Mosaic NETWORX

CASE STUDY

CTI

Industry
Telecommunications

Headquarters
Palm Desert, CA

HISTORY

TOP AGENT'S COMFORT WITH MOSAIC NETWORX LEADS TO $1.5 MILLION ANNUAL CONTRACT

SUMMARY

CTI Solutions is one of the longest-standing agencies in North America. Recently, they had an opportunity to help their major client, a national Dental Services Organization (DSO) modernize their WAN across 185 offices. What CTI needed was an agile service provider that could design a technical solution to satisfy their client's WAN <u>and</u> Security needs. They preferred an aggregator to make life easier on the Client so they could avoid having to deal with contracts from multiple service providers. Mosaic NetworX stepped in with a unique solution supplying dual circuits with LTE failover and cloud-based security. The result was a contract worth in excess of $1.5 million annually for CTI and Mosaic.

CTI Solutions is a Palm Desert, CA-based telecom sales agency which has been around since the mid-90s. CTI was started by Vince Cordero, a "career telecom guy" as he refers to himself. When it first began, CTI differentiated itself by not only selling hardware along with telecom services, but also providing back-office services to support their customers' purchasing efforts.

CTI was introduced to Mosaic NetworX at a holiday-partner event a few years ago. Over breakfast with Peter Herschkorn of Mosaic NetworX, Vince listened to a company presentation and knew then that Mosaic was a good fit for his customers. Vince was impressed by Peter's ability to speak to him on his level and liked the idea that he didn't need to "bring in team to answer his technical questions." That made Vince feel comfortable presenting Mosaic NetworX to his clients, which was good because an opportunity was about to present itself.

THE CHALLENGE

CTI Solutions' client is a dental service organization (DSO) which provides administrative and business support to 185 dental practices in eight (mostly western) states. The client was in the market to modernize their legacy MPLS network connecting all their dental offices to their data center and to the internet. CTI saw this as an opportunity to bring in Mosaic NetworX.

CTI was especially excited to bring in Mosaic on this proposal. Not only did CTI feel comfortable with Mosaic's technical acumen, but CTI knew that as an aggregator,

Mosaic would solve many back-office problems for the time-strapped client, who didn't want to manage multiple contracts from multiple service providers.

The opportunity provided two unique challenges. First, the Client did not have a lot of firm technical requirements for the project other than to "upgrade the existing services." This meant Mosaic would have to determine the client's technical requirements, then design and recommend a solution that best suited their needs. This was going to be a consultative sale.

The other challenge was that the deployment would have to take place during a pandemic.

CASE STUDY

CTI

THE SOLUTION

Founded in 2007, Mosaic NetworX is an IT Infrastructure provider specializing in Network Aggregation and Managed Services. Comprised of a team of skilled network engineers and telecom veterans, Mosaic places special emphasis on customer experience (CX) and project management. Mosaic's deep engineering experience ensured they designed and recommended an innovative solution for the DSO.

Mosaic recommended a unique solution of dual SD-WAN circuits with LTE failover, and rather than architecting the solution as primary and secondary circuits, a parallel, load-sharing design gave the client the greatest business continuity and uptime.

THE RESULTS

The result? A signed contract in mid-January 2020 to provide internet connection to 185 offices estimated to be worth an annual revenue of $1.5 - $1.7 million. This was a contract CTI was not guaranteed to get. According to Vince Cordero at CTI, "If I hadn't brought Mosaic in, the business would have gone elsewhere, most likely Verizon."

What does CTI think about the rollout so far? Vince Cordero said it saved him and his team alot of time because "I was able to take a backseat to a very complicated deployment. Our guys weren't needed at any step along the way."

The amount of time saved for CTI was substantial. According to Vince, on a project like this "I would normally put in a 60-hour week and my back-office guy who knows the account would put in another 60-hour week, for the better part of a year. And now I'm putting in an hour or two per week."

Vince said what he liked most about working with Mosaic is that "they make your team bigger.It's a great way of having a whole support team, giving you an infrastructure, you can count on."

THE MOSAIC ADVANTAGE

With world-class engineering support and hundreds of carriers all over the globe, Mosaic NetworX delivers a highly orchestrated, single-vendor solution. With Mosaic there is only ever one quote, one bill, one currency, one language, one project manager and one customer service.

*Mosaic NetworX understands the only way to be successful is if they make their sales partners successful. That's why when it comes to their sales Partners, Mosaic only has two goals: **Bigger Sales and Less Headaches.***