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## EDGECOM, LLC, EXTENDS INFLUENCE WITH INTERNATIONAL DEAL

*Expands University Customer's Voice & Data Services from U.S. to Morocco*

Intelisys Sales Partner EdgeCom secured its first international sale by guiding a customer from a simple voice solution recommendation to provision of a comprehensive international voice and data solution through Metro Optical Solutions.

### **CUSTOMER:**

An independent, non-profit, coeducational university founded in 1939, with campuses in Biddeford, Maine, Portland, Maine, Online, and Tangier, Morocco; on the Forbes' list of America's Top Colleges and U.S. News & World Reports' America's Best Colleges list; and headquartered in New England, USA.

### **CHALLENGE:**

EdgeCom's University Customer wanted to expand their services to a remote campus in Tangier, Morocco, requiring a point-to-point solution to support their IP communications, as well as IP connectivity at the International location.

The customer reached out to EdgeCom to provide pricing evaluation and recommendations on how to connect an in-house Mitel phone system via a remote node to a new facility in Morocco. EdgeCom saw the opportunity to provide a much more comprehensive solution.

"We said, 'Let's talk about the whole picture, not just voice,'" said John Hardwick, VP of Sales Operations for EdgeCom. We went to Intelisys for recommendations on International carriers that could handle this entire project, and our Channel

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**John Hardwick,**  
*VP of Sales Operations for EdgeCom*

### INTERNATIONAL CONSIDERATIONS:

**Challenge:** A fiber build out to a completely new property in overseas location meant inevitable hiccups, from construction delays to Moroccan holidays.

**Solution:** Setting accurate expectations for the customer was critical, and Metro Optical Solutions guided this through weekly progress calls.

**Tip:** Selecting a provider that can "work outside the box" and has the flexibility to make adjustments and changes are critical considerations.

"Metro Optical was diligent with our customer's demands, and extremely knowledgeable," said EdgeCom's John Hardwick.

"We were very upfront with our customer, and Metro Optical was very up front with us. There are a lot of moving parts in a deal like this, but working with the right carrier made it a huge success.

**"Ultimately, international deals are very lucrative and there is far less competition."**

Manager Justin Marano told us Metro Optical would be a great fit. He was right."

Up against a 90-day window and only in the sales cycle, EdgeCom knew the right carrier would need to be able to move quickly. Metro Optical had local knowledge of companies and partners in Morocco necessary to win the deal and implement successfully.



### SOLUTION:

Metro Optical Solutions was ultimately able to facilitate a fiber build out to the new campus, for a 4MB point-to-point circuit from Boston, MA, to Tangier, Morocco, that connects the University's networks and carries their VoIP traffic between campuses. Additionally, a 10MG Internet connection in Tangier was secured.

"The customer had already been quoted a price for 2MB bandwidth," said Jason Hornig, President of Metro Optical Solutions. "We were able to provide 4MB to the customer for a comparable price, meaning they win with improved service and EdgeCom didn't leave any money on the table."

Thanks to the increased bandwidth, service has exceeded the customer's expectations.

"Metro Optical Solutions' response and pricing not only secured this immediate revenue, but has also positioned EdgeCom, LLC as our customer's International Specialist to support future their growth in France, South Africa, and Italy," said EdgeCom's John Hardwick. "The introduction to Metro Optical Solutions by Intelisys has made a hugely positive impact on our business, and that of our customer."