

# Subatomic AI-Telarus Use Case Discussion - November 25

[VIEW RECORDING - 51 mins \(No highlights\)](#)

[@0:25](#) - **Matt Buerosse**

This meeting is being recorded.

[@0:31](#) - **Mari Shankar (Telarus)**

Sorry. Hey, Matt.

[@0:33](#) - **Matt Buerosse**

Hi, how are you, sir?

[@0:34](#) - **Mari Shankar (Telarus)**

I'm good.

[@0:35](#) - **Matt Buerosse**

How are you? I'm doing well.

[@0:36](#) - **Mari Shankar (Telarus)**

Thank you. Awesome.

[@0:38](#) - **Matt Buerosse**

Thank you for joining us.

[@0:40](#) - **Mari Shankar (Telarus)**

No problem. I'm forward to it.

[@0:43](#) - **Matt Buerosse**

Likewise. What's good in your world?

[@0:48](#) - **Mari Shankar (Telarus)**

It's been a busy day.

[@0:51](#) - **Matt Buerosse**

Busy day?

[@0:52](#) - **Mari Shankar (Telarus)**

Yep. It's been a busy Tuesday. Hopefully tomorrow is going to be quieter because a lot of people are out.

[@0:59](#) - **Matt Buerosse**

I'm I'm going study it.

[@0:59](#) - **Mari Shankar (Telarus)**

it. Looking forward to that day. How is your day going?

[@1:05](#) - **Matt Buerosse**

Very busy, as always. That's a good part. Such is life.

[@1:11](#) - **Mari Shankar (Telarus)**

Actually, I wouldn't prefer it any other way.

[@1:14](#) - **Matt Buerosse**

Agreed. Agreed. It makes the days go quickly.

[@1:17](#) - **Mari Shankar (Telarus)**

Yeah. No, absolutely.

[@1:20](#) - **Sam Sova**

Hey, guys.

[@1:22](#) - **Matt Buerosse**

How are you?

[@1:24](#) - **Sam Sova**

Great. Mari, how are you?

[@1:29](#) - **Mari Shankar (Telarus)**

I'm good.

[@1:30](#) - **Sam Sova**

are you, Sam? Good. We have equal amount of note takers to people.

**ACTION ITEM: Email meeting notes to Mari, Josh, Hunter, Sandeep - [WATCH](#)**

[@1:35](#) - **Mari Shankar (Telarus)**

Oh, yeah. You guys, I did not have my note taker to this because it looks like you both have each one.

[@1:43](#) - **Sam Sova**

We'll compare them at the end. You guys will get.

[@1:46](#) - **Mari Shankar (Telarus)**

You can share them with us.

[@1:48](#) - **Sam Sova**

Yeah.

[@1:52](#) - **Mari Shankar (Telarus)**

Hunter is Josh joining. Yes, Josh joined. Hey, guys. All of it. Mentionally shows up, right?

[@1:59](#) - **Joshua Stewart**

Good. Good day.

[@2:00](#) - **Matt Buerosse**

Good afternoon. Hello. Great to see you guys.

[@2:03](#) - **Hunter Moore**

Good to see you, Sam. Matt, were you on the last call?

[@2:06](#) - **Matt Buerosse**

I don't know if you were. I was. I was on the last call.

[@2:09](#) - **Hunter Moore**

I was a fly on the wall. Fantastic.

[@2:12](#) - **Sam Sova**

I think it was Matt's second day when we all met.

[@2:16](#) - **Mari Shankar (Telarus)**

Oh, good day.

[@2:19](#) - **Hunter Moore**

If it makes you feel better. when Josh rolled, Josh is the vice president of Center of Excellence for Ops.

He actually joined as my senior consultant on my team. And five days in, I was like, I need you to own this.

[@2:33](#) - **Sam Sova**

And so sent him on his way.

[@2:35](#) - **Hunter Moore**

So I don't know if it's kind of the same thing.

[@2:39](#) - **Joshua Stewart**

We're connected, Matt.

[@2:40](#) - **Hunter Moore**

I get it.

[@2:41](#) - **Matt Buerosse**

We are. Agreed.

[@2:43](#) - **Mari Shankar (Telarus)**

That's great.

[@2:43](#) - **Sam Sova**

Are we expecting anyone else?

[@2:45](#) - **Mari Shankar (Telarus)**

Yes. One more person. I'm asking him to join. I might not have just sent it to him. His name is Sandeep.

[@2:52](#) - **Sam Sova**

He was still the last call, too. Yeah. Yeah.

[@2:55](#) - **Mari Shankar (Telarus)**

So just messaging him because. Most probably, I forgot to add them. It was just because of me. I do that all the time.

I forget to add people till the last minute. It's just that, you know, when an invite comes, I accept it.

See what it is about, accept it. Then I forget till the day that it is supposed to happen. And then I realize, , I need five more people in the call because I'm useless.

[@3:20](#) - **Sam Sova**

The story of my life. I'm the same way.

[@3:24](#) - **Mari Shankar (Telarus)**

Oh, man.

[@3:26](#) - **Sam Sova**

Anyone traveling this week or y'all sticking around?

[@3:30](#) - **Joshua Stewart**

I'm staying put. First time in a while that I haven't traveled, and I'm really looking forward to that. Unfortunately, no family's coming to visit either.

So it's going to be kind of a quiet, low-key Thanksgiving, which is not that bad.

[@3:45](#) - **Mari Shankar (Telarus)**

Yeah.

