

BRAND MESSAGE GUIDE



May
2025



WELCOME TO YOUR

BRAND MESSAGE GUIDE

Altaworx has built something powerful – not just in the products you offer, but in the way you operate: steady, thoughtful, and focused on doing telecom the right way. We know from experience that clarity in the *market* starts with clarity in your message, so this Brand Messaging document will serve as a guide in this way.

So many businesses miss the mark because they struggle to explain what they offer in a way that feels aligned, consistent, and compelling. This will solve that. It's built to give you the tools to speak directly to your ideal customers – agents, resellers, and IT leaders – and to say the right thing at every stage of their journey.

When you use this brand voice consistently across your team and channels, you'll earn trust faster, stand out more clearly, and make it easier for the right customers to say yes.

Inside this guide, you'll find

- Your brand's voice and tone
- A narrative tailored to your customer personas
- Messaging that reflects the clarity and credibility of the Altaworx team

We're honored to be part of this next chapter of your growth. We believe in what you do, and we're excited to help you say it in a way that gets heard.

Laura Johns

Founder & CEO

The Business Growers



PURPOSE OF THIS DOCUMENT

This document guides users through the Altaworx brand message and offers more specific elements related to the brand that can be used across platforms. It should also serve as a resource to all team members, both internal and external, supporting sales and marketing efforts to ensure consistency in communication.



TONE & VOICE

OUR TONE

We are clear, grounded, and confident. We believe the best solutions are built on honesty, accountability, and respect for the people who trust us to deliver.

OUR VOICE

- We speak directly and respectfully – never performative, never posturing.
- We say what we do and follow through without needing a spotlight.
- We lead with support – because when our partners succeed, so do we.
- We bring deep expertise, but we're always open to learning.
- We take ownership when something needs fixing. We show up with answers, not excuses.
- We like working with people we enjoy – and we think our clients should feel the same.



BRAND POSITIONING

Brand positioning defines how you show up in the market relative to competitors.

Altaworx: One Partner From Sale to Scale

Altaworx is the only channel-first telecom partner offering a complete MMS ecosystem through Orbit™, and a full-service telecom delivery model that scales from mobility into voice, wireline, SD-WAN, and more.

With Altaworx, agents, resellers, and IT leaders can scale revenue without scaling complexity.

CORE VALUE PROPOSITION

Core value proposition defines why someone should buy from you.

Altaworx helps agents, resellers, and IT leaders eliminate telecom complexity, so they can scale revenue—without managing a patchwork of vendors, platforms, or people.

We bring everything under one roof with Orbit™, our fully managed MMS ecosystem, as the entry point. From there, we help you unify mobility, voice, wireline, SD-WAN, and beyond—with one partner, one invoice, and one support team.

BUYER PERSONAS

AGENTS

We work with experienced telecom consultants who want to build lasting income.

- » **They want:** a simple way to sell telecom services and make money—without getting pulled into provisioning or post-sale issues.
- » **They struggle with:** getting locked out of deals because they don't have the right platform, mobility tools, or support.
- » **We step in when:** they're ready to move past short-term payouts and into recurring revenue—powered by a flexible partner model and a mobility-first platform that makes them look great.

RESELLERS

We support MSPs and telecom resellers who want a solid white-label program that they can scale without headache.

- » **They want:** to grow revenue owning the customer, the billing, and the experience—under their name/brand.
- » **They struggle with:** infrastructure costs, compliance headaches, fragmented provisioning, and inconsistent delivery.
- » **We step in when:** they realize scaling the right way requires a unified platform that simplifies operations while keeping them in control.

DIRECT IT BUYERS

We partner with CTOs, IT managers, and network leaders at enterprise companies who are buried in vendor contracts, multiple platforms, and outdated workflows.

- » **They want:** less stress and headache with fewer systems, better visibility, and a single partner who can make it all work.
- » **They struggle with:** constant pressure from executives and having to spend their valuable time putting out fires.
- » **We step in when:** they've had enough of complex vendor management and billing and want someone to take over so they can do their actual job.

