

# FirstLight<sup>®</sup> Channel Spotlight

## Welcome to Channel Spotlight!

Welcome to the inaugural issue of Channel Spotlight, a quarterly publication that will focus on FirstLight news, product updates, sales enhancements, and a focus on our various solutions to help you reach your sales goals and increase profits.

First, an introduction: My name is Russ Chase, and I'm honored to serve as the Senior Vice President of Sales for both FirstLight's Channel Program as well as for its Advanced Technologies Group. This is an exciting time to be leading this sales organization, given the growth of FirstLight's product portfolio, our expansion into Pennsylvania (and the traction that market is starting to see), and the energy of our new team.

The first quarter of 2021 has started with a bang, as we've had our best January ever. Internally, some of our team members are calling it "The Year for Channel," given the great partners we work with and the traction with channel activity so far in 2021. We have a lot of exciting news to share, and extremely pleased to announce a new 3x SPIF (the most generous program we've ever offered, which you can read about below). We're also planning a number of targeted campaigns, and offering a webinar in March on selling monitoring solutions.

Naturally, the only way we can be successful is by engaging with our valued partners.

We're committed to ensuring that you succeed in meeting your customers' needs and growing your book of business.

**Russ Chase**  
SVP Sales  
Advanced  
Technologies  
Group



Let me know how I can help. Don't hesitate to reach out directly to me at **585-703-3835** or **[rchase@firstlight.net](mailto:rchase@firstlight.net)**.

## FirstLight's New SPIF is Like Getting Paid Three Times

FirstLight is offering a special incentive to Channel Partners from March 1st to April 30th, 2021. For each sale that includes a FirstLight solution and is an accepted FirstLight order of at least \$300 in Monthly Recurring Revenue (MRR) and also has at least a minimum of a 36-month term, Channel Partners will receive a "3X" MRC payment up front.

This 3x SPIF is in addition to the normal compensation that the channel partner receives.

The offer applies to new sales only, including additional products sold to existing agent accounts, and applies to on-net and near-net services only.

Multiple sales cannot be combined in order to qualify for the promotion.

This offer cannot be combined with any other promotions offered by FirstLight, and must include written or electronic documentation. Other exclusions apply.

## Webinar Provides a Detailed Look at Monitoring Solutions

FirstLight has launched a number of new network and infrastructure monitoring solutions as a result of its recent acquisition of New York-based TruePath Technologies. Perhaps more than ever, IT managers are strapped for time, struggling with remote work, new ransomware and DDoS threats, and a barrage of connected devices to manage.

Monitoring solutions provide a way for busy IT managers to tend the shop with user-friendly, comprehensive dashboards that oversee circuit function, network performance, heating and cooling alerts, router activity, and more. It also provides agents with a lucrative way to add additional profits to your monthly sales tally.

Douglas Mauro, FirstLight's Senior Vice President of Monitoring Services, will present a webinar on March 24th at 11 a.m. entitled "Making the Case for Monitoring Solutions to Your Customers" exclusively for FirstLight Channel Partners.

[Register here](#)