[@3:45](#) - **Matt Buerosse**

Sounds restful. For a change, right?

[@3:50](#) - **Joshua Stewart**

Yeah. yeah.

[@3:51](#) - **Mari Shankar (Telarus)**

Oh, yeah. I enjoy this town when it's quiet.

[@3:54](#) - **Joshua Stewart**

Nobody to disturb. No travel.

[@3:57](#) - **Mari Shankar (Telarus)**

Yep. You know, you just get stuff done. That's how I feel about this holiday. I sent it to Sandeep, he can join now and he joins, otherwise he can capture from the notes.

Since we have Josh here, he and Sandeep have been on a mission on this specific topic we wanted to discuss about.

So Josh, Hunter, the context is mainly on like, when we met last time, we talked about like, hey, can we do a POC to see how Subatomic can help us with the pricing automation that we have been looking at, right?

So that's the purpose of the call. And I was hoping Josh, Sandeep joins, if Sandeep joins, that's great. If not, that's fine too.

But basically, walk them through some use case that we have and see how they can help us automate. And then do a POC or even a trial POC, like one person working through that, like what we usually do.

And that's exactly the purpose. The model I work is I build something, then I share it with Josh or Hunter, tell them to take a spin out, take it out for a spin.

They give me feedback, we keep incorporating, we get better as we go along. That is the main purpose of this call.



And Sam and Matt, I think there's also the secondary part of it, once the use case is proven, what do we do about it?

I think that's the question that we can park for right now. I would rather park it before knowing what capability exists and what it can do for us.

I want to know that first. From a technology perspective, that is my first intention. Then comes the conversation, all of those things, we can get into it later and we can talk through it.

Because it all comes down to us building a business case and an ROI tied to it. And as long as that is there, then the conversations become easier.

[@5:54](#) - **Sam Sova**

Yeah, lovely approach. Yeah, that's a great, great pickoff.

[@5:58](#) - **Mari Shankar (Telarus)**

I love it.

[@6:00](#) - **Sam Sova**

Yeah, and we agree with that approach. We've done this before. You know, I think just to – and then, Josh, you know, I'll kind of let you share, but I think the main thing to take away and what we continue to build out are these capabilities of, like, what we call the orchestration layer across your tech stack, right?

I think that's really where we found a foothold and a differentiation is the capabilities of their platform to be that orchestration layer and not just be another tool or a set of tools that you add on to your tech stack, right?

So I love the approach of trying to figure out, you know, what is a great use case for us to prove it out, show, prove a concept.

But I think big picture, I just want to make sure, you know, because it was three, four weeks ago when we first met, that that just comes across, that that's what we're finding as we continue to – to build out projects and have more and more of these discussions as a really, really interesting thing that organizations like about us as we especially look into 2020.

[@7:01](#) - **Mari Shankar (Telarus)**

So I'll pause there, but yeah. Josh, you want to add anything on top of it?

[@7:08](#) - **Joshua Stewart**

Yeah, no, I would add before we jump into these use cases that Mari and Sandeep are the brains, so please don't take what I'm about to say as, you know, as word.

Those guys make it all happen. We just give them some ideas and they're able to translate it into real worlds.

But with that, we do certainly have, we put together a bunch of use cases. I know that we kind of discussed some of them.

The first and the most important one on the top of our list is quoting acceleration. Making sure that we can provide faster quoting across multiple suppliers that have different systems and different portals.

And that's our number one use case for sure. But we do have one, two, three, four, five, six.

[@7:55](#) - **Mari Shankar (Telarus)**

We have nine others as well. So... So... So...

[@7:59](#) - **Sam Sova**

So... So... Let's start with number one, and let's dig into that a little bit more, is like the as-is process right now.

[@8:06](#) - **Hunter Moore**

Sure.

**ACTION ITEM: Email use-case docs + pricing-leader questions to Mari; then she forwards to Sam/Matt - [WATCH](#)**

[@8:07](#) - **Mari Shankar (Telarus)**

Do you want to walk through that, Josh?

[@8:09](#) - **Joshua Stewart**

I'm still figuring out, Sandeep, if not, I can. I see Sandy. I would rather Mr. Brains do it. I do have all this documented that I will absolutely share with this group that not only breaks down the priority use case, but we also kind of added like, hey, some benefit, what we think the agent could do, expected KPIs.

I think it's too much for what you need, but we're very detail-oriented here, so we'll clear that, and then we've also had some additional questions, I think, from some of our pricing leaders that they put together that we can share in a separate document.

I've got it ready to go. I'll send it to you, Mari, and you send it to me, and you'll be to look it over before sending.

Yeah, perfect.

[@8:53](#) - **Mari Shankar (Telarus)**

So something to, you know, I think I forgot to add you to the meeting, so apologies for that. But since you're here, you know, can we walk through the CableFinder use case?

Because I think that would be a good starting point to see how we do pricing. And I think there was one more, What was the other one, Sandeep?

[@9:17](#) - **Sandeep Thalluri**

Fortinet?

[@9:19](#) - **Mari Shankar (Telarus)**

Yeah, Fortinet. Or we'll start with Fortinet, whichever is easier. Let's start with one of those things. I think that's something that we were looking at on solving, right?

[@9:28](#) - **Sandeep Thalluri**

Yeah, yeah, yeah. I can do a just quick walkthrough orally, Mari.

[@9:33](#) - **Mari Shankar (Telarus)**

Oh, you don't have access right now, Fortinet? You want to send it to me? I can share it. Or CableFinder.

