
AT&T Alliance Channel



Jon White

Sales Director, AT&T Alliance Channel



AT&T Mobility Referral Team

Aligned with GetWireless



Jon White
Sales Director



Jim Reed
National Channel Manager



Anthony Cintron
Channel Manager - Northeast



Scott Kalata
Channel Manager - Central



Noel Messenger
Channel Manager - West



Brent Bergstrom
National Channel Manager



Ed Pena
Program Manager



Devon Gordon
Application Sales Executive



Andrea Delegro
CM / Marketing - Southeast



To Be Determined
Channel Manager

AT&T's Indirect Ecosystem | Different Programs for Different Partners

Ecosystem	Sub Channel	Description
Alliance Channel (Solo-selling)	Traditional Agents / Solution Providers	Position connectivity solutions acting on behalf of the customer
	Technology Distributors / Sub-Agents	Supply diverse IT solutions using sub-agents
	ACC Business	Partners working through AT&T subsidiary for wireline connectivity
Transactional Solution Providers (Solo-selling)	Door-to-door (D2D)	Localized partners sending reps to flood markets
	Outbound telemarketing	Outbound calling partners prospecting at scale
	Web Dealers	Agents selling via their website
Partner Exchange (Resale)	Managed Service Providers	Bundling connectivity with managed services
	Connectivity Providers	Networking companies buying white label connectivity
Referral (Co-sell)	VADs / VARs	Partners & AT&T share leads relative to their core business (connected devices)





Collaborate with AT&T
Sales Teams



Simple & Easy
Engagement process



Access AT&T **FirstNet**
Program



Streamlined SIM
Activations



Client Opportunity
Support

MOBILITY REFERRAL PROGRAM SUMMARY

AT&T's Mobility Referral Program

- **Objective:** Provide VARs a financial incentive for referring opportunities associated with equipment/devices they are selling
- **Make it easy:**
 - VAR submits basic opportunity info
 - AT&T works with VAR and/or the customer on mobility requirements
 - AT&T team activates the mobility service
 - VAR submit IMEIs associated with the equipment/devices
- **On-going support:** Customer maintains direct relationship with AT&T for service, billing, and support

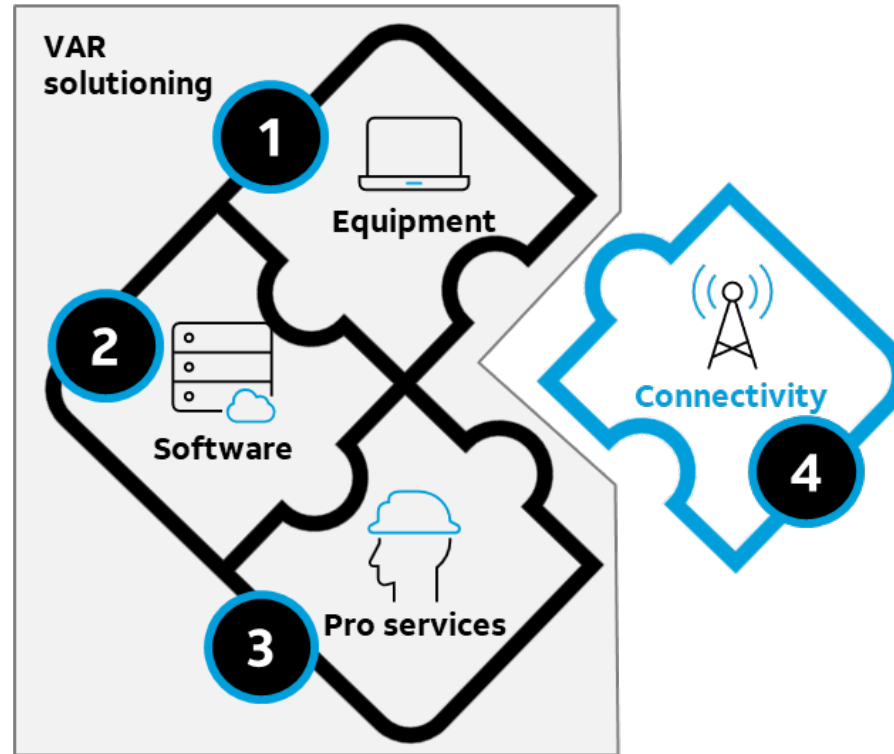
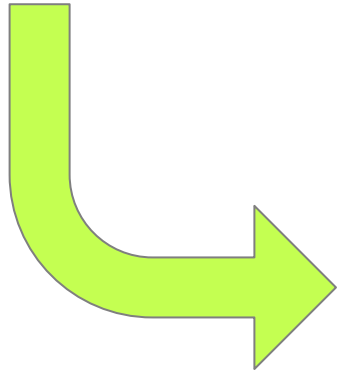


