

CHANNEL PARTNER SUCCESS STORY

FORERUNNER TECHNOLOGIES

COMPANY OVERVIEW

Founded in 1989, Forerunner Technologies Inc. is a leading provider of telecommunications equipment and services to business of all sizes and industries. Forerunner CEO, Paul Diesu and VP of Sales and Marketing, Rick Taylor have extensive experience in the telecommunications industry and helped build Forerunner's reputation of providing tier-one customer service through personalized services and flexible solutions.

"We take customer service very seriously. We have built the business around our reliability and providing a white glove experience to customers."

PAUL DIESU
CEO FORERUNNER

After years of selling on-premises PBX systems, Forerunner realized that many of their customers were shifting to cloud-based Unified Communications (UCaaS) solutions.

THE CHALLENGE

Paul Diesu and Rick Taylor knew they needed to provide customers with a reliable, cloud-based UC offering, but feared that reselling another company's cloud portfolio wouldn't allow them to offer the white-glove, top-tier service customers had become accustomed to. Forerunner decided to white label another vendor's cloud portfolio as their own, but quickly realized it was going to be difficult to compete.



"There were so many larger cloud companies that already had so much of the market share; it was hard to come in as a traditional on-premises telecommunications provider and make a name for ourselves as a cloud provider," says Rick.

Forerunner had a few disappointing experiences reselling other cloud vendor's, whose solutions proved ineffective at meeting customers' needs, and Forerunner's needs. Rick explains, "Our operating costs were too high, and maintenance became very complicated and time consuming." Paul adds, "Our customers needed more versatility in how, when, and where employees could communicate - our past offering could not meet their expectations."



Forerunner continued to search for a cloud provider that could deliver a full suite of reliable, fully integrated, easy-to-use, and well-supported communications solutions, with a partner model more favorable to their business.

THE SOLUTION

“The Partner Model and the robust features offered with UNIVERGE BLUE® were ultimately why we decided to expand our relationship with NEC to sell UNIVERGE BLUE CLOUD SERVICES.”

UNIVERGE BLUE’S local support, easy administration, and robust features combined with the ability to maintain the customer relationship through the Customer Ownership Model has solved many challenges Forerunner previously faced.



“NEC allows partners to sell under their own brand. The Customer Ownership model is unique in comparison to other UCaaS offerings and allows businesses to better control the end user experience while keeping costs in line.”

PAUL DIESU
CEO FORERUNNER



JOIN OUR CHANNEL PARTNER PROGRAM TODAY!

Our Channel Partner Program adapts to your business. Not the other way around. Sell a robust suite of cloud applications the way you want.
YOUR SUCCESS IS OUR PRIORITY!

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