# GTT SECURE CONNECT

## BATTLE CARDS

### Elevator pitch

COVID 19 has accelerated enterprises digital transformation initiatives driving new business requirements including transforming the branch offices, adopting the cloud, and securing a work from anywhere workforce. The integration of an internet-based Wide Area Network with cloud-security functionality provides enterprises with a path toward a Secure Access Security Edge (SASE) framework and its many benefits.

GTT are experts in providing managed connectivity, managed SD-WAN, and managed cybersecurity as well as professional services. We will source your access, plan, design, and implement your Wide Area Network and cybersecurity solutions to enable your digital transformation initiatives. Once deployed, GTT will continue to manage, maintain and monitor your solution allowing your teams to focus on key strategic initiatives rather than core network infrastructure. GTT combines best in breed, scalable technology solutions with wide area networking and security expertise to help businesses reduce complexities, defend against an ever changing threat landscape and meet regulatory requirements while returning a return on investment.

### Key targets

- Medium to large global enterprises with complex application performance needs
- Enterprises requiring a secure multi-cloud strategy
- Enterprises with a mobile or remote workforce
- Enterprises that require secure access to the internet for their employees, suppliers and customers
- Enterprises requiring an elastic, scalable solution providing for easy security and networking management across all sites , devices and individuals
- Enterprises struggling to hire and retain qualified and affordable IT and security professionals

### Persona messaging

**Target IT, security, network, and business decision makers**

With a managed or co-managed solution, GTT's Secure Connect solution helps defend against the constantly changing threat landscape mitigating the damage of downtime, recovery costs, ransoms, brand reputation and more.

**CHIEF INFORMATION SECURITY OFFICER (CISO)**
**SECURITY DIRECTOR/DECISION MAKER**

GTT delivers a comprehensive solution of connectivity, networking and security supported by professional and managed services  to ease the burden of transitioning from legacy networking solution to a SASE framework with its extensive expertise in WAN and security services.

**CHIEF INFORMATION OFFICER (CIO)**
**NETWORK ORGANIZATION**

GTT's Secure Networking Solutions reduce total cost of ownership while ensuring your network remains flexible enough to adapt to future needs. Replace capital expenses with a predictable operating expense that allows you simplify your expense management.

**CHIEF FINANCIAL OFFICER (CFO)**
**PROCUREMENT DECISION MAKER**



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| FEATURES | BENEFITS | GTT KEY SELLING POINTS |
|---|---|---|
| • Managed SD-WAN<br>• Firewall as a Service<br>• Secure Web Gateway<br>• Cloud Access Secure Broker<br>• Zero Trust Network Access<br>• Secure Remote Access<br>• Professional Services<br>• Centralized Digital Experience | • Improved network availability and performance<br>• Resilient application performance with automatic WAN failover<br>• Utilize all available bandwidth (including back-up)<br>• Mix and match public and private access according to business needs<br>• Deep application visibility curtails shadow IT<br>• Optimized SaaS performance<br>• Increased business agility | • Diverse, extensive local access capabilities (Ethernet, broadband, wireless)<br>• Consolidated global access sourcing and management leveraging 400+ premium regional and local access partners worldwide<br>• Global leader, Tier 1 IP network enables efficient access to all network sites and internet destinations<br>• Extensive managed services expertise<br>• Seamless, global SD-WAN service coverage<br>• Integrated connectivity to leading cloud service providers worldwide<br>• Rapid and flexible deployment options with site level templates<br>• Easy integration with advanced security options and/or client- supplied security services<br>• Global NOCs and SOCs to monitor your network and security posture |

| | TRADITIONAL SERVICE PROVIDERS<br>**AT&T, Verizon, Colt, Orange, Lumen, Tata, NTT, etc** | ASSET LIGHT PROVIDERS<br>**Expereo, Masergy (Comcast), Netfortis, QOS** | SPECIALIZED MSSPS<br>**Aryaka, Aire Spring, Coevolve, Hypercore, T-systems** | CLOUD SECURITY PROVIDERS<br>**Cato, Open Systems, Zscaler** |
|---|---|---|---|---|
| **COMPETITOR VALUE PROP** | • Incumbent Carrier<br>• 'Feet on the street' globally<br>• Multiple technology choices<br>• Defending a large legacy services base | • Offer breadth of service across MPLS, SD-WAN and Security<br>• Flexible last mile choices<br>• Self-service management can be a weakness | • Range of managed and professional services offerings<br>• Focused on fully managed offer<br>• Typically leased connectivity<br>• Global network | • Established security provider<br>• Limited vendor selection<br>• Specialization requiring multi-vendor approach for customer<br>• Multiple management portals to support connectivity, networking and security |
| **GTT WEAKNESSES** | • In-country presence in EU and AMER<br>• Weaker name, brand, and recognition<br>• Cost disadvantage in home market<br>• Financial status<br>• Richer security portfolio for layered approach | • Weaker name, brand, and recognition<br>• Positioning can be confusing due to past M&A activity from MSP to Network Provider and back to MSP<br>• Financial status | • Financial status<br>• Weaker brand recognition<br>• Confusing positioning due to prior M&A activity<br>• Lack of specialized sales/ SE capability | • Weaker brand recognition as a MSSP<br>• Managed Services Providers<br>• Lesser known for Managed Security |
| **HOW WE WIN** | • Our global network reach is more than enough for the vast majority of customers<br>• We have multiple leading SD-WAN technologies, covering all scenarios<br>• Customer centric approach across all customer touchpoints from Sales through Customer Care<br>• Expertise managing a Tier 1, secure global network with decades of experience managing customer networks across multiple technologies | • 70% of customer traffic originates and terminates on managed global IP backbone for improved security and resiliency<br>• Simplify installation and ongoing management by offloading core IT functions to an expert<br>• Single Pane of Glass to manage connectivity, networking and security<br>• Local expertise and global support | • Stronger global presence<br>• We have multiple leading SD-WAN technologies, covering all scenarios<br>• We are better at sourcing access<br>• Rich experience in managed devices (over 200,000+ endpoints under management)<br>• These vendors provide a nice management overlay, but most lack our depth in providing end-to-end service | • Stronger global presence<br>• We have multiple leading SD-WAN technologies cover all scenarios<br>• Global Tier 1 IP Backbone<br>• Rich experience in managed devices (over 200,000+ endpoints under management)<br>• Wider array of services and access offers |

## Product synergies

- Add on Cloud Connect to ensure low latency access to key Cloud Service Providers (CSPs)
- Upsell Managed Detection & Response and DDoS Mitigation Services with GTT Managed Security Services; these can be directly combined with SASE framework
- Position LTE/4G backup for business continuity

## Discovery questions

- What WAN edge device(s) are you currently using?
- When was the last time you refreshed your edge routers and firewalls?
- How do you measure application performance and end user experience?
- Which of your key applications are moving to the cloud, and which are already cloud-based?
- What is your plan for cloud application and security?
- Are you looking to refactor your IT security and network spend, and if so, what are your current priorities?
- When are your current networking and security licenses up for renewal?
- What is your process to renew?

GTT Making Exceptional Possible

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