



The Customer

A media production company that provides solutions that support the goals, objectives, and missions of its affiliated media groups and newspapers.



The Partner

CDW is a leading multi-brand technology solutions provider and TBI partner since 2005.



The Carrier

Founded in 2001, AireSpring is an award-winning provider of Managed Connectivity and Cloud Communications solutions serving thousands of businesses nationwide.

Tired of dealing with mega-carriers for their connectivity needs, the customer wanted a partner who would be there for them during turn up and beyond. Additionally, they needed a primary connectivity solution to complement their existing Comcast backup circuits.

After consulting their trusted technology partner, CDW, the customer was intrigued by the white-glove service AireSpring could provide. Through TBI, CDW connected them with Airespring, and dedicated project managers responded to their inquiries within an hour. Impressed by the carrier's transparency in communicating the provisioning process, the customer decided to move forward.

Understanding the customer's pain, AireSpring's Sr. National Agency Channel Manager, Jon Massad, recommended DIA because it provides a high-speed primary connection that would complement their Comcast backup circuits nicely. The customer loved it, especially because of the flexibility and scope of AireSpring's network reach. Other key differentiators they liked were AireSpring's ability to deliver last-mile access with ease and be transparent about which carriers would be involved with their services.

When all was said and done, the deal closed at \$18,200 MRC over 36 months, resulting in a TCV of \$655,200. With the help of TBI's stellar back office, AireSpring turned up all 17 locations within the agreed-upon timeframe, without any interruptions.

The elite support of Jon Massad was the biggest difference maker in this deal. His ability to remain highly involved in the operations of every order, and provide an unrivaled level of care to all parties involved, was instrumental in ensuring a positive outcome.

The CDW rep was so impressed by the support they received that they expressed their satisfaction to their TBI reps.

"We just completed a 14-site DIA (Fiber) roll out for my customer with AireSpring. Tons of growth here. They did an outstanding job rolling these services out from PM, to care, to engineering etc. I have not seen a customer get such white-glove service in a very long time. A big difference from the "big box" carriers, that is for sure!"

Looking ahead, the customer is considering adding AireSpring's DIA to an additional 70 locations.