particular mental attribute which makes you feel most deeply and vitally alive, along with which comes the inner voice which says, "This is the real me," and when you have found that attitude, follow it. -William James**

## “Ask the Engineer” - Brandon Burchard



Solution providers have a real opportunity in the cloud computing space, as more companies look to the technology to help them reduce both their operating expenses and capital expenditures and expand their IT portfolio. A recent study, “Cloud Computing: Pulling Back the Curtain” shows that midsized companies are adopting the technology fastest – 64 percent reported involvement with cloud computing compared to 36 percent of small companies and 58 percent of larger firms.

The major telecoms service providers have been watching the leading **Cloud Computing companies** including Google, Amazon and sales force.com grow their businesses by utilizing their high bandwidth broadband networks. There is now an opportunity for the Telco’s to move up the value chain from being “reliable bit pipes” to offering high value enterprise class, Cloud-based business applications to their corporate customers.

What are the Emerging Cloud Computing Services Offered by the Telco’s? Carriers such as CBeyond, Paetec, and AT&T are all offering or in the process of developing “Cloud” based solution to deliver service such as email, security, IVR, and storage solutions.

Last year several operators took the first steps into Cloud Services by offering Microsoft Exchange Email Hosting and the Microsoft SharePoint collaboration suite on a low monthly subscription and delivering significant cost savings to their small to medium sized business customers.

In the US, AT&T launched its Synaptic Hosting Service; a pay-per-use managed hosting service and added a “Storage-as-a-Service” archiving and data backup service. Then in June, Verizon unveiled “Computing -as-a-Service” with daily or monthly usage fees, aimed at mid-sized and large business customers.

The Telco service providers will need to decide whether to grow their own Cloud-based solutions sales and support teams or establish close partnerships with leading IT Services vendors and Cloud Computing companies in a revenue split model.

The smart solution provider will become the expert on the benefits the cloud can bring to their customers; not just cost-savings. For more information about cloud solutions that Telegration can offer; please contact one of our expert sales engineers.

**You don't get paid for the hour. You get paid for the value you bring to the hour. - Jim Rhon**



# Telegration

It's better here

Let's talk about AT&T Mobility and how it pays great commissions with very little work on your part!

*CALL ME!*

**Ian Branam**

248-284-6740 ( Desk )

248-506-4037 ( \*AT&T Smart Phone)

[ibranam@telegration.net](mailto:ibranam@telegration.net) (Email)

## REQUEST A QUOTE TODAY!

<http://www.telegration.com/att-mobility-request.aspx>

The screenshot shows the Telegration website header with navigation links: LOGIN, CONTACT INFO, HOME. Below the header are icons for: saving money, products & services, customer service, corporate info, employee & agent tools, and agent program. The main content area features the "AT&T Mobility Request Form" title, which is circled in red. The form includes a "Submitted By:" section with fields for First Name, Last Name, Date Submitted (pre-filled with 11/11/2010), and E-mail. Below this is a section titled "Please Identify the Service or Solution You Are Interested In:" with dropdown menus for Solution and Timeframe (pre-filled with ASAP).



# Telegation, Inc. Sales Engineer Request Process

Agent,

SE Request Portal to automatically track and update you on your request as this is a great tool that we created to reassure each quote that goes through this portal is worked efficiently!

You can submit (1) Attachment through the portal, and if needed send bill copy in a separate EMAIL to: [alliancesupport@telegation.net](mailto:alliancesupport@telegation.net) or FAX to: (248)-284-6549

## Step 1

Submit your Quote Request through our Employee & Agent Tab.

<http://www.telegation.com/SalesEngineerForm.aspx>



TELEGRATION, INC.

# Telegration



saving money



products & services



customer service



corporate info



employee & agent tools



agent program

Telegration reduces costs and improves efficiencies for over 27,000 businesses, including Fortune 500 corporations, cities, government agencies, and other organizations while providing maximum flexibility, service guarantees and exceptional customer service. In addition to being one of the largest AT&T® 5-Star Authorized Distributors and an Authorized AT&T® Solution Provider, Telegration also offers a complete range of local, long distance, and Internet services from a growing number of leading providers

Founded in 1990 and headquartered in Clawson, Michigan, Telegration is one of the fastest growing providers in the Great Lakes region.

Size of Company: 30 \*Direct Employees + 150 \*Independent Sales Reps; 20+ Years In Business

## What You Can Expect from Us

In a world of "me too" providers, Telegration is quite unique. We offer all the products, resources and capabilities of the largest telecommunications providers, with a level of personal care and attention that seems to have been forgotten in the highly competitive telecommunications industry, including:

The highest level of customer service in the industry; A full line of services by the industry's best providers;

Scheduled reviews of your communication services for no charge on an on - going basis; Recommendations in simple to understand language and a downward pricing spiral with guaranteed flexibility through a wide variety of calling plans.

## Telegration Service Providers

When Telegration is selected as your telecommunications partner, Telegration's highly experienced team will help you transition seamlessly to our services without any disruption to your business. Telegration Order Fulfillment and Network Engineers are responsible for keeping you up-to-speed with all installation details and the status of each and every step. Thorough testing upon installation will be coordinated by Telegration to ensure a smooth transition. The normal time frame for Telegration Service Providers installation varies by specific products. The normal time frame for non-complex service implementation is 10 - 14 business days and the normal time frame for complex service is approximately 30-45 business days.

## Meet Our Management



Denis Raue  
President



Dan Williamson  
General Manager



Jeremi Hunter  
Director of Sales



Craig Goins  
Sales Engineer



Brandon Burchard  
Sales Engineer



Aaron Hunter  
Senior Account Executive

