

New Partnering Model Provides Route for Service Providers to Gain a Global IP Footprint

“Enterprises searching for new revenue sources in global markets and cost-efficient multi-sourcing methods are placing new demands on regional service providers,” says Anthony Christie, Global Crossing’s chief marketing officer. According to a 2005 Gartner research report more than 80 percent of global enterprises use global sourcing strategies to achieve cost savings and productivity gains.

“These regional service providers are facing new challenges trying to meet the demands of enterprises with limited regional networks,” Anthony explains. “Enterprises require service providers that can deliver convergence. But advanced voice and video IP solutions are complex to build and require significant capital investment and operating expenditure before revenue can be derived from providing them. In-region enterprises also require global IP connectivity, while out-of-region opportunities are difficult to win for service providers without network and services already in place.”

That’s the case with MTS Allstream, Canada’s third largest communication solutions provider, says Dave Ballantine, Senior Vice President of Wholesale and International Carrier Services. “We leveraged Global Crossing’s Global Partners Program (GPP) to participate in bids that required an international product offering,” Dave said. “As a member of GPP, we also were able to “up-sell” our current customer base.” MTS Allstream operates a world-class national network and infrastructure, providing IP convergence and IP-based solutions to a sizeable, blue-chip customer base.

Global Crossing’s Global Partners Program enables regional-based service providers like MTS Allstream to meet the communications requirements of today’s global enterprises. GPP members provide service expansion, achieve faster time to market, and extend reach solutions, while incurring minimal CAPEX/OPEX costs to launch their programs.

“As they [enterprises] move to converged IP solutions, not only are they looking for an easy migration path, but they want cost savings of anywhere between 10% and 25% over a three-year period,” Anthony explains. “They hope to see this savings not just from the arbitrage of VoIP services, but from economies and applications they want to deploy with that utility network, Implicit in that equation is a high-level of security, simplicity and flexibility from the service provider.”

Dave Ballantine explained that Global Crossing collaborated in the development of MTS Allstream’s rest-of-world products, such as Multi-Protocol Labeling Switching (MPLS), IPL, OSS (On Site Support for CPE) and DIA. With Global Crossing’s Fast-Track Services™ portfolio, the company offers a fully integrated and interoperable suite of IP and legacy enterprise-level services that are procured, provisioned and billed by the service provider (who is a GPP partner) as white label or on a co-branded basis.

“We worked closely with Global Crossing’s product management teams during our productization process,” Dave said. “Global Crossing helped MTS Allstream during our product roll-out. Various Global Crossing personnel were on our premises to provide training to our personnel. Global Crossing worked closely with us on our service delivery and their NOC personnel ensured the implementation and maintenance processes were properly integrated.”



Global Crossing's differentiation is the company's Technology, Security, Support and Control (TSSC). With its iMPLS™ network, Global Crossing says it is uniquely able to offer all three service interconnection options, providing a highly scalable environment that can be provisioned manually. It also offers options with no Layer 3 hops, so it's completely transparent to end-users with guaranteed SLAs end-to-end.

Global Crossing's Commercial Engagement Manager and Solutions Consultant located on MTS Allstream's premises continue to work closely with their product management and sales organizations. When needed, they assist the account teams during the sales process, providing technical or special pricing support. Joint sales calls are arranged when appropriate. They are also actively engaged in our North American program to deploy IP converged services to a significant base of embedded traditional data customers.

Global Crossing's ability centers around its core value proposition, including our extended reach to currently non-serviceable areas. Global Crossing's Program Office supports all aspects of the Global Partners Program, establishing a comprehensive team that includes an engagement manager, customer support manager and solutions consultant to engage partners and meet their customers' requirements. The team also handles overall project planning and implementation. They work with the partner's product and sales team during the sales process to bid, close and develop end-user customer solutions, including interconnection requirements for partners and their end-customers. Partners and end-customers are on-boarded through Global Crossing's e-bonding and support tools, such as uCommand®. Partners also receive marketing support, network statistics, roadmap updates and executive reviews as well.

"Since the inception of our Global Partners Program in 2004, we've recruited 41 partners across all regions -- Asia, Europe, Latin America and North America -- and our target is to reach 50 partners by the end of this year," says Omar Altaji, Global Crossing's Senior Vice President of the Global Partners Program. "We strive to be part of the fabric and DNA of our partners. More than 200 enterprise end-customers, including global and regional Fortune 1000 are being served by GPP. We consider our GPP relationship to be a lot more than a resale opportunity. It [GPP] is a viable means to grow their top and bottom line results. It's a true partnership, not just a 'customer-supplier' arrangement."

"The world is flattening," Anthony adds, "and the service portfolio that we market is part of the reason why."

About the authors:

Anthony D. Christie is the Chief Marketing Officer and Executive Vice President at Global Crossing. Christie oversees Global Crossing's marketing organization and its Agent Channel, comprising enterprise resellers and VARs. The marketing organization is dedicated to assessing customer needs, evaluating Global Crossing's position relative to competitors in satisfying those needs, and developing, positioning and managing the products and services Global Crossing offers. As chief marketing officer, Mr. Christie is responsible for product development, product management, pricing, strategic marketing and market development. In his role overseeing the Agent Channel, Mr. Christie focuses on expanding relationships with Global Crossing's Agent partners and developing new ways to support their growth.

Omar Altaji is Senior Vice President of Global Crossing's Global Partners Program, a critical element of Global Crossing's "go-to-market" plan that seeks to partner with carriers around the world, extending Global Crossing's market coverage and bringing our robust suite of IP services to the enterprise customers they serve. He is the senior leader responsible for all aspects of the Global Partners Program, including program definition and partner acquisition and support.