



MESSAGING & POSITIONING

MARCH 2021



TABLE OF CONTENTS

Background & Goals

Meriplex Today

Employee Interviews

Customer Insights

Meriplex in the Future

Competition Recap

Positioning & Messaging



BACKGROUND & GOALS

MARKETRI, LLC

BACKGROUND & GOALS

ABOUT THE PROCESS

In 2019, Meriplex underwent a thorough messaging and positioning process with Marketri, a B2B marketing consulting firm. However, in just a short period of time, Meriplex began a long-term acquisition strategy that would shift the company in terms of competitive positioning, quickly dating its previous branding.

As Meriplex continues to grow and acquire new business, its messaging should reflect a new position in the market. We developed this presentation and accompanying messaging and positioning documentation using the following methods:

EMPLOYEE INTERVIEWS

In total, we interviewed 19 employees virtually over the course of three weeks. These included the leadership team, newer employees, and those who have been with the company for several years.

MESSAGING AUDIT

We carefully examined the previous messaging and received feedback from three Meriplex employees.

CUSTOMER INTERVIEWS

We interviewed two customers and reviewed customer interviews from previous years.

COMPETITOR RESEARCH

We looked at local and national competitors and noted key takeaways.



To redefine Meriplex as market leaders as the company acquires new business and expands its national footprint.

New messaging will be forward-thinking, positioning Meriplex as an industry leader in compelling and streamlined language.

Marketri deliverables will include the following presentation along with a messaging document to be used across the organization.

PREVIOUS MESSAGING

To provide clarity on Meriplex's messaging evolution, we've included the previous long-form messaging below.

As a mid-size enterprise technology leader, you face staffing, time, and budget limitations every day. A legacy system may be weighing you down, new locations need to be up and running without delay, and it can be a full-time job just to keep pace with advances and fortify your network against increasingly sophisticated security threats.

At Meriplex, we understand the challenges and opportunities of businesses like yours. As a managed solutions provider specializing in intelligent networks, cybersecurity, cloud communications, and managed services, we drive growth and connectivity through the use of transformative technology including gold standard SD-WAN. As your business partner, we'll ensure that tech is never delivered to you in isolation and, instead, always serves your greater goals. Unlike "take it or leave it" providers, we won't insist that your business fit our technology. We'll make our technology fit your business, maximizing the value of your investment. Generate cost savings, boost scalability, improve customer satisfaction, add redundancies for greater stability, and strengthen your digital presence – all while backed by the unmatched security vigilance that infuses everything we do.

From our help desk to our CEO, the Meriplex team takes IT personally. We want your growing enterprise to thrive, not be lost in a massive telecom system. Here, you'll collaborate with skilled, responsive, and enthusiastic industry veterans dedicated to learning about your business, sharing possibilities, and helping you realize your vision. Tell us where you want to be, and we'll help get you there. You'll be the co-architect of your own solution, backed by the confident guidance and know-how of your Meriplex partners.

PREVIOUS MESSAGING (CONT'D)

From initial evaluation and selection to installation, integration, and optimization, you can leave the technology heavy lifting to us. Your team will be free to focus on more than the daily grind, and you'll have access to a breadth and depth of knowledge well beyond what most mid-size enterprises can support in house. You won't have to staff up to keep up. Our strategic partnerships with premier manufacturers mean you'll have easy access to the most innovative technology in the world. We can manage it for you or put you back in control with a unique co-management option that affords behind-the-scenes visibility, access, and autonomy. And if you break it, we'll fix it – and be there 24/7 to anticipate and address issues often without anyone noticing a bump in the road.

Since our launch in 2001, Meriplex has never stopped working to become a managed solutions provider of choice. Through recent acquisitions, we've revved up our managed services and cybersecurity capabilities and built additional security muscle around our industry applauded SD-WAN solution. A dynamic private equity partnership has given us the ability to attract some of the top talent in the country, and we've made a company-wide recommitment to exceptional customer service through our Customer Experience Group. Even as we've evolved into the nationally recognized IT and SD-WAN pioneer that we are today, one thing has never changed. Our team continues to believe that technology services can and should be personal.

PREVIOUS MESSAGING FEEDBACK

Across the organization, we heard mixed messages on whether or not existing messaging aligned with both the current Meriplex brand and future goals. Some felt the current messaging matched their experience mostly and would recommend only small changes.

However, leadership and those guiding this project feel that the messaging should reflect the future of Meriplex, with an eye on digital transformation and innovation.

“

Back then, we were in our infancy of rebranding, restructuring, and figuring out who we are.

NICHOLETTE BROWN HILL

”

“

It makes us feel like a smaller company. But we work with really big vendors, and we're growing larger. We're moving so fast and getting more market share every month. Our target market has shifted and this won't work for us in the future.