WHAT MAKES US DIFFERENT: ORBIT™ – THE TELECOM LAUNCHPAD

Altaworx = The Partner
Orbit™ = The Launchpad

ALTAWORX ORBIT™ – THE MANAGED MOBILITY ECOSYSTEM

Orbit is the only fully managed mobility platform built for resellers—by people who've actually run channel programs. It brings together provisioning, lifecycle management, usage rating, support, and visibility into a single platform.

Orbit is your launchpad for total telecom control.

Why it matters: Resellers are stuck in spreadsheets and fragmented portals. Orbit ends the swivel-chair chaos and delivers a modern telecom operation stack under one roof.

WHY PARTNERS CHOOSE ALTAWORX

1. CHANNEL BORN, CHANNEL FOCUSED

We've walked in your shoes. Our leadership team has run channel programs, built partner networks, and closed deals the same way you do.

Why it matters: You don't have to translate your needs. We already speak your language—and we built this business to support yours.

2. BUILT TO SCALE, NOT JUST STARTUP

Whether you're operating a single site or scaling across regions, our solutions adapt to your size and speed. Add users, services, or sites without disruption—and without starting over.

Why it matters: Growth shouldn't mean complexity. With Altaworx, scaling is seamless—your telecom evolves with you, not against you.

3. ALL YOUR TELECOM UNDER ONE ROOF

Mobility. UCaaS. IoT SIMs. SD-WAN. Connectivity. Altaworx delivers the entire stack without requiring five different vendors and three different onboarding portals.

Why it matters: Reduces integration issues, simplifies training, and shortens time to market.

4. PROACTIVE SUPPORT & VISIBILITY

Real-time monitoring, active lifecycle management, and responsive U.S.-based support mean you're never left guessing. We help you stay ahead of issues before they impact your business.

Why it matters: When things go wrong, you need answers—not waiting games. With proactive support and clear visibility, you stay confident and in control, even when challenges hit.

WHY PARTNERS CHOOSE ALTAWORX

5. BUILT-IN FLEXIBILITY

No two businesses are the same—so we don't force a one-size-fits-all solution. Whether you're a business user, a white-label partner, or a reseller, Altaworx lets you choose how you engage, bill, and grow.

Why it matters: You need a partner that fits into your business—not one that makes you fit into theirs. Our flexible models put you in control, whether you're managing telecom or building a business around it.

ALTAWORX BRAND MESSAGING

1 A CHARACTER

Altaworx serves three kinds of decision-makers:

- **Agents** chasing commissions in a system that constantly shifts beneath them.
- **Resellers** trying to scale solutions while being slowed down by back-end chaos.
- **IT Leaders** buried under vendors, platforms, invoices – and not able to focus on their actual job.

What they all want:

They want one trusted partner who delivers the product, the platform, the support –and a way to scale without doing it all themselves.

2 HAS A PROBLEM

External Problem

They're expected to grow, serve, and perform in a system they can't control.

Margins shift, vendors disappear, tickets stall, and installations lag. And when something breaks, they take the heat—not the carrier.

Internal Problem

They're frustrated, anxious and stuck.

They know they could win more – but they're stuck managing cleanup, invoices and problems they didn't create.

Philosophical Problem

They shouldn't have to choose between growth and peace of mind.

If they are held accountable for outcomes, they should be able to trust the system and the people behind them.



MEETS A GUIDE

Altaworx was created by people who've lived through these exact struggles – and built a better way.

Why trust us?

- 20+ years building carrier-grade platforms
- Largest organically grown AT&T Partner Exchange reseller
- Infrastructure, billing, compliance, support – all dialed in and ready to white-label or deploy
- The only channel-first telecom partner offering a complete MMS ecosystem through Orbit™

Whether you're selling telecom or managing it, Altaworx works. We didn't just build a platform – we fixed the mess we used to deal with, too.