[@9:42](#) - **Sandeep Thalluri**

CableFinder, can do. I just need to start the server. I turned off the server. No, no, no.

[@9:48](#) - **Mari Shankar (Telarus)**

Just log in and show if you're doing it manually.

[@9:51](#) - **Sandeep Thalluri**

Okay, okay, okay.

[@9:52](#) - **Mari Shankar (Telarus)**

Manually, that I can do it. Both manually. Like, what is the process so that Matt and Sam can see that?

And then... Then we can think about what Subatomic can help us, and then we can define the POC or the use case around that.

[@10:07](#) - **Sandeep Thalluri**

Yep, that I'm ready to go. Let me just log in and then.

[@10:11](#) - **Hunter Moore**

As you're logging in, can I just explain real quick what CableFinder is? So CableFinder is a self-service platform or technically a self-service platform that's available to our advisors and available to our pricing things as well.

You can use it externally, you can use it internally. We have direct builds into Salesforce that if an object is created within CableFinder, it will automatically build on the quote level and then opportunity level within Salesforce.

It's not an AI whatsoever, it's just an automatic API that draws the information into Salesforce. What is required, that's only if an advisor uses it, right?

provided our clients or technology advisors to be able to. That pricing effort. Additional to that, the serviceability of the location, meaning is Comcast available in, let's say, Podunk, Marshall, Texas?

I don't mean to speak poorly on Marshall, but is, you know, AT&T available there? Okay, if it is, therefore, get pricing.

There's no limit to how many suppliers you can quote if the services are available there. Additionally, our internal teams use CableFinder.

We can log in as an independent user. It's a lot easier in some extents rather than going to portals that are regularly available to us through suppliers, again, such as AT&T, Comcast, Spectrum.

Just going to CableFinder because the workflow is easier. All that information that we do in CableFinder has to be pulled manually back into.

our Salesforce record, and then again, manually update it back to the opportunity level from the quote level. So, Sandeep, are you still signing in?

[@12:10](#) - **Sandeep Thalluri**

No, no, no, I'm already ready to go.

[@12:12](#) - **Hunter Moore**

Let's do it.

[@12:13](#) - **Sandeep Thalluri**

All right, let's go ahead. Let me, I'm opening Fortinet, Frontier, not Fortinet, sorry. So it's Frontier.

[@12:24](#) - **Hunter Moore**

Frontier is a supplier portal.

**SCREEN SHARING: Sandeep started screen sharing - [WATCH](#)**

[@12:28](#) - **Sandeep Thalluri**

All right. Okay, let me start here, okay? I'll start with Cable Finder. Before I start Cable Finder, this is what we...

[@12:38](#) - **Mari Shankar (Telarus)**

One second, right? Before, you know, this alone will show you like how many different variations we have to collect this coating, right?

It's not just one portal, or it's not just one endpoint that we hit it. We have, you know, I don't know how many, but I would say more than 20 portals that we use,

Portals, it's a double-digit minimum for sure. it's dependent on the vendor. So some of them have old portals, some of them have new portals, some of them have APIs, some of them have rate cards.

So that is a wide variation. What we are seeing is two variations of the portals that we use. So that's just background information on top of what Hunter's.

[@13:23](#) - **Sam Sova**

Hey, Mari, real quick, do all the portals have the same information, just a different interface, or do they have different information based on who the user is?

[@13:37](#) - **Mari Shankar (Telarus)**

Similar information, I don't want to say same information, similar information, but it is not like, it's proprietary, right? Like if, when you look at when he's showing Frontier, Frontier only wants to give their portal to be used for their rates.

And they are just trying to kind of like, you know, exclusivity or, you know, however you say it, but like, protect.

But like everybody comes into my portal, gets the prices, goes back and does their job. Maybe they're trying to push their traffic more to the portals.

I don't know why. Why wouldn't they offer it as an API, which might make more sense technically. But people are like that.

there are, I mean, Frontier is a smaller audience, but you can take a big vendor like AT&T or Comcast.

AT&T is like six portals, six different portals. And there are reasons why they go to one versus another. Those are the business rules that we will have to build in.

And if you look at it, some of those portals are really, really old. I mean, I call it old.

I'm old, but that is old. Yeah.

[@14:41](#) - **Sam Sova**

I used to work at AT&T, and I guarantee if you showed it to me, it's probably the same one when I was there.

The way that you're talking. And that was about 10 years ago.

[@14:51](#) - **Mari Shankar (Telarus)**

That's what I was thinking, Sam.

[@14:53](#) - **Sam Sova**

looked very young.

[@14:55](#) - **Matt Buerosse**

It's not a problem.

[@14:59](#) - **Sam Sova**

I Uh-huh. All right, go ahead. Thank you for answering that question.

[@15:02](#) - Sandeep Thalluri

That was helpful. All right. So the business process, at least for us, starts with, let's assume that we do get an email stating from a specific partner, they would ask us, hey, can I get pricing in this particular location for internet connectivity?

And the client is looking for 30 IP addresses or 29 IP addresses, 30 IP addresses, static IP addresses, and they also will need a managed router.

Some basic information about what is needed. That is what is sent in an email. Luckily for us for this demo, we already have a business process to intercept that email, okay, and then convert that information.

This is not automatically converted. It goes through our internal process, business process team, triage team, and eventually it gets better.

In fact, although this is not a structured format, but I would say it's very well structured, and most of our quotes will have some information like this, right, which clearly states that who is the customer.

Looks like the customer name is Replacements Limited. Service address happens to be North Carolina. And there is a contact.

They provided some contact information, which is of no use for us, at least for this demo. And they have requested some information.

Looks like the customer currently has an AT&T information, but they need secondary connection through spectrum for diversity and redundancy.

And they would need 1G, 1 gig speed, 5 gig speed, 10 gig speed, DIA. Now, this is where you will see a lot of variations, the terminology that somebody is actually typing in.

DIA, probably from industry terminology, is direct internet access. DIA, which is not a shared fiber direct line. That's what it means.

And they need it for one year, three year, and five year term is what they need. And they also need like slash 30 IP block.

I don't know what slash 30 IP block is. It's five IP addresses, I believe. Slash 30 means. Slash 29 means like some number of IP addresses.

There is an industry standard at least for this one. Whoever actually input typed in the description, they put some effort into it to kind of convey all this information in a very standard format, but not all the time will be in this luck.



You will have to understand the intent of what is being asked. Looks like there's no requirement for manager's router as well, and they provided us some additional piece of information.

Now, as a human being, what I do is as a pricing specialist, right, I just log in to Cable Finder, and I'll show you.

I'll take this address. I'll copy this address as well. you. I'm logging into CableFinder application. input my user ID, password, and then click on this.

Now, this is where you would do a serviceability check to know who are the suppliers available in that particular region.

Okay, come on. All right. Right. I'm going to select that address. Now, what it does is at this point in time, it brings us who are all the suppliers available and for what products are they available for.

All I did was I just put an address, right? So I'm getting some information about dedicated, which is direct internet access.

And then you have best efforts. That's a terminology. I don't know whether it's industry standard terminology. don't know whether it's industry I

But at least CableFinder calls it as best efforts. What it means is it's a shared internet. Now your shared internet can be on a different access media.

For example, it can be on the fiber, it can be on coax, it can be on another medium. Same with dedicated.

Dedicated generally means fiber, but it seems there are some rural countries or counties where you have a dedicated lines, but it's still not on the fiber.

So you have an access media. I'm the one who is separating this logically, based on my understanding. It's not like anywhere, return somewhere, or it's not an industry standard.

At least from a CableFinder standpoint, they are providing us what is a dedicated cable or dedicated internet, best efforts internet.

And if you're talking about wireless products, you have wireless products and UCAS products. That's what they offer us at this point in time.

But based on the request that we have seen, our advisor was asking only for dedicated service. And they were also very specific.

That they only need spectrum. They did not say that AT&T or ACC business or anything for that matter. And they're also not interested in best efforts, or at least they're not asking for best efforts.

But sometimes, in fact, probably 50% of the times, they would ask for both. They would ask, I need best efforts.

I need dedicated internet access. And that's an interpretation. When I say dedicated internet access, they don't use this terminology, but that's an interpretation that they're asking for dedicated service.

It is our interpretation that they are asking for best efforts. They may not always use these words. They may simply, most times, in fact, they used shared internet.

That's a common terminology that I have seen, rather than the usage of the word called best efforts. And here you have a couple of suppliers.

As we go along, have wireless suppliers as well, which we don't care about in the specific use case. And then you have UCAS.

Now, as a pricing specialist, I would go to Spectrum. I would click on... This configure pricing. Before I even do configure pricing, I know it is serviceable.

This address has green. This means something. Green means, yeah, it's readily available. They can hook up immediately. No construction, pretty much no construction needed.

But if sometimes you see it in yellow, sometimes you see it in red. If it's in yellow, then it means that some construction is needed.

Red simply means that they are not available, at least. That's what it means. So when you click on configure pricing, now you come across the screen.

The screen looks like at least on the specific address, it's fiber only. You have fiber only product, fiber and voice, your telephone lines.

And then you have generic rate card, which is not specific to Telarus, probably would be present here. So now, here they have asked for a couple of things, right?

They have asked for one year, three year, five year term. That's what they asked. And so. Speeds are 1, 5, and 10.

That's the ask. So let's start with one year, right? One year, and then fiber is what they're asking us for, and 1G speed, right?

And they're also asking for a specific amount, IP addresses. Now, slash 30 means something. If I actually go to Google and ask what slash 30 IP block means, you'll get an answer.

That's 30 IP block. I don't know. What does slash 30 IP block means? That's how I learned. So 30 bits of 32 IP address.

So four, basically four possible addresses. That's what they're asking for. So probably there's no four IP addresses. So probably you select five IP addresses.

Right. And then at this point in time, you would see the pricing. So the pricing at this point in time is \$2,280, is MRC, NRC is \$500.

Sometimes if there is any promotion going on, would also, and if the promotion is made available to CableFinder, they would also have another box, exactly another table like this at the bottom, saying that there's a promotional activity going on.

And then there'll be details of that promotion as well. So at this point in time, our pricing support analyst, they will not generate a quote because they have asked for a lot more information than this one single quote.

So most likely, they would copy-paste this information into an Excel spreadsheet. And they will continue to repeat this process.

Next, 1G, 5G. Now, 5G do have a fiber discount. You see it here, right? And then they capture this information.

Next, they go to 10G. And they capture this information. They do have a discount as well. Okay. And now move on to your three-year term.

Continue this process. Copy this information and put that into a spreadsheet, right? Nicely formatted spreadsheet that makes sense. So this is all that they pretty much do.