MACY HORNE

”

THEMES

Less of the "warm and fuzzies"

Speak to private equity, CTOs, CIOs

Greater focus on the future, growth, and technology

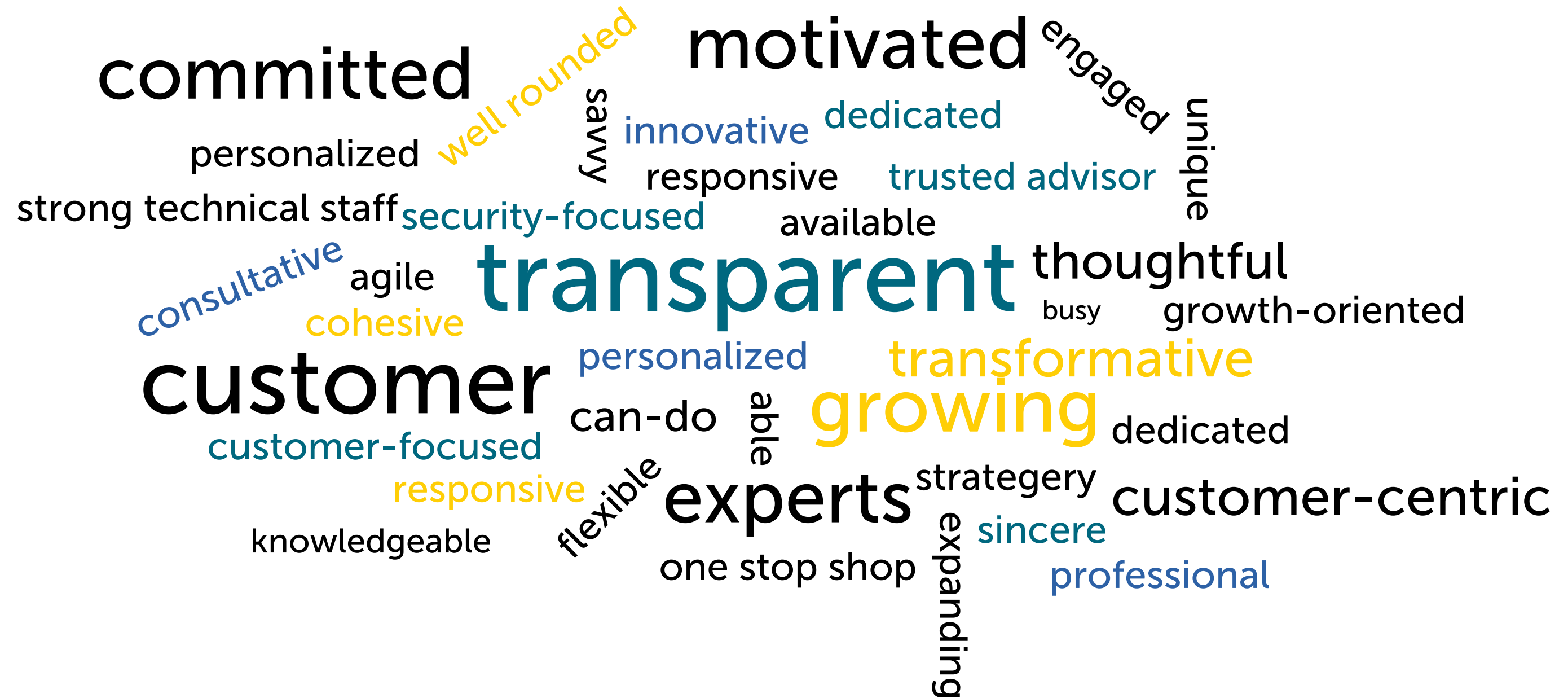


MERIPLEX TODAY

MARKETRI, LLC

THEMES

We asked employees to provide around 5 words each to describe Meriplex the way it is today. Here's what we heard.



EMPLOYEE INTERVIEWS

KEY DIFFERENTIATORS

- Trusted advisor or managed outsource partner, leading often with security. With this model, we've been able to upsell existing customers.
- Our solutions don't fit in a box. They are unique to every customer.
- We put a lot of attention in the customer engagement process
- We use a consultative sales approach.
- We track customer satisfaction in a tool and this is visible
- We don't speak poorly of other products (non-partners), but rather tell them what's right for them, even if their products compete with ours.
- Meriplex is very flexible—"willing to mold to whatever shape the customer needs."
- The senior management team is very involved in day-to-day.
- We share common objectives and goals across various departments.
- We are a "one-stop shop." (Note: Members of the leadership team have made it clear this is not quite right.)
- We offer an end-to-end solution—anything that touches technology, we can do it.

“
We are customer-driven. If we have to get creative to accomplish their goals, we do it.

GABRIELLE BROWN,
PROJECT MANAGER

”

M E R I P L E X T O D A Y

EMPLOYEE INTERVIEWS

OPERATIONS AND RECENT ACQUISITIONS

- Meriplex used to operate as more of a telecom.
- Now combining telco + managed IT + security.
- We are forging a new lane - a new total solution for mid-enterprise markets.
- We acquired a telco this year, and that solidified we didn't want to go that direction. Thought we could cross-sell telco customers on Managed IT and it didn't work because telco customers don't want that. Telco is not a trusted advisor, and there's no reason to talk to them. They bought a contract.
- But Managed Services has sales reps they buy everything from. That's who we can sell to.
- We're able to turn these people from 1 year contracts to 5 years.
- We work as a trusted advisor. Managed outsourced partner. Leading a lot with security, managed cybersecurity then selling stacked services.
- Employees note that acquisitions have brought some disconnect internally.