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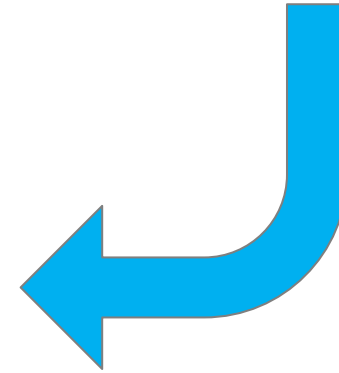


Helping Resellers Complete the Solution Puzzle

GetWireless



AT&T
Business



Indirect Investments and Transformation



Resources

Adding people to better align our Programs with our partners



Simplification

Modifying process for Partner and customer-focused outcomes

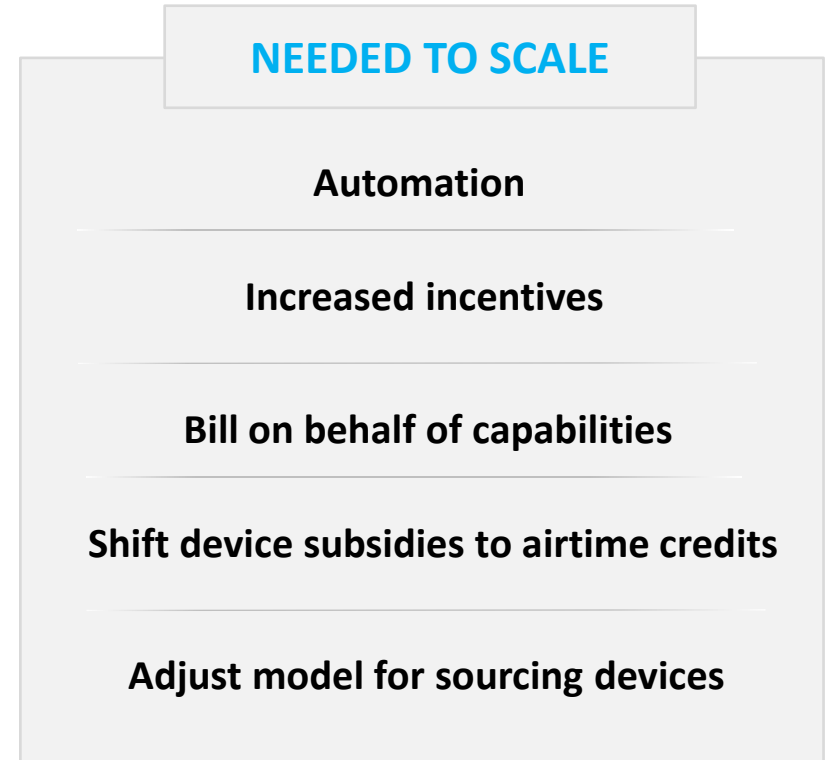


Infrastructure

Building foundational capabilities that enable us to scale

Mobility Referral Program | Incremental investment

1. Regional Channel Managers
2. Bi-directional leads
3. Executive focus





THANK YOU

