

Most Enterprises Turn to **Trusted Advisors**

82% of enterprise customers work with Trusted Advisors to help make and execute technology purchasing decisions.

What is a Trusted Advisor?

A Trusted Advisor is an extension of your team, helping you navigate the confusion in the market caused by the accelerating pace of change in IT. They are a change agent that understands the technology trends in the industry and can help you make sense of what it all means to your business. Trusted Advisors help you harness IT to give your company a competitive advantage. They know the strengths of key service providers and can agnostically help you choose the right one for you. They'll work side by side with your team to design, procure, implement, and support even the most complex IT solutions. Quite simply, a Trusted Advisor is the best friend a CIO will ever have.

Enterprises Get Better Outcomes With Trusted Advisors

Assessment

Find the right solution for your specific needs the first time.

Speed

Faster evaluation and procurement process.

Discovery

Get a broader view of the solution and vendor landscape.

Comparison

Evaluate options side-by-side with our industry matrices.

Experience

Leverage best practices learned through thousands of transactions.

For more information:



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Process and Tools of the Trusted Advisor

Assessment

Your Trusted Advisor will work with you to determine business goals, challenges, pain-points, and criteria.

- Interactive Quick Assessment Tool
- Fiber Locator
- Data Center Locator

Analysis

We'll leverage our institutional knowledge to find a select few best-match solutions for you to consider.

- Solutions Provider Knowledgebase
- Dynamic Solution Matrices
- Expert Engineers

Evaluation

We'll coordinate and facilitate vendor meetings, facility tours, and product demonstrations.

- Pathfinder Technology Centers
- Data Center Tours
- Service Provider Executive Briefings
- Insights and Service Provider
- Intelligence

Insights

Real-world experience and market intelligence converge to give you a unique perspective in your decision-making journey.

- Primary Research and Analyst Reports
- Direct Access to Service Provider
- Engineers and Product Managers
- Thought Leadership Content
- White Papers

Decision

Your Trusted Advisor will collaborate with you to help you reach a decision that meets your immediate needs and future- proofs your network.

- Case Studies
- Testimonials
- Solution Consultation

Relentless Innovation Has a Cost

The high velocity of innovation in technology today is driving an equally rapid evolution in the IT marketplace. Building a nimble and scalable IT infrastructure that can fuel growth requires vision and execution. How do you do it alone? You can't.

Change Your Playbook

The dynamically changing landscape of IT is driving new technologies fast. These solutions come from providers you would have never heard of just a few years ago.

Stay Focused on the Future

IT decision makers like you are turning to objective third-party experts that guide and facilitate planning, decision making, and procurement processes. These are the Trusted Advisors.

Gain Embedded Expertise

Trusted Advisors help guide you through the strategic, initiatives that will create value for your enterprise. They bring the experience and institutional knowledge of thousands of transactions to every project.

For more information: