BLOG

Simply Stated: Q & A with Michael Ginsburg, BCN VP of Sales

WE ARE BCN

A single source provider helping business customers find simplicity in complex multi-location, multi-network technology deployments based on the portfolios of 75+ wholesale network partners.

SINGLE PROVIDER

A single-source for custom-configured solutions.

UNIFIED BILLING

All services at all locations on one monthly invoice.

CUSTOMER CARE

Single point of contact for U.S.-based support.

OUR LEGACY

26 years of experience and thousands of business customers.

How can partners scope out new enterprise customer opportunities?

Knowing your own sweet spot and those of the providers you partner with allows you to home in on those areas where you are most assured of success. Staying on top of news and events, from both a technology and financial perspective really helps identify the movers and shakers in those target areas. Understanding what makes your key decision makers tick – what's keeping the C-Suite up at night – puts you in position to search for new opportunities in places where they are seeking solutions to their challenges.

What are the most difficult questions partners face when introducing BCN solutions to customers?

The most common challenge is not about BCN in particular, but about the role an aggregator plays in general. "Why an aggregator? Why not take me direct to the carrier supplying the services." In these cases, our partners have done the due diligence to know that BCN can solve the bigger issue facing the customer – how to effectively deal with multiple services at multiple locations. Most likely they are already dealing with multiple carriers and are inundated with multiple monthly invoices and myriad support teams with whom they have to work. With BCN these obstacles are eliminated.

"Because BCN is totally carrier agnostic – with no network facilities of our own to push, and no commitments on our carrier contracts – the customer can rest assured that the solution we design is carrier agnostic and provides total transparency to the carriers selected."

What's your favorite part about working at BCN?

BCN is a family. The average tenure of our employees is 10+ years and that brings a deep understanding of how best to address the unique needs of each partner and every customer.

"Truly, BCN is big enough to matter, but small enough to care. In today's business environment, this ability to be flexible and nimble when it comes to designing the right solutions is a game changer."

What is the newest solution or product you have?

BCN continues to expand upon its aggregation strategy with recent additions to our service portfolio including POTS services in the legacy Frontier and CenturyLink/Embarq territories. We are also expanding our reach in the broadband space to include AT&T wireless and new cable provider offerings.

WITH BCN COMPLEX NEVER MEANS COMPLICATED

A single source solutions provider helping business customers find simplicity in complex multi-location, multi-service, multi-network technology deployments. Our expert teams deliver solutions crafted from the best-in-class portfolios of more than 75 unique wholesale network partners. BCN offers traditional and cloud-based voice, a variety of internet access and wireless options, SD-WAN, Managed Equipment, Network Monitoring, Security, and more. In addition, BCN provides customers with one monthly invoice for all services and a state-of-the-art portal to manage their BCN business. BCN is recognized for an overall ease of doing business, the accessibility and responsiveness of the entire team, and our superior service and support.

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