

Comcast Business ActivecoreSM SDN & SD-WAN Sales Battlecard

Comcast Business has the largest IP network in the nation, serving the needs of small business through large enterprise customers. Technology solutions range from connectivity to SD-WAN to voice and video. Comcast Business is powered by an advanced Gig-ready network and 24/7 technical support.

The Comcast Business Solutions Provider Program is a comprehensive Indirect Channel program that enables sales partners to sell a full line of business products from Comcast Business. Comcast Business Solutions Providers are able to diversify their portfolio while providing a valuable alternative solution to traditional Telco carriers.

Elevator Pitch

ActiveCore is Comcast Business' cloud-based, carrier-grade software-defined networking (SDN) platform. It is the foundation—the platform—that hosts our current and future software-defined services, giving your customers a future-proof networking solution to support their growth. The platform currently delivers our SD-WAN solution with its award-winning digital experience to simplify network complexity with a new, more flexible approach.

Why SD-WAN from Comcast Business

Ask your customer

- Are you looking for a fully integrated network and management solution?
- Do you want more visibility and control of your network?
- Do you manage a large number of sites with both symmetrical and asymmetrical traffic?
- Would you like to reduce complexity with centralized management?
- Do you want to future-proof your network?

Listen for these Comments from Your Customers

- We need to manage networks at multiple locations.
- We have costly and complex MPLS networks.
- We need increased bandwidth to accommodate our use of cloud applications.
- We have end-of-life routers and firewalls.
- We have applications that require prioritization.
- We need high availability and predictability of performance.

Case Study: Jim Ellis Automotive Takes on Digital Transformation with Comcast Business SD-WAN

As this chain of auto dealerships added more locations, staff and cloud apps, there was added pressure on the network. This negatively affected the customer experience as well as employee productivity.

To solve this, the company implemented Comcast Business SD-WAN.

As a result, the company's video file transfer has been expedited and the employee productivity and guest WiFi service issues have been resolved. Workers noted an immediate improvement in network speed and their ability to access the shared cloud system, which in turn has helped boost their productivity and enabled them to deliver improved customer service.

Since implementation, the dealership has not received one employee or customer complaint about connectivity.

**COMCAST
BUSINESS** | BEYOND FAST

Top Reasons to Choose SD-WAN from Comcast Business



ActiveCore SDN platform



Feature-rich SD-WAN



Best last mile network



Award-winning Digital Experience



Comcast Business Solutions Provider Program

For more information, see your Comcast Business Partner Sales Manager or Sales Engineer.