0 8 / 2 0 2 0



0 5 / 2 0 2 0



0 4 / 2 0 1 9

EMPLOYEE INTERVIEWS

COMPANY CULTURE

- It feels like a blend of a small company and a large company.
- We can still be flexible & agile to customer needs as we grow.
- We believe in collaboration, teamwork.
- Very family-oriented, more than a coworker atmosphere. (Some newer employees did not report the same experience.)
- Fun yet professional
- We are departing from small & pop/family-owned & operated - doesn't match enterprise provider.
- Comprehensive executive staff in place
- Creating a feeling of being appreciated, support individuals & their growth
- Future = creative ways to reach community & audience (giving back)
- "We know who we are."
- People are the "heartbeat" of the Meriplex brand.
- The essence of Meriplex is resilience, can-do attitude, rolling up the sleeve - we don't want to lose it ever.
- We want to be efficient & automate, but at the heartbeat it's the people; maintain a relationship driven/focus both internal & external

“

We give people autonomy, the freedom to enjoy their own self-exploration within a role & their capabilities. We enable teams to be successful & find success for meriplex not previously seen at different levels

NICHOLETTE BROWN
HILL

”

EMPLOYEE INTERVIEWS

RELATIONSHIPS WITH CUSTOMERS

- We heard from many employees that customer service is at the heart of Meriplex today. Those who communicate closely with customers have strong relationships with them. Many have been going on for years.
- We have family relationships with customers. See them regularly, have known many of them for years.
- Meriplex is currently super engaged with their customers.
- We provide white-glove customer service, cater to the customers needs.
- We listen to our customers
 - What do they need & what are their pain points
 - Try to listen to them and resolve the issue or find a solution
- Unique solution set / breath of solutions and/or products in communications, IT service, security
- Customer focused at our core. There's not a single person here who doesn't truly care about our customers.

“

It's a simple tenet that I share with the team. When you work on a customer's computer when you work on their server, don't think of it as their problem and their equipment. Think of it as your own.

STEVE DAVIS

”



CUSTOMER INSIGHTS

MARKETRI, LLC

OVERVIEW & PAST INTERVIEWS

RELATIONSHIPS WITH CUSTOMERS

- Customers noted the personal relationships they have with team members, the genuine willingness to help and flexibility they find at Meriplex, and the sense that Meriplex people sincerely care about delivering quality and take pride in their work.
- Customers praised the availability of team members.
- Trust in team members was also noted.

EXPERTISE

- A talent resource beyond what in-house personnel can provide
- Technical prowess that sets Meriplex apart from competitors, including leading edge SD-WAN
- One customer noted how the bigger companies pitched them with “an army of people.” Meriplex came in with Dusty and Scott, and they answered questions better than the “armies” could.
- One customer was particularly impressed with how the sales representative brought tech resources to the table

“

They’ve been able not only to sell us something. They’ve been able to really help us design a solution... They have expertise where we don’t.

C U S T O M E R C O M M E N T

”

OVERVIEW & PAST INTERVIEWS

QUALITY OF SERVICE

- Execution as promised
- Provision of clear and simplified solutions to often complicated problems
- Customer service oriented approach
- Ongoing dialog to keep up with changes
- Flexibility
- Ability to accommodate ad hoc work
- Strong internal processes
- Reliable help desk

IMPROVED EFFICIENCY/MANAGEABILITY

- Help to manage and increase volume
- Help with transition to enterprise level
- Improvement of network redundancies
- Better agility, scalability
- Can manage with a smaller in-house team
- Can do things in days that once took months
- Can co-manage services within a “hybrid” model, allowing greater customer control

“

Meriplex often overdelivers
on their original promise...
You don't see that much
today.

C U S T O M E R C O M M E N T

”

OVERVIEW & PAST INTERVIEWS

CLIENTS AS PARTNERS

- Customers noted that Meriplex takes the time to understand the needs and goals of their businesses.
- The word “partner” and the importance of partnership were repeatedly highlighted by customers. At no point did customers refer to Meriplex as a consultant or say they were looking for a consultant. They were looking for a “true business partner.”
- Customers noted that Meriplex helps them generate cost savings.

“

Excellent, bar none. They are one of our most valued partners.

C U S T O M E R C O M M E N T

”

SPIRIT OF TEXAS BANK

MAIN PURCHASE DRIVERS

- Track record
- Good service
- Referrals
- Honest (with pricing)
- Approachable

RELATIONSHIP WITH MERIPLEX

- They are always available, "always always always."
You can call anybody at any time
- No upselling pressures at all
- Meriplex's industry expertise, knowledge, enthusiasm
- Is Meriplex perceived to be the jack of all trades? No, but they tell you what they can do. Are very honest.
"They don't blow smoke"

“
They understand what their customers are going through & will jump in and throw all of their resources at it.
”

G R E G B R O O K S

- 100% transparent
- Really good solid people
- They know what they are doing
- Honest
- Concerned
- Smart - "they don't hire dumb people"
- Compassionate

EYECARE PARTNERS

MAIN PURCHASE DRIVERS

- Ability to handle growth
- Want to feel like more than just a number, want a partnership
- Not salesy, not pushing for them to do other services in the future

WHY MERIPLEX?

