



# SMALL & MEDIUM BUSINESS ACTIVATOR VIDEO TRANSCRIPT

Today, communications are everywhere. Which means offering connectivity is no longer enough. Communication Service Providers have many questions:

- How do I find new ways to grow?
- How can I diversify my offer?
- Where do I find a new type of customer?

The answer: Small-to-medium business owners.

Meet Josh. Next week, his restaurant will open its doors. But he's overwhelmed by the range of available services. He needs the right hardware for orders and payments. He needs software. And training, to help his staff use it. He needs a pickup and delivery platform that works for him. He needs seamless connectivity across the board. And he needs to get things up and running quickly. Before the orders start stacking up.

For Small Business Owners, like Josh... It's all too easy to get lost amongst similar products and services.

But what if someone else could do the hard work?

For CSPs, the opportunity to move beyond connectivity is here. To ask businesses what they really need. And deliver a bespoke package of services that works for them. Connectivity + Software. Hardware + Services. Made smarter. Seamless. Supportive. Simpler. CSPs provide the tools to make it happen. And effortlessly become the central partner who can define solutions that SMBs want and need.

That Josh needs.

Providing a unique offer across diverse sectors. To help businesses like his grow with the needs of 'tomorrow'.

Enabling CSPs to accelerate their own growth While activating SMB's transformation for the future.

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