

# THE BRAINTRUST

August 2022

## New Engineering Quick Hits Launched!

Nine new on-demand training modules are live in the Trusted Advisor Academy. Brought to you by some of your favorite engineers, topics include Ransomware, CCaaS Integrations, Strategic Enterprise Selling, and Colocation. Each session is followed by a short quiz – dive into those that interest you most!

## SE Podcast

Millions of businesses are transitioning away from POTS Lines. [Join AVANT's Chip Hoisington and Granite's Mike Ferry](#) as they discuss the FCC ruling driving this change and explore affordable, reliable solutions coming to market to replace outdated POTS infrastructure.

## New Matrix

Communications Platform as a Service (CPaaS) lets developers add real-time communication features to existing business applications using APIs (no need to build backend infrastructure and interfaces). The [CPaaS Matrix](#) differentiates between providers' offerings to help Trusted Advisors find the best fit for each customer's needs.

## CCaaS Webinar Series: Register for Episode 5!

On August 18th, AVANT's Chris Brennan and Five9's Dan Petersen will provide tips, tricks, and strategies for getting CCaaS deals across the finish line, no matter how big or unique they may be! [Register for the webinar here.](#)

## Technology Updates

### SD-WAN/SASE

**Aryaka** productized a "Zero Trust WAN" offering that includes security, networking, and last mile services for branch offices and remote users connecting to DCs, IaaS, and SaaS apps.

### Security

**Coro** bundles security for SMB customers, offering protection for endpoints, cloud apps, and email at an affordable price. Read more [here.](#)

**Darktrace** leverages self-learning AI to find day-zero threats and proactively notifies customers as threats are blocked. Read more [here.](#)

**Keeper** locks down endpoints with zero trust, defending against ransomware and other password-related breaches. Read more [here.](#)

**TPx** offers MDR and in-depth Security Awareness Training, as well as ancillary security services like Patch Management. Read more [here.](#)

### Colocation

**CoreSite** offers expanded data center presence in Atlanta and Orlando, as well as new layer 3 connectivity to public cloud. Read more [here.](#)

### New IQA

**DDoS Mitigation** protects circuits, websites, and other web infrastructure from being overrun with requests. Use the new IQA to help customers select the right scrubbing service to protect critical circuits.

# Engineering Promotions

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## **Brent Wilford - Senior Director of CX & UC**

Brent is now the UCaaS and CCaaS practice lead! In his new role, he will focus on implementing strategies for growing the category, working with vendors, and thought leadership. Well done, Brent!



## **Chip Hoisington - Senior Director of Connectivity, Colocation & Wireless**

Chip is the new WAN practice lead! In this position, he will utilize his expertise to continue developing AVANT's connectivity practice, especially in emerging areas like Mobility and IoT. Congratulations, Chip!



## **Dave Watson - Field Sales Engineer**

Dave is incredibly motivated and passionate about delivering top-notch service to AVANT Trusted Advisors. He has attained countless provider certifications and volunteered at several in-market events this year, all while leading the SE team in customer calls! Great work, Dave!

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**Learn more about the AVANT Engineers on the [Meet the Engineers](#) section of the AVANT website!**

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# AVANT Win Wire • Connectivity



Peter Callowhill

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**Customer** Homebuilder / Developer

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**Industry** Residential Construction

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**Size and Scope** 25 Locations

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**Drivers & Requirements** Expiring Contract, New Technology, Dual Diverse Circuits, Low Latency, Increased Bandwidth

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**Provider** Lumen

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**MRC / NRC** \$51K MRC

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**Solution** Dual DIA & LTE

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**Competitors** BCN, Granite, Nitel

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**Why did we win?**

Working alongside the VAR as a united team, we created a competitive environment among potential service providers. After analyzing pricing and Last Mile Access data, we determined that Lumen offered the most diversity at multiple client sites and secured channel integration.

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**AVANT's Role**

AVANT created and delivered multiple circuit technology, bandwidth, and term options. AVANT's Trusted Advisor, Account Manager, Inside Channel Manager, Pricing Analyst, and Field Sales Engineer worked collectively to deliver concise and timely information, solidifying the client's final decision.

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