- Genuine, open, transparent
- With Meriplex they were treated as if they were their only customer
- Meriplex has gone a long way to keep them happy
- Value added reseller; Managed services provider
- Provides a broad-based technology stack
- Able to get an answer to questions right away (vs having to move up to other team members)
- Strategic partner who can help you with managed network, service desk, etc.

“

Small enough for a personal relationship, but big enough to support our needs.

J E F F A N S L I N G E R

”

AREAS FOR IMPROVEMENT

- May be experiencing some growing pains
- Could be better at centralization of information
- Need to figure out a value proposition of the managed services component... it's not readily apparent from interactions if there's any there there
- If Meriplex has one weak area, it is cloud service
- "more of a templated approach to commodity services"/"ability to formalize some of the services," thus providing better scalability, consistency, and predictability.



MERIPLEX IN THE FUTURE

MARKETRI, LLC

EMPLOYEE INTERVIEWS

quality

scalable

nimble

modernized

experts

total solution

enterprise

intercommunication

seamless

engaged

leader

notorious

elevated

well-known

premium

inclusive

Recognized

innovative

people-centric

forward-thinking

evolving

secure

dominant

focused

competent

solutions

transformative

consistent

sophisticated

customer-focused

operational excellence

visionary

successful

agile

security-focused

top of mind

KPI-driven

cohesive

preferred

agile

sophisticated

the standard

diligent

agile

EMPLOYEE INTERVIEWS

FUTURE DIFFERENTIATORS

- Leadership did not emphasize face-to-face customer service as a primary descriptor in the future of Meriplex. However, customer service will continue to play a key role in what we do.
- Meriplex will have a large national footprint to expand customer base and continue to help customers as they grow and expand.
- In 5 years, leadership aims to make Meriplex a dominant presence
- Vertical focus - a couple of acquisitions focus on banking, finance, healthcare clinics, etc. so we may be able to expand on verticals (however, we are yet to see if this strategy will be fruitful) - niche marketing.
- The word "innovative" continued to come up frequently when employees described the future of Meriplex, along with "transformative."
- Security will clearly play a much larger role in the future of Meriplex.
- We don't want random customers who just take what they want. We are their business partner. We don't want one piece, we want the whole piece. That's not clear with our messaging.
- We don't want to be known as a jack of all trades or a one-stop shop. We want to be known as a solutions partner. If you have a problem, we will find a solution, it's not a free-for-all. We design solutions for business case needs.

“
One thing I'd like Meriplex to be known for 5 years from now is "technology that's driven by your business requirements."
”

J O H N P O W E L L

EMPLOYEE INTERVIEWS

ACQUISITION STRATEGY

- We are focused on building a service that is second-to-none nationwide.
- While we will still cater to the SMB who are part of our acquired companies, we are marketing to mid-enterprise.
- When we do integrations we fully integrate. This will drive culture, common goals & togetherness. We win together; we lose together.
- We'd like to be able to take in a company w/ a book of business and expand into their named accounts. (Easiest to do with MSP acquisitions vs. telco.)
- This year, we will double. We will announce one new acquisition every 2 months and expect over a million in additional monthly recurring revenue.
- We need to keep on the ball with the highest levels of service. We need to be reinventing ourselves at all levels, from leadership strategy to the bottom. That means having the right people in the right roles.
- We may have to scale tremendously as we grow, which means there may not be as much one-on-one people time. Some jobs will shift from primarily people-facing to data and analytics.
- Investment thesis is to be a network provider. Not the next Windstream, per se, but we want to provide network services, SD-WAN, etc., all the typical telco things. Investors realized we were going a different direction and said we should embrace and run with it.
- Who we really are is listening to the customer and trying to isolate a new lane based on the market not based on our investment thesis. That's when we really started transition.

“

We are building out our true core—mid-enterprise. That's the sweet spot.

DAVID HENLEY

”

IDEAL CUSTOMER

- Mid-enterprise, multi-location
- Lean IT - they outsource commodities
- Prefers Op-ex vs. Cap-ex
- Private equity-owned and/or growing
- 500-5,000 (or 200 - 10,000) users

EMPLOYEE INTERVIEWS

SOLUTIONS AND TECHNOLOGY

- Solutions continue to be driven by our customers' needs.
- The core pillars listed in the previous messaging document are correct but now we want to lead with security.
- Meriplex builds solutions to meet the business requirements of its customers. (We heard this from several employees.)
- Our solutions don't fit in a box—they are unique to each customer.
- We are making investments in new technologies:
 - We're investing heavily in security operations and will be in-house soon rather than working through a partner.
 - Also investing in AI for a more reliable, consistent service and to automate repeatable tasks to redeploy employees into more high-value roles.
 - When we do offer it, it will be in parallel with our person-to-person services. We give them a choice.
- We are incredibly selective in expanding our pillars.
- Transformative - We continuously transform (product catalog, existing services, etc.) to ensure our clients are ahead of the pack and have the ability to upgrade.

