

# Channel Chief View

## Spectrum Partner Program Has More To Offer Partners

**Q. The Spectrum Partner Program combines what was previously three companies into one. What does this mean for your partners?**

**A.** Spectrum is now the second largest cable company in the U.S. This means the expanded footprint allows partners to service more of their existing customers and allows for increased opportunity to acquire additional customers. We now have extensive coverage including 10,000-plus fiber-lit buildings, 210,000-plus coax route miles, and 65,000 fiber route miles in primary and secondary markets across the country. This affords partners the ability to take advantage of Spectrum's products and pricing. Unlike many carriers, we allow partners to sell every one of our products including Internet, TV, voice and networking.

**Q. Spectrum's serviceability covers a wider footprint now, but how can partners ensure that customers with remote or branch office locations are covered?**

**A.** Unique to cable companies is something called an ENNI [External Network to Network Interface] agreement. It essentially means that cable companies agree to provide service to a customer outside the original cable companies' coverage area so that the customer—and the partner—do not have multiple carriers to deal with. In addition to this, carriers do so at the rate the original company charges and billing is managed by the original carrier. Basically, all of this is invisible to the partner and the customer. In our case, Spectrum is the carrier and billing comes exclusively from Spectrum—regardless of whether there's a hand-off to another provider with service that extends beyond their coverage area.

**Q. Why is it important for partners to continue to offer cable in today's business market?**

**A.** Cable is still a very important piece of a partner's portfolio and for many of a partner's customers, it provides the fast, reliable Internet connection they need, at very affordable rates. Spectrum's high-speed Internet is faster than 6 Mbps DSL by 10X—even at the value end of our offerings. At the high end, our Internet Max service offers 300 Mbps download speeds, which are more than 50X faster than 6 Mbps DSL. Partners can offer an essential business service—high-speed Internet connectivity—at a price that won't break the bank. Partners are selling our products and they're earning recurring revenue.

In addition, Spectrum is different from other providers since we don't require long-term commitments. Many customers are averse to locking into long-term deals and by offering service on a monthly basis, partners have the benefit of offering customers much more flexibility and freedom in their term commitments.

Spectrum

PARTNER  
PROGRAM

### CHANNEL CHIEFS Most Influential



**Greg Iuzzolino**

VP, Channel Partners

“Partners can offer an essential business service—high-speed Internet connectivity—at a price that won't break the bank.”

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**2017**

Partnering with Spectrum makes sense. Get started at [business.spectrum.com/channel-partners](http://business.spectrum.com/channel-partners)