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Media contact:

Louie Hollmeyer

lhollmeyer@4atc.com, 513.323.1131

CBTS Names ATC 2019 Channel Partner of the Year

Cincinnati, OH, January 30, 2020—CBTS recently announced that Advanced Technology Consulting (ATC) won Channel Partner of the Year for 2019. ATC has been honored with this distinction twice in the last four years and was CBTS' [inaugural partner of the year](#) in 2016.

CBTS awards this designation based on key performance indicators for overall business impact. CBTS recognizes partners that excel in selling strategic services, including Unified Communications as a Service (UCaaS), SD-WAN, and Network as a Service (NaaS). ATC has been a CBTS partner for 11 years delivering customer-oriented and technology-focused solutions.

"I am excited to share that ATC has won CBTS 2019 Channel Partner of the year! The competition for this honor is tough," said Rob Messmer, CBTS Channel Chief. "ATC is certainly among the best when it comes to being a trusted advisor. We are very excited to have such a strong relationship with them. By helping clients navigate the rapidly evolving technology world, ATC functions as an extension of their customer's organization. Our relationship with ATC spans more than a decade and we are proud to have been part of their rapid growth."

There's a Better Way

ATC's trusted advisor, solution-agnostic approach has proven to resonate with IT leaders looking for a better way to source business-critical IT solutions and services. ATC offers over 250 technology providers, including all the leading players, in four service segments: voice, data/connectivity, cloud and cybersecurity.

In early 2017, about the time ATC was recognized as 2016 Channel Partner of the Year, CBTS rolled out its NaaS offering bundled with SD-WAN. This offering fit right into ATC's "wheelhouse" of expertise focused on voice and data networks and connectivity, especially when you factor in CBTS' UCaaS offering as well. ATC's UCaaS practice is second to none with 50,000+ endpoints/handsets implemented and roots dating back to the early days of hosted VoIP.

"While the scope of our work continues to grow nationally and internationally, it's great to have a partner like CBTS right here in our backyard," says ATC co-founder and managing partner, David Goodwin. "CBTS' dedicated fiber network here in the region is very strong, and their NaaS bundle is a solid play anywhere in the nation. We also know the CBTS UCaaS solution like the back of our hand."

"CBTS' strategic services align well with our expertise," adds ATC CTO, Nick Enger. "It's not surprising that we excel at architecting and implementing their UCaaS and NaaS solutions. The NaaS stack, built on Cisco Meraki technology, is an attractive fully managed network with cloud integration, security, switching, WiFi, management, monitoring, and SD-WAN."

About Advanced Technology Consulting



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Advanced Technology Consulting, Inc. (ATC), an independent IT consulting firm, removes the business complexities of researching, comparing, procuring, implementing and managing voice, data, cloud and security solutions. Services include strategic consulting, business-needs analysis, audits and assessments, architecture and design, RFP/RFQ administration, contract negotiation, project management and super support. For more information, please visit www.4ATC.com.

About CBTS

CBTS serves enterprise and midmarket clients in all industries across the United States and Canada. From Unified Communications to Cloud Services and beyond, CBTS combines deep technical expertise with a full suite of flexible technology solutions that drive business outcomes, improve operational efficiency, mitigate risk, and reduce costs for its clients. For more information, please visit www.cbts.com.