



Who is Focal Solutions?

- We are carrier-neutral telecom consultants with relationships with all the major telecommunications carriers. We stay on top of industry trends, technology, individual product performance, and pricing. We work on behalf of our clients to make sure they get the best network for their needs at the best price.
- We provide complete project management services for the installation of all your telecommunication services. We stay on top of the carriers to make sure that they deliver on time and everyone is updated on all milestones. We coordinate the delivery of services with all parties – the carriers, the customer and the customer’s vendors. We do this so our customer can focus their time and energy where it needed, on internal tasks, instead of making sure their providers are doing their job.
- As customer advocates our service continues on after the installation of services as an escalation point for any maintenance, billing, or life cycle management issues.
- Since our inception in 2002 we have helped numerous clients such as MedAire, eInstruction, Burrtec Waste and many others, researching service options, ordering services, and managing the installation process at no additional cost

What Our Clients are Saying . . .

"Conducting an apples-to-apples comparison of telecommunications data and voice offerings including services, costs, and ancillary fees can be a complicated and time-consuming task for any IT department. Focal Solutions made it easy by creating an analysis of relevant information from multiple vendors. When it came time for negotiations, Focal Solutions helped negotiate terms that worked best for our company while eliminating or reducing the fees we would have otherwise paid. After making a final decision, Focal Solutions managed the project every step of the way to ensure our success and happiness. Thanks to Focal Solutions, we have a faster and more robust network and are saving more than \$360,000 per year. "

•Steven Garbade, VP of IT for eInstruction

"Anyone made responsible for the telecommunications services of their business knows how complex it can be. From complex bills, unexplainable tariffs, taxes, to the need to manage installation, and carrier change processes that are problematic, it takes a very specific skill set to accomplish all of these challenges with an in house employee. And when you want to consider new services, lord knows how much time getting an apples to apples comparison of what you'll get and the reoccurring costs is a tiresome nightmare.

I'm happy to share with my colleagues that there is a better world. A world where these skills sets exist and bills make sense. A world where order issues and roadblocks are made transparent to me, my team, and most importantly my business. A world where new needs can met and an accurate comparison of not only fixed monthly costs, but the variable factors can also be considered in the mix, like a Travelocity for SIP Services.

That world is made possible by my business partner, Focal Solutions."

•Raymond Lane, Director, Information Technology for MedAire

A Few of our Carrier Partners . . .





Top 10 reasons our clients never leave, and why you will want to work with Focal Solutions

- 1. No Quotas** Unlike direct sales representatives we don't have quotas, so we can present what meets your business needs not ours.
- 2. We Understand Your Business Needs** Unlike a provider's sales team who has access to a limited product line, at Focal Solutions we listen to customers business needs in order to recommend the right provider or blended solution from multiple providers.
- 3. It's about Your Success** Our compensation is based on a monthly residual meaning we are financially incented to continuously service our customers, unlike a direct representative who is off to the next sale. Focal Solutions is committed to ensuring our customers get outstanding service and that they are made aware of all options and get the best possible pricing both initially and when they re-evaluate provider options at renewal time.
- 4. Same Pricing as Direct Reps** Providers love agents. Agents don't cost them overhead for computers, offices and HR. The lower overhead allows us to extend the same pricing as they do direct. In addition, because of our market knowledge we are often able to drive better pricing than what the direct team would typically offer.
- 5. Limited or No Turnover** We are independent and are not subject to the constant employment changes typical of provider's direct sales force. We give our customers a single consistent source for all their carrier needs and buffer them from the constant changes at the carrier level.
- 6. Truth vs. Commission** Because our compensation is based on a residual commission from providers, we have a financial interest in making sure our customers have a quality solution at the best price. Carriers focus on total contract value – we focus on total customer value!
- 7. Presentation of New Technologies** We represent, work closely with, and constantly add more providers to our portfolio so we stay well versed in the latest business solutions. We also include many niche offerings in our portfolio that fill in the gaps were the large carriers fall short.
- 8. Single Solution Source** Focal Solutions represents multiple providers so we can offer the business solution choices customers need. We also save you time and money by doing all the leg work to uncover the appropriate solutions.
- 9. Eye on Incentives and Promotions** Representing multiple providers, we keep an eye on promotions and incentives that allow customers to get the best pricing when they are ready to make a decision.
- 10. Unbiased Opinions of Providers** Because we represent multiple providers, we can focus on the required criteria including product, price, service, geographical location, and promotions in order to select the best providers and create a lasting solution.