GIVES THEM A PLAN – ALTAWORX PARTNER PATH™

1. Talk to Us

Tell us what's holding you back: revenue, delivery, burnout.

2. Customize Your Path

Start with what fits—Mobility, Voice, or Full Stack. We'll build around your model, not ours.

3. Scale Without Chaos

Sell more. Support better. And keep your focus where it belongs: forward.



CALLS THEM TO ACTION

Primary CTA

- Talk to Us
- Start the Conversation
- Start Now
- Create My Path

Additional CTAs

- See the Plan
- Book a Call
- Build My Solution
- Let's Talk
- Get Started

Transitional CTAs

- Download the 2025 Channel Success Guide
- See How the Partner Path Works
- Explore Orbit



6 HELPS THEM AVOID FAILURE

Without Altaworx, you stay stuck:

- Lost revenue from delays, churn, and missed commissions
- Missed opportunities without an effective mobility solution
- Back-end bottlenecks that kill your brand's momentum
- Customer trust erodes – and it's you who takes the hit
- Your business stays dependent on platforms you can't influence or control
- Margin loss from platforms that penalize scale instead of rewarding it
- Wasting hours chasing down invoices, tickets, or reps who've gone silent
- Losing control of the customer experience at the moment it matters most
- Getting stuck rebuilding offers every time a vendor changes direction
- Burnout from managing tech instead of growing the business

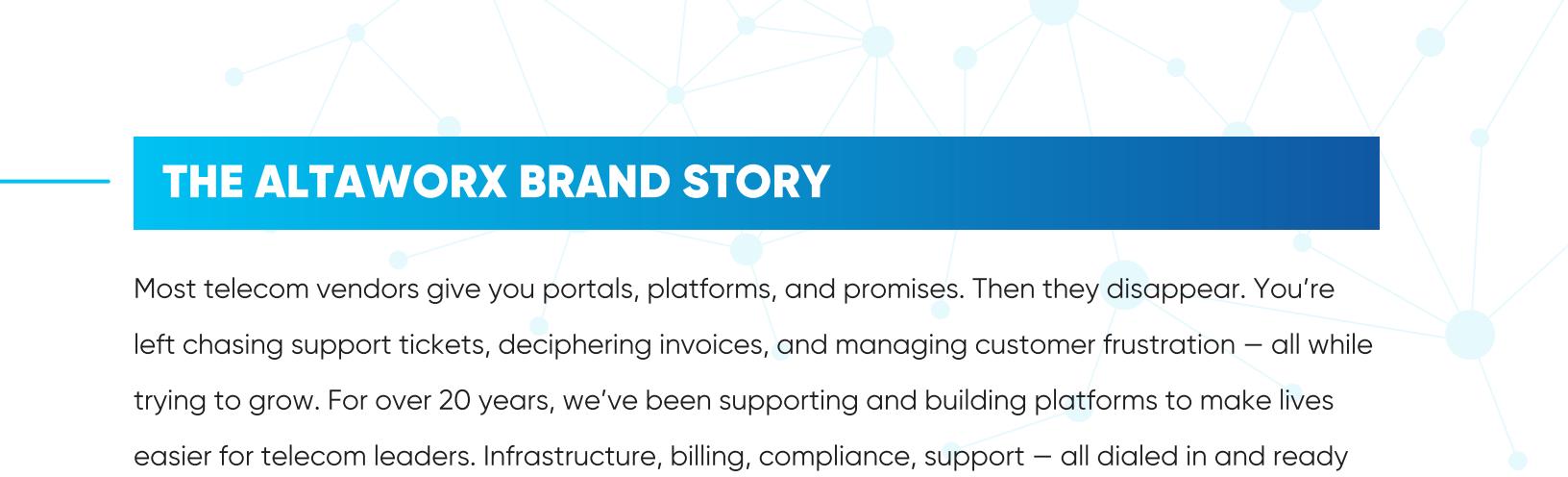


7 ENDS IN SUCCESS

With Altaworx, you:

- You close deals faster
- Win bigger deals by offering complete