

1. Describe your network topology.

- a. How many locations do you have?
- b. If multiple, how do your individual locations communicate with one another? (Private Lines/VPN)
- c. What type of bandwidth (DIA/HSIP) and how much do you currently have?
- d. Do you have remote users?

This will help to establish the basic configuration of your prospect's network to help determine what circuit types (DIA/Voice/HSIP) and locations. This also can help identify if their current configuration is the correct configuration for what they are trying to achieve. Is a private line solution appropriate, or would an MPLS solution allow for upcoming growth, for example.

2. What types of applications do you utilize today?

- a. Is any of your applications latency sensitive?
- b. Are you experiencing congestion in your network?
- c. What do you do to relieve this congestion?

Establishing applications and congestion issues enable you to suggest a solution which includes a bandwidth management service which can help your prospect alleviate congestion in the network and allow for smooth control of application performance.

3. Do you have visibility into your WAN in real-time?

Most companies do not currently have real-time visibility into their network performance. This will establish an excellent opportunity for a more robust bandwidth optimization solution like Titan.

4. Are your voice and data networks separate?

If they are, suggesting a converged network can establish a more efficient and cost-effective route, while allowing for complete redundancy with no additional spend.

5. What are your growth plans?

Always establish any growth plans upfront. This helps to determine the most efficient way to add to any network elements. This should include all growth areas, including human resources, applications and technology acquisitions, etc.

6. Do you have network redundancy?

If not, this presents an opportunity to discuss a multi-carrier solution which will allow the customer to support a business continuity strategy while taking advantage of least cost routing options.

7. Are you planning or have you already deployed a VoIP infrastructure? What other applications are you looking to invest in?

Adding applications can heavily impact a customers' network. It can require either additional bandwidth or a bandwidth management service that guarantees VoIP quality such as Titan.