And then they kind of send an email. There's a workflow process kicks in at this point in time, whether they have to send an email to the partner or whether they let another department know that, yes, looks like the TA, TA is a technology advisor.

They want to be included in the supplier communication, looks like yes, which means the pricing specialist is going to reply to Lei saying that, hey, here's the pricing that you requested.

Please find the attachment. They would send an email. So that kind of closes the loop with respect to what we're talking about.

But there is additional workflow process that gets kicked in where we start creating code line items and all of that.

[@25:00](#) - **Sam Sova**

So for what you just walked through, Sandeep, I mean, just to make sure I'm crystal clear on how we can help here is the vision that that entire workflow can be done through a combination of automation and AI.

Is that the wish?

[@25:19](#) - **Sandeep Thalluri**

Yeah.

[@25:20](#) - **Sam Sova**

I just want to make sure I'm not, like, missing anything here because it feels right. That's why we're talking.

[@25:30](#) - **Mari Shankar (Telarus)**

You're drinking too much AI Kool-Aid. You can tell me if we are. But the experience we are looking for is when a code gets created with that.

Can you go back to the details for a minute? So you see this description?

[@25:47](#) - **Sandeep Thalluri**

I'm sorry.

[@25:47](#) - **Mari Shankar (Telarus)**

Here it is. Yeah, this description, right? This gets created somehow, right? Like an email or somebody goes and does it manually.

The moment this information has created something like maybe a stage change. will don't love us. For a status change, something triggers a kick, kicks off something, right?

And that is, that is, you know, that's just a black box for us. But basically, that process kicks off and takes this data, does the pricing, comes back, updates the right data points, the data attributes inside Salesforce, so that nobody has to see it, nobody has to touch it.

The only the few, you know, anything that is, after that coding's been done, let's say, you know, you put it in a state, it says, coding requested, something around AI automation, kicks off, runs, takes its own sweet time in the next 15, 20 minutes, 10 minutes, 5 minutes.

The closer to fast, how fast we can go is always nicer. So pull that information, put it in our, update the Salesforce database, and then move it to a state of saying, hey, code receipt.

And then somebody who needs to work on it can come back and work on it. We do like, you know, we would like to automate the next steps too.

But I think step one is let's get this solid before we go further down, right? But maybe that we can do end-to-end completely, right?

If we can get to that, that would be the best ideal state, but that's going to take some time and effort and, you know, changes in our organization, how we operate, the processes, all of those things will have to come together.

[@27:24](#) - **Sam Sova**

Yeah, no, that's, thank you. Yeah, thanks for just kind of double-clicking on that for me. So, you know, Josh mentioned the documentation you put together and, you know, some ROI, but how many of these are you get, like, how many are we doing a day within the organization?

[@27:42](#) - **Hunter Moore**

So as far as quotes, so let me just be clear, there's around just over 6,000 quotes a month that my team is doing.

There are also internal teams that support advisors directly, so I would estimate, what do you think? Aramari, \$6,500 a month.

[@28:02](#) - **Mari Shankar (Telarus)**

Yeah.

[@28:03](#) - **Hunter Moore**

So I mean, divided by \$6,500, divided by average, 20.5 business days, a little over \$300 a day.

[@28:14](#) - **Sam Sova**

Yeah. Yeah. There's volume here. Yeah, there's volume for sure. And this is just step one of the process. This isn't the full workflow.

[@28:23](#) - **Hunter Moore**

Yeah. Correct. And we have multiple teams stretched over who does what. So essentially like high level, most of these items that are these quotes that are being created are coming directly from emails from partners to a email generating or excuse me, object generating inbox, you know, a case, right?

That team reviews that case, understands if it is a pricing opportunity, then we have an internal workflow that then processes to an opportunity.

The front of house. White Glove Concierge reviews the information on said opportunity, then they manually create different quote objects to go over to a pricing team, and then starts the process that Sandeep showed off to you.

So that and then they do their thing. Additionally, we may not go into a portal, right? Or if it's a third party portal, aggregate portal like Cable Finder, we may email a channel manager.

Right? Who's kind of like the sales rep for someone like AT&T. They want to be involved in the deal, you know, etc.

They get back to us manually, or maybe they have some form of AI on their side with pricing, depending on the information that we've given them.

Then we pass that back into the quote level, input the QLIs, and then that sends back to our White Glove Concierge, who then sends when all of the pricing is done, or at least...

Most of the pricing is done as necessary. They send a pricing proposal that's client-facing to the advisor. The advisor is then to present that to the end client, and then the end client says, want to go with this, this, and this.

Then that comes back to my team if we need to be the party to develop contracts. And if that's spread over multiple specialized teams, it'll go maybe two, three, four, five different specialists who then have to create, whether through systems, let's say CableFinder, CableFinder will produce contracts for you.

We may have to work directly with a large supplier, small supplier, channel manager to produce those items. We may work through portals to get that information, and then we send that back to the advisor so that they can aggregate all of those contracts together, get the signatures.

They pass those signed contracts back to us. We input those in the system, and then. And we convert to the order object from that Salesforce Quote object.

[@31:07](#) - **Sam Sova**

Wow.

[@31:08](#) - **Matt Buerosse**

Okay.

[@31:08](#) - **Hunter Moore**

Yeah.

[@31:09](#) - **Sam Sova**

And then start the order object.

[@31:11](#) - **Hunter Moore**

super helpful.