“

We've done a really good job of listening to customers, understanding what one pain point is, finding the best solution, and then pushing it out to other customers—because they all have the same pain. So it's really been a customer-driven product set. And that's really kind of led us to a unique solution set that's different than most of our competitors.

DUSTY CORNING

”

EMPLOYEE INTERVIEWS

DIGITAL TRANSFORMATION

- They need us to be there for them as they undergo digital evolution or transformation
- They have an entire ecosystem of technology that they're using but they need one person to come in and build a strategy behind it
- Cybersecurity is so big right now so we want to put security back into the messaging
- Companies that don't build a good cybersecurity strategy, they're at the most risk. Security should incorporate your entire IT solution.
- You get the warm and fuzzies when you read old messaging, but we want confidence, we can grow with you, we're up to date with the hottest technology, we know what's going on, and they can have trust in us.
- Competitors are focused on cybersecurity in their solutions. It's not going anywhere.
- Still game changing but the word can be a bit more up to date
- Game-changing is overused. But when Meriplex is your IT partner, it is game changing because when you don't have SDWAN, you're not seeing the full capabilities happening in your network—happening in the cloud. It is transformative.

“

We're constantly transforming not only who we are. We do. But our product catalog our existing services and we allow our clients to upgrade throughout the term of the agreement to the latest services not like gotcha on the field services. (A company they acquired wasn't doing that. You're stuck with this old service sorry). We have that horsepower.

DAVID HENLEY

”

EMPLOYEE INTERVIEWS

TECHNOLOGY PARTNERSHIPS

- A lot of our partners can only sell through the channel. Nicholette identified this as a chance for us to sell.
- VMware and Dell Technologies are really big partners for us because they bring us into their portfolio. Fortinet is another big one.
- We have a technical expertise, Dell does not. It's not just buying the technology, it's the service behind it. Service + technology equals the best solution.
- Managed service providers are all different in how they sell their services. Not all managed services partners are created equal. You might have been talking to this company. But are they actually going to make a difference, or can we make the difference and sit down and show you?
- We'll bring our expertise in to show why it's not just about why VMware or why Meriplex—It's why Meriplex WITH this technology.
- Narrowing down our partners to make it strategic.
- Customers would say I don't need to know what this technology does, it's how would the solution actually work for me.
- All of our solutions work together, they go well together. It's all-in-one.

“
We strive for quality
scalable solutions. We
don't want to be a jack
of all trades and master
of none.

N I C H O L E T T E
B R O W N
H I L L

EMPLOYEE INTERVIEWS

DECISION MAKERS

- C-level: CTO, CFO, COO, CIO, CISO
- IT directors, SVPs, VPs are the primary influencer champions.
 - The IT director might bring something up to C-level, who just wants to see the numbers and overall benefits.
 - But the IT director treats you like a partner.
 - This person wants to make sure Meriplex will work well with team and business. All the pieces must fit the puzzle.
- New customers are making decisions at the C-level, and therefore aren't making decisions based on relationships but the value: best value, best options, best technology offerings,
- IT directors also want to know the process. *(We don't define that as well as we'd like to yet.)
- There may be some fear of Meriplex replacing people, but typically at the lower levels.
- What we want people to realize is that you get access to \$200,000/year experts. It's a value, not a replacement.

“

They're going through digital transformation, and they need a partner to be there for them.

M A C Y K I R K

”

ENTRANCE POINTS

- Replace headcount (not just because of covid)
- SASE (goes along with SD-WAN)
- Cybersecurity
- SD-WAN

EMPLOYEE INTERVIEWS

THE WAY WE WORK

- Internal senior leadership is really a huge driver for Meriplex. This makes a substantial impact in success.
- We will continue to be a trusted advisor or managed outsource partner, leading often with security. With this model, we've been able to upsell existing customers.
- While we're hi-tech, you can choose to either open a ticket or you can still talk to a person. (Once we invest in AI, this will become more important.)
- We put people in the right places to find success for Meriplex in ways we didn't see at different levels.
 - People are enabled, empowered, given autonomy.
 - We support each individual in their growth.
 - If you can't get the job done, you shouldn't be here (in the past) vs. moving people into the right role per their strengths (today).
- The future of customer service/customer centric means having new ways to reach our customers (other than phone)
- Would be great if customers say "wow that must be a great place to work."

“

We are cohesive. We have very little politics. We don't have barriers. We present a single face to the customer no matter who clients are speaking with.

DAVID HENLEY

”

EMPLOYEE INTERVIEWS

COMPETITORS

- Masergy
- TPX (service provider)
- ATT changing their messaging very similar to ours, co-managed, excellent customer service
- Service Providers (not managed) like TPX. We're starting to see service providers merge with telco.
- Especially managed security services. Masergy. Off-the-shelf products, a little bit of lipstick on it (patent pending)
- DIY - do a CAPEX purchase and manage it yourself
- (NexusTek is a rollup MSP but we don't run into them)
- Not a lot of MSPs making a name for themselves like you see in the SP world (ATT - Windstream). MSPs are fragmented, majority are sub-10,000,000 - majority are true platforms 15,000,000 or more in revenue
- Investments in our new security operations center + AI can add to competitive positioning

“

The word is getting to people that combining telco with managed service providers can be successful. It won't take long before we see private equity rollups lining up companies to compete with us.

