



Launch-Ready Communications Platform

A Simpler Path to Modern Business Voice

Roger Perlsen, CSSA

Mark Wohlers, CBS

Business Voice is at a Decision Point

THE SHIFT IS ALREADY UNDERWAY

- Legacy switches are aging.
- Hosted voice models are evolving.
- Rural telecoms and ISPs need to determine what comes next.

MARKET PRESSURES

- Increasing maintenance and support costs.
- Regulatory and revenue-model changes.
- Greater competition for local business customers.
- Business expectations for modern and flexible communications.

The need to modernize is clear. Choosing the right path is the harder part.

A New Platform is Only Part of the Work

THE RESOURCE REALITY

- Technology evaluation competes with daily operational priorities.
- The same teams often lead operations, sales and customer support.
- Dedicated product and launch resources may be limited.

THE REMAINING WORK

- Define the business offer, positioning and pricing.
- Prepare employees to set up, sell and support it.
- Create the brand and customer materials.
- Plan and manage the launch.

A good platform can still stall when the remaining work lands on a time-constrained team.

Vesper Connect at a Glance

WHO IT SERVES

- A CSSA offering for rural telecoms and ISPs
- Built to serve local businesses and organizations in your territory

THE PLATFORM

- Cloud-based business communications built on Voyant Solutions technology
- Scalable, seat-based service model

HOW YOU OFFER IT

- Under your own brand
- With your own pricing and service approach

With optional support based on what your team needs.

Why CSSA Built Vesper Connect

Trusted Resource

CSSA understands the realities facing rural telecoms and ISPs.

Clear Need

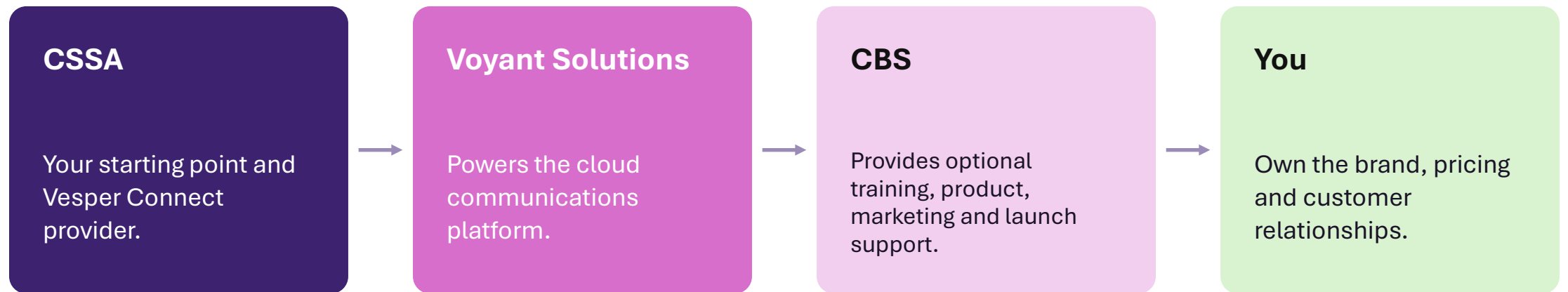
Providers need a practical way to move beyond aging business voice infrastructure.

Complete Offering

Vesper Connect brings the technology and supporting resources together in one solution.

Vesper Connect builds on CSSA's trusted role with a new way to support rural providers.

How it Works



One comprehensive offering for your local businesses. Support where you need it.

More Business Customers Within Reach

SERVE A BROADER MARKET

Small and midsize businesses, schools, healthcare organizations and local government.

SUPPORT MULTIPLE LOCATIONS

Connect businesses with locations inside or outside your traditional service territory, including mobile and remote employees.

COMPETE WITH NATIONAL PROVIDERS

Offer modern cloud communications without aging-switch limitations getting in the way.

CHOOSE YOUR LEVEL OF CONTROL

Manage moves, adds, changes and daily customer needs yourself or train the trainer.

A scalable, seat-based model designed to grow with your customers and create recurring revenue.

Your Brand. Your Market. Your Customer Relationship.

BRAND

Offer Vesper Connect under your own brand.

PRICING

Set the retail pricing and service strategy for your territory.

APPROACH

Decide how you take the offer to local businesses.

RELATIONSHIPS

You remain the trusted local provider.

EXPERIENCE

You own the day-to-day relationship.



One Platform, Flexible Support

Vesper Connect Platform

A modern business communications platform available through CSSA.

A la Carte Support

Select individual training, product, marketing or launch services.

Turnkey Support

Get full coordinated support from preparation through launch.

Use your internal resources where they make sense. Add support where it helps.

The Easy Button in Three Parts

1

Get your team ready

Training, ordering, customer setup, support processes and practical guides.

2

Shape the business offering

Positioning, pricing guidance, naming, branding and launch planning.

3

Take it to market

Webpages, collateral, sales and support materials, email, social content.

No need to invent every process, write every guide or create every customer-facing asset from a blank page.

A Provider's Path to Launch

A rural telecom with an aging switch, strong local business relationships and limited product and marketing capacity.

1

Align

CSSA

Discuss the current business voice environment and market needs with CSSA

2

Explore

CSSA

Review the Vesper Connect platform and service model

3

Choose

CBS

Decide what your team will handle and where CBS support can help

4

Prepare

CBS

Ready the offering, team, internal processes and customer materials

5

Launch

YOU

Bring Vesper Connect to market under your own brand

6

Learn & Grow

YOU

Start with a manageable group of business customers, learn and expand

An approach that adapts to your priorities, resources and timing.



Questions?

SEE VESPER CONNECT IN ACTION

Get a demo here at STAR – or
schedule one for later.