[@31:12](#) - **Sam Sova**

It is, absolutely. No, Hunter, what you just walked through is exactly what we needed to hear. So, like, clearly there's a couple things in play, right?

There's obviously, like, just time-saving of, you know, machines versus humans and passing hands. There's human error, I'm sure, that happens just naturally with anything like this.

This has nothing to do with you guys. This is, like, every time we see these types of processes, there's human error involved.

But I think, like, what is the impact, do you guys think, on your partner? Like, how long does this take from the time, on average, from the time they

They submit the request, let's say via email, to the time they actually get an order, maybe we say the contract, right?

Where your responsibilities start and end to get back to them, how long does that typically take?

[@32:15](#) - **Hunter Moore**

On an average, and this is completely derived because it's hard, but anywhere from the 15 total hours, not excluding business hours, holidays, weekends.

[@32:29](#) - **Mari Shankar (Telarus)**

Hunter, you're saying 15 business hours?

[@32:32](#) - **Hunter Moore**

Not business hours, just 15 stock hours.

[@32:35](#) - **Mari Shankar (Telarus)**

Okay, 15 stock hours for entire process, not quoting.

[@32:39](#) - **Hunter Moore**

No, quoting to get the proposal and then give back to the advisor, right?

[@32:45](#) - **Sam Sova**

Okay, so if I send the email, I can, once I send the email, I can expect by the next day I'll get a response?

[@32:54](#) - **Joshua Stewart**

No, I would say a minimum, maybe 15 hours. would say fair to say minimum. But there are a large number of scenarios where it takes longer, 24, 48 hours.



[@33:08](#) - **Hunter Moore**

And that's on the supplier, where we have to interact with a human. In the same way, we have wait times between every single step of the process, thus does a human involved in the supplier side.

So it may take four hours. An issue that we have is interfacing back and forth within Salesforce and or Outlook.

A lot of our, you know, human processors are waiting for that email from a channel manager, or they're waiting for a follow-up directly from an advisor for more information.

We've seen tons of issues where, you know, we're processing this as fast as a human possibly can process it.

But how do I balance the influx, huge influx of work that, you know. Again, it's both seasonal and, you know, throughout a week, you know, I'm going to get the majority of this information on Monday and Thursday.

As I'm getting Wednesday's responses back for that pricing, how do I prioritize between that email response and then what I have to do on the front end to get the quoting process started for the work that's net new into my team?

[@34:21](#) - **Sam Sova**

Yeah. So I'm just thinking about the input, like, if you can do this faster, does it differentiate you or does it build better relationships with your partners?

I'm trying to think, like, there's obviously time savings and things like that in any kind of workflow like this when you start to automate it and build in context-aware AI.

But, like, I'm also thinking from, I always like to think of, like, a relationship standpoint, right? Does speed improve it?

I don't know your business that well.

[@34:57](#) - **Hunter Moore**

Speed and accuracy, right? Okay. So... Let me give you an example.

[@35:01](#) - **Joshua Stewart**

And lack of and reduced communications.

[@35:04](#) - **Hunter Moore**

Correct. So the industry standard is technology belongs to one of our competitors, right? They have a very nice online pricing vehicle, has a lot of automatic APIs built into it.

It's all self-serve, right? So the advisor is responsible for that. And then the human element is involved in the same way it is for us.

What automating this process does for us is basically says, I mean, depending on, I haven't even seen that product yet, but potentially it allows us to say, hey, we have the fastest, most accurate pricing that you can get.

But in addition to if we add contracting, ordering, et cetera, it takes the middleman out of it completely. There's only intervention where it means.

To be intervened on, and our front of house concierge and our subject matter experts are available completely and dedicated to interfacing with you.

Additionally, the platform that I'm referencing that belongs to our competitor, one of the reasons, so we have our own, you know, advisor platform that Mari sent me and, you know, my other technology partners built.

We released that in, what, March of this year. So what our partners want from Telarus is really to work out of email requests.

And there's no exclusivity agreement between us and our partners. They can also go to other competitors as well. So they can place deals wherever they want.

A lot of these individuals find velocity and ease of use through just emailing that general. So... So... Email, which ours is partners at telarus.com.

You can email for questions. You can email for pricing requests, you know, order updates, et cetera. And we will forward review and then forward those to the right team to get you the answer that you need, depending on the lifecycle of your deal.

So if we have a, you know, automation built towards or multiple automations built towards, you know, our deal execution, which is, again, from pricing all the way to orders, we give them essentially what they want, which is, you know, the velocity that they gain, the usability that they gain out of our competitor's platform.

They don't have to go into our platform if they don't want to. So that would, to me, that would be a huge benefit.

It aligns exactly to what they want. Those advisors have their own CRM, you know, that they're working off of, tracking whatever they track off of.

They just want speed. They want right now. They want changes to be immediate. Imagine I go and take pricing to my client and they say, this is too much.

This is way too much for me. got any other options? In order to salvage that deal and or maximize the deal, that advisor is going back to Telarus and going, quick, quick, quick, quick.

I need XYZ as fast as you can possibly give it to me. And so then we're rushing it. Then we're emailing human beings and saying, I need this in 48 hours and blah, blah, blah.

Or, hey, I need a contract. Like immediately, we got to make these changes. AT&T doesn't work fast. You know, we've got to talk to them about addendums, et cetera.

So there's unlimited here, but essentially this, the velocity is the differentiator and the accuracy of that velocity is the differentiator.