JIM KELLY

”



COMPETITION RECAP

MARKETRI, LLC

COMPETING BRANDS	MASERGY	TPX COMMUNICATIONS	WINDSTREAM ENTERPRISE	AT&T BUSINESS	QOS NETWORKS
MESSAGING SNIPPETS	<p>The Cloud and Network Platform to Transform your Business</p> <p>The Industry's Most Innovative SD-WAN Solution</p> <p>The software-defined cloud and network platform for digital businesses of all sizes</p> <p>Purpose-built solutions help your company achieve business outcomes with confidence. Anything's possible when you put the power of certainty to work.</p> <p>Transform with Certainty</p> <p>Our groundbreaking network and cloud platform and undaunted commitment to client-first service help global enterprises transform with certainty. When you need SD-WAN, trust the pioneers in SD-networking.</p>	<p>The Nation's Premier Managed Services Provider</p> <p>Simplify your business with Managed IT Solutions.</p> <p>Your job is to focus on your business. Our job is to make your IT better.</p> <p>TPx is the nation's premier Managed Services Provider, delivering unified communications, managed IT and network connectivity to over 50,000 customer locations across the country.</p> <p>Let TPx be your guide, partner and expert resource for the Communications & Collaboration, Managed IT, and Network Connectivity solutions reshaping every business.</p> <p>TPx is different from our competition because we listen, not because of our technology.</p>	<p>Make the transition to transformative, cloud-based solutions from Windstream Enterprise—the leading provider of award-winning managed communications solutions.</p> <p>Name the challenge. We'll help you solve it.</p> <p>With extensive expertise in providing services to organizations of all sizes, Windstream Enterprise can help with your complex communications and networking needs.</p> <p>Innovation you can thrive on</p> <p>The network, communication and collaboration solutions you need to succeed in a constantly changing digital world.</p>	<p>AT&T offers comprehensive, industry-specific solutions that help you transform your business and stay competitive in an ever changing landscape</p> <p>Digital Transformation comes to the network – are you falling behind?</p> <p>Your journey to the cloud made easy</p> <p>End-to-end cloud solutions designed to scale with your business.</p> <p>Help contain risk, embrace change, and elevate trust</p> <p>We create connection – with each other, with what people need to thrive in their everyday lives and with the stories and experiences that matter.</p>	<p>Delivering Managed Network Solutions</p> <p>Intelligence Designed for the Way Your Business Operates</p> <p>QOS is leading the charge in edge tech-enabled managed services. We deliver solutions for improved data and analytics from the edge to business leaders. By virtualizing edge infrastructure we are driving the integration of multi-cloud adoption, security, and performance across the network.</p> <p>QOS is leading the charge in edge tech-enabled managed services.</p>

COMPETING BRANDS	MASERGY	TPX COMMUNICATIONS	WINDSTREAM ENTERPRISE	AT&T BUSINESS	QOS NETWORKS
POSITIONING TAKEAWAYS	<ul style="list-style-type: none"> Industry's best customer experience Security emphasized, a distinct pillar and in copy Industry leadership highlighted (Gartner Magic Quadrant, Trusted by Top Brands) Pushing the edges of technology Pioneers of software-defined networking Managed SD-WAN as lead service on homepage (and given its own pillar), "unique because it's built on Masergy's network" 	<ul style="list-style-type: none"> The nation's premier managed services provider TPx is different from our competition because we listen, not because of our technology. Managed SD-WAN highlighted, but not front and center TPx Complete as lead service on homepage 	<ul style="list-style-type: none"> Large business services for multi-location businesses. (Businesses with fewer than 400 employees fall into another category with a separate website.) Multiple industry leadership awards showcased on a dedicated webpage 	<ul style="list-style-type: none"> World-class network and business services Breakthrough customer experiences Strong on cybersecurity 	<ul style="list-style-type: none"> Award-winning deployment Global reach The most deployed and fully managed SD-WANs of any managed network provider Delivering SD-WAN to Enterprises Like No Other Years of experience with some of the largest SD-WAN deployments in the world
TAGLINE / DESCRIPTOR	Masergy is the software-defined network and cloud platform for the digital enterprise.	The Nation's Premier Managed Services Provider	Network solutions for your boldest ambitions	Serving the broad landscape of business	QOS is leading the charge in edge tech-enabled managed services.



MESSAGING & POSITIONING

MARKETRI, LLC

M E S S A G I N G & P O S I T I O N I N G

PROCESS & DELIVERABLES



KEY MESSAGING INSIGHTS

Technology

- Meriplex's technology partnerships continue to evolve, so we are not calling out specific technologies (aside from general product pillars)
- A focus on the future means emphasizing the "transformative" nature of Meriplex—competitors may use this wording sometimes but it doesn't appear to be the key focus of their messaging

Solutions

- We will decrease the emphasis on SD-WAN and increase the emphasis on security
- We will avoid messaging that positions Meriplex as a "one-stop shop" and instead focus on strategic solutions that are the best fit for each business case
- We will focus on the idea of customer-driven solutions. Rather than "why Meriplex" it's "why Meriplex PLUS this technology"

Customer Service

- Customer service/relationships continue to be a key differentiator, especially against service providers like AT&T.
- Customer service has driven Meriplex's approach to solutions and selection of technologies. While we're ditching some of the "warm and fuzzy" terminology around customer service, we'll make sure this aspect of the personal is clear
- "Trusted advisor and partner" messaging will help to make their partnership value clear
- Transparency seems to be a major differentiator. Competitors do not necessarily emphasize it, so the co-managed environment continues to be of importance.