[@38:51](#) - **Joshua Stewart**

We're going to break it down into five quick bullet points that we're trying to solve, or at least for this, to reduce the pain points of our advisors' excessive communication.

Every time it goes to a different team, they might communicate. Delayed responses. Too many handoffs. Consistency and accuracy.

[@39:11](#) - **Hunter Moore**

100%.

[@39:12](#) - **Sam Sova**

Awesome. Okay. Great. That's number one. And to make Sandeep's life more simple. That's really what I want.

[@39:24](#) - **Hunter Moore**

Yeah.

[@39:26](#) - **Joshua Stewart**

Yeah, that's at the top. mean, we've got Mare and Sandeep making their life easier, everything else below that.

[@39:32](#) - **Sandeep Thalluri**

Don't believe that for a second, Sam.

[@39:39](#) - **Sam Sova**

I just love it. And thank you for kind of like going into the details of that. But this is a great use case.

And I can see why it's bubbled to the top because it has impact for you internally. Right? From a workforce, hours, money, you know, that equates to return on investment of just time spent, but it also has a huge impact on your partners and competitive differentiation, right?

So I love it. So thank you for kind of diving in, Hunter, and going through that and Josh just putting out those bullets to kind of conclude this.

I think that just, for me, it wraps it around, and you can see Karl virtually here. He's going to, when he watches, and Karl, Karl, I didn't even mention this, he had a dentist kind of emergency that he had to attend to, but we said virtual Karl is fine.

He can listen to it tonight when he's resting. So this is great. Thank you. Anything else on this one that we need to know about?

[@40:58](#) - **Hunter Moore**

No.

[@40:59](#) - **Sam Sova**

Okay.

[@41:00](#) - **Hunter Moore**

I will say this just for the group, Sandeep and Mari. So we met with CableFinder earlier, and they said AT&T is building a unified API.

So instead of pulling six different APIs from six different places, that's all variable dependent on location, service, et cetera.

They're building the unified API to be delivered, I think, what was it, March 31st was the target?

[@41:29](#) - **Sandeep Thalluri**

March 31st, 2030, or?

[@41:32](#) - **Matt Buerosse**

2026.

[@41:33](#) - **Hunter Moore**

What? Yeah, March 31st is what we got today from them. So just an FYI for Sam and Matt, these APIs that are offered to vendors like CableFinder and or parties like us may or may not be the same APIs that they use on their own platforms, and certainly not for their own.

Our own internal use. So the quality of those is fully dependent on, again, what they're offering to those parties.

So we've had a problem with AT&T. AT&T is our problem child. I probably wouldn't say we would want to start with AT&T because it is so unbelievably complex, but we've been in a battle for a long time for those APIs to be accurate.

And again, it sounds like they're developing a, I'll believe it when I see it, but they're developing an API for Cable Finder you use, and therefore it will be accurate for our internal use, and therefore accurate for advisors consistently.

[@42:45](#) - **Joshua Stewart**

Yeah, Mari and Sandeep and Hunter might disagree with me, but I'm of the opinion, like, if we were to solve for AT&T with your solution, everyone else is easy.

That's just me. I'll go back to mute.

[@43:03](#) - **Sam Sova**

I think there's a lot of different angles we can look at this. I think your walkthrough is super helpful and allows us to go back in addition to the documentation that, Josh, you mentioned that you built.

I think we have plenty of digging to do and angles of looking at this and how we would tackle it, not only from a proof of concept standpoint, but like a long-term.

And that's where virtual Karl is going to come in handy here.

[@43:38](#) - **Mari Shankar (Telarus)**

Yeah.

[@43:40](#) - **Sam Sova**

Okay. Do you want to go through the next use case that's bubbling to the top? Well, have a few minutes and then we can, we can dig into the other ones in your documentation.

Would that be worth the time?

[@43:56](#) - **Mari Shankar (Telarus)**

I, I, I would like this to be the focus. Just focus on this one, okay? Okay. Again, Josh or Hunter, if you have a different.

[@44:07](#) - **Hunter Moore**

No, this one's big enough that.

[@44:10](#) - **Sam Sova**

This is the pain point. Yes.

[@44:12](#) - **Hunter Moore**

Okay.

[@44:14](#) - **Sam Sova**

It's the biggest one that will offer us the competitive advantages that we seek. Great. Then let's stick with this one as a focal point.

Matt, do you have any? I've been asking all the questions. Do you have any questions for these guys while we have them?

[@44:30](#) - **Matt Buerosse**

Well, you know, thinking about your business from a customer service standpoint, are there any other sort of, I guess, interfaces that you would like for your customer to be able to utilize to talk with you when they're making these requests?

[@44:54](#) - **Mari Shankar (Telarus)**

What do you mean by that, Matt?

[@44:56](#) - **Matt Buerosse**

Well, I mean, there's obviously the ability to go in via. Yeah. I Thank You know, via email, telephone, text, chatbots, and so forth, chatbots.

And again, again, I'm just spitballing here with regard to wishlist.

[@45:15](#) - **Mari Shankar (Telarus)**

You know, this is favorite Hunter topic, Omnichannels. We are not yet prioritizing that. I know Hunter went sad. It's just a prioritization question.

We are not truly ready for an Omnichannel or Multichannel experience at this point. So it's typically emails.

[@45:38](#) - **Matt Buerosse**

I don't know when we do phone, right?

[@45:41](#) - **Mari Shankar (Telarus)**

On this one, we don't do phone at all. We never quote price quote on a phone.

[@45:44](#) - **Hunter Moore**

No, we, again, the process is so long that I wouldn't put somebody on hold for 12 minutes. But that's exactly, you're getting at exactly kind of why our Omnichannel presence doesn't exist.

Because chat doesn't make sense.

[@46:08](#) - **Sam Sova**

Matt, this is probably where you're going. Oh, sorry.

[@46:11](#) - **Mari Shankar (Telarus)**

Go ahead, Matt. Oh, sorry. I'm going to say that, you know, some of these delays that when Hunter stays 15 hours, it's also because the vendor is taking a longer time.

Some of these are like metrics because some vendors, the time for them to respond to us takes a long time.

It's not just our people or our processes. It's just we're waiting, drilling the thumb and waiting on it, like for them to send an email back or send us a pricing back.

[@46:41](#) - **Matt Buerosse**

Okay. Yeah, the reason why I asked the question was just simply it seems like convenience and the ability to expedite the process and the request is of the utmost importance.

[@46:54](#) - **Hunter Moore**



Yeah, 100%. And the process is so fluid, the pass-offs between that. That front of house concierge to those pricing specialists that they're throwing work back and forth to each other the entire time through multiple different Salesforce objects, opportunities to quotes, quotes to tasks, you know, tasks to other tasks.

And then it just gets wild from there. So, you know, again, we've done everything that we could to organize it to get the right work into the right hands as much and as fast as possible.

But it's just such an unwieldy system. And, you know, this TSD, you know, telecom industry, you know, just for a little bit of insight, does not require an advisor to go through the pricing exercise directly with us.

They can go and work directly with AT&T and place an order directly with AT&T. We're not going to know about it until the commission hits at the very

And then we have to work backwards, but that's orders to commissions, which is a whole nother beast. If we can get this stuff fixed on the front end, it eases so much pain on the back end when they get ready to place that order to receive that payment.

You know, lots of confidence built up there, especially if the accuracy and the speed is there as necessary. But I could talk about this stuff all day.

[@48:29](#) - **Matt Buerosse**

Certainly. Thank you for the explanation. Sam, did you have a comment?

[@48:34](#) - **Sam Sova**

No, no, no, You, it was, Mari hit it. So it's great. Matt, anything, anything else come top of mind?

[@48:45](#) - **Matt Buerosse**

To me?

[@48:46](#) - **Sam Sova**

No, not at the moment. I think, so guys, this is super helpful. The show and tell is always super helpful.

**ACTION ITEM: Regroup w/ Karl's team; draft POC approach; send Qs to Mari; schedule review w/ Mari, Josh, Hunter, Sandeep - [WATCH](#)**

So thank you, Sandeep, for just jumping on the call and hopping right in. And, and, and, showing.

[@48:59](#) - **Matt Buerosse**

showing.

[@49:02](#) - **Sam Sova**

So here's what we're going to do. I'm going to regroup with Karl's team, and we'll put together kind of our thoughts on how we would tackle this use case as kind of like a first project.

And I'm assuming we'll probably have some questions. Out of this group, who do you want us to direct those to?

[@49:24](#) - **Mari Shankar (Telarus)**

Is it, Mari, is that you? Yeah, mean, we can just send it to the group, but yes, I can take this.

Okay.

[@49:30](#) - **Sam Sova**

Yeah, as we have questions or need clarification on anything, if that's the case, we'll let you know. And then, Josh, that documentation you have, especially on this use case, would be really helpful to see if there's any gaps that we need to fill after we review this.

But I would say, you know, with the holiday coming up, give us like till the end of next week.

And then we can, you know, end of next week, early following week, and we can... you. Kind of get something formulated on our end and regroup on a call and kind of walk through it and make sure like our understanding of this and assumptions of how we would tackle it align with exactly how you guys envision it as well.

Does that sound good?

[@50:17](#) - **Mari Shankar (Telarus)**

Sounds good.

[@50:19](#) - **Sam Sova**

I think we got a pretty good grasp on it.

[@50:21](#) - **Matt Buerosse**

So thank you for spending so much time with us today.

[@50:24](#) - **Mari Shankar (Telarus)**

This was super helpful. I mean, we are looking for, we are excited about this, right?

[@50:30](#) - **Sam Sova**

Great.

[@50:30](#) - **Mari Shankar (Telarus)**

This is one of things that is an interesting problem that we want to solve. So we are excited about it.

[@50:36](#) - **Sam Sova**

So if you have any questions, shoot it in our direction.

[@50:39](#) - **Mari Shankar (Telarus)**

should be able to respond depending on who it needs to redirect the traffic and get you the responses as soon as possible.

[@50:47](#) - **Sam Sova**

Okay.

[@50:48](#) - **Matt Buerosse**

Great.

[@50:49](#) - **Sam Sova**

great. Great. Yeah, we look forward to the opportunity. I think this is a great use case that we can really help with.

So we're excited as well. So thank you. Great news.

[@50:57](#) - **Joshua Stewart**

All right, guys. Thank you, gentlemen.

[@50:59](#) - **Matt Buerosse**

All right. You as well.

[@51:01](#) - **Sam Sova**

Have a great one.

[@51:01](#) - **Joshua Stewart**

Bye, virtual, Karl.

[@51:03](#) - **Sam Sova**

Thanks.

[@51:03](#) - **Mari Shankar (Telarus)**

Thank you.

[@51:05](#) - **Sam Sova**

Bye. Bye.