PERSONAS

END-USER

INFLUENCER

DECISION MAKER

BLOCKER

IT Director, Compliance

SVP, VP, CIO, CTO, CISO

CIO, CFO, CTO, CISO

Lower-level IT Team, IT Director, SVP

- Showing results that indicate this role is generating positive change
- Security is at the forefront of this role's mind with recent trends in remote work
- The ability to trust an outsourced resource to handle what needs to be handled to free up this role's time and resources
- Wants the latest tech advances and possibilities

- Often tasked with finding solutions, whether it be internal resources or outsourced vendors
- Wants and needs to understand the process, the relationship / agreement, and the goals / benefits of the solutions provider
- Not as concerned with the nitty gritty of the technical aspects, but rather looks to trust that the solution can accomplish the goals

- High level numbers & cost
- Overall benefit that a vendor offers
- Need to elevate overall level of operations beyond what in-house personnel could deliver
- Direct access/communications to resource and tech expertise

- Worried about their job being replaced to vendors or third party resources
- May already have preferred vendors
- May have prior relationships with other competitors

- Our co-managed solutions allow in-house IT teams to see exactly what we see on our end.
- We partner with leading security technology to stay on top of rising threats and challenges for businesses
- Our team includes experts who specialize in our key technology offerings to provide you with the best possible technology strategy for your business case.

- We are your trusted advisor.
- We work through a consultative approach to design your solution every step of the way WITH YOU so we can truly understand your business requirements.
- We are extremely selective in partnering with new technology/product partners.

- To maximize your investment, we familiarize ourselves with your unique business case for end-to-end customization and scalability
- Outsourcing to a managed IT services provider allows your staff to focus on more high-level priorities.
- You have access to highly specialized, valuable skill sets you won't typically find in-house.
- We are a partner and trusted advisor who is always available to you.

- Meriplex is an extension of your team. This is a value-add, not a replacement. You have access to highly-specialized skill sets to add to existing in-house expertise.
- We are here to help you build trust and confidence around Meriplex and your solution.

TOP CHALLENGES + KEY PURCHASE DRIVERS

MERIPLEX'S VALUE



tone of voice

HOW WE COMMUNICATE



Confident

We found that employees at all levels were confident about the value they deliver. We heard that, at Meriplex, "We know who we are."



Forward-
Thinking

Leadership looks towards the future, which is how Meriplex has been able to stay on top of the latest technologies.



Transparent

We found transparency across the organization and in Meriplex's co-managed offering. We felt this authenticity should be reflected in the way Meriplex communicates.

POSITIONING STATEMENT

WHAT IS A POSITIONING STATEMENT?

A positioning statement is a brief description of a product or service and target market, and how the product or service fills a particular need of the target market. It's meant to be used as an internal tool to align marketing efforts with the brand and value proposition.

(Via Hubspot)

FOR...

TARGET MARKET

COMPANY IS...

CATEGORY FRAME OF REFERENCE

THAT...

RATIONAL & EMOTIONAL BENEFIT/
BRAND PROMISE

BECAUSE...

REASONS TO BELIEVE

- 1.
- 2.
- 3.



POSITIONING STATEMENT

FOR...

Forward-thinking mid-enterprise businesses seeking to drive business efficiency using IT and technology

(target market)

MERIPLEX
DELIVERS...

secure, innovative technology solutions

(category frame of reference)

THAT...

power enterprise growth

BECAUSE...

(rational & emotional benefit/brand promise)

- TRANSFORMATIVE - We combine secure, innovative technologies with advanced expertise to deliver solutions built for growth.
 - BUSINESS-DRIVEN - Your technology is driven by your business requirements, resulting in seamless implementation and scalability.
 - TRUSTED - Customers trust Meriplex to be transparent about which technologies and solutions are the right fit for their business needs.
-

(reasons to believe/brand pillars)

POSITIONING STATEMENT



=

**Secure, innovative
technology solutions that
power enterprise growth**

Transformative

Business-
Driven

Trusted

B R A N D P I L L A R # 1

TRANSFORMATIVE

We combine secure, innovative technologies with advanced expertise to deliver solutions built for growth.

SUPPORTING EXAMPLES

- We partner with leading security technologies to stay on top of rising threats and challenges for mid-enterprise businesses.
- Growth and scalability are top-of-mind as we develop your technology strategy.
- We are investing in advanced technology today and in the future to enable you to further position your company for operational excellence.

B R A N D P I L L A R # 2

BUSINESS-DRIVEN

Your technology is driven by your business requirements, resulting in seamless implementation and scalability.

SUPPORTING EXAMPLES

- We use a consultative approach to design your solution with you every step of the way.
- We don't believe in one-size-fits-all. Rather than implement a generic solution, we spend time learning about your business requirements to build solutions that fit.
- We look to the future. We invest in technologies that will provide long-term value to our customers.

BRAND PILLAR # 3

TRUSTED

Customers trust Meriplex to be transparent about which technologies and solutions are the right fit for their business needs.

SUPPORTING EXAMPLES

- Customers trust us to provide an unbiased opinion on existing and prospective technology solutions.
- We provide exceptional service, proactively resolving issues or making any necessary upgrades and alerting your team of vital updates.
- Our co-managed solutions allow in-house IT teams to see exactly what we see on our end.



BOILERPLATE MESSAGING

Meriplex is a managed cybersecurity, IT, and SD-WAN solutions provider that enables transformation by combining secure, innovative technology with advanced expertise. As a trusted partner, we deliver business-driven solutions that provide the scalability and support needed to power enterprise growth.

BRAND NARRATIVE

Industry Challenge

As your enterprise grows, your technology needs become more complex. You need support, innovation, and expertise to be confident technology will scale with the business—seamlessly and securely.

Solution

As a trusted partner to mid-enterprise organizations, Meriplex delivers business-driven technology solutions that provide the scalability and support needed to power growth. Our managed cybersecurity, IT, and SD-WAN solutions enable transformation by combining secure, innovative technology with advanced expertise.

Brand Pillars/ Reasons to Believe

Transformative. Innovative. Strategic.

Meriplex has formed partnerships with many of the most innovative technology leaders to build business strategies that enhance your growth and scalability. Leading security technology allows us to stay on top of rising threats and challenges. Additional technology investments now and in the future enable you to further position your company for operational excellence.

Business-driven solutions that enhance growth.

As a managed services provider focused on technology strategy and security, we serve as trusted partners to our customers nationwide. We use a consultative approach to design your solution with you every step of the way. Rather than simply implementing technologies, we spend time learning about your business requirements to build solutions that provide long-term value.

Full transparency. Confident decision-making.

As a trusted partner, customers know that Meriplex will be transparent, providing unbiased opinions about specific technologies and solutions. From there, we provide exceptional service, proactively resolving issues or making any necessary upgrades. For hands-on in-house teams, we also provide co-managed access, allowing your team to see and operate exactly as we do.


CTA

Power growth and transformation with Meriplex as your trusted partner. Contact us today.

M E S S A G I N G & P O S I T I O N I N G

NEXT STEPS

- Review messaging document and provide feedback (Meriplex)
- Final revisions and deliverable (Markettri)
- Recommend using corresponding document at various levels of the organization to position Meriplex in marketing, sales, and customer service.

				
Positioning Statement	Secure, innovative technology solutions that power enterprise transformation and growth.			
Target Audience	Forward-thinking mid-enterprise businesses seeking to drive business efficiency using IT and technology IT Director CIO/CTO/CISO CFO			
Tone of Voice	Confident Forward-Thinking Transparent			
Boilerplate	Meriplex is a managed cybersecurity, IT, and SD-WAN solutions provider that enables transformation by combining secure, innovative technology with advanced expertise. As a trusted partner, we deliver business-driven solutions that provide the scalability and support needed to power enterprise growth.			
Brand Pillars	Transformative	Customer-Driven	Trusted	
Headline Benefits	We combine secure, innovative technologies with advanced expertise to deliver solutions built for growth.	Your technology is driven by your business requirements, resulting in seamless implementation and scalability.	Customers trust Meriplex to be transparent about which technologies are the right fit for their business needs.	
Supporting Examples	<ul style="list-style-type: none">• We partner with leading security technologies to stay on top of rising threats and challenges for mid-enterprise businesses.• Growth and scalability are top-of-mind as we develop your technology strategy.• We are investing in advanced technology today and in the future to enable you to further position your company for operational excellence.	<ul style="list-style-type: none">• We use a consultative approach to design your solution with you every step of the way.• We don't believe in one-size-fits-all. Rather than implement a generic solution, we spend time learning about your business requirements to build solutions that fit.• We look to the future. We invest in technologies that will provide long-term value to our customers.	<ul style="list-style-type: none">• Customers trust us to provide an unbiased opinion on existing and prospective technology solutions.• We provide exceptional service, proactively resolving issues and addressing any necessary updates and alerting a team of vital updates.• Our co-managed solutions allow in-house IT teams to see exactly what we see on our end.	
Personas	End User IT Director, Compliance	Influencer CIO, CTO, CISO	Decision Maker CIO, CFO	Blocker Lower-level IT Team
Top Challenges + Key Purchase Drivers	Showing results that indicate this role is generating positive change Security is at the forefront of this	Often tasked with finding solutions, whether it be internal resources or outsourced vendors Wants and needs to understand the process,	High level numbers & cost Overall benefit that a vendor offers Need to elevate overall level of operations beyond what in-	Worried about their job being replaced to vendors or third party resources May already have preferred vendors




Meriplex
THANK YOU!


marketri

Debra Andrews, President & Owner
Phone: (866) 303-6999
Email: dandrews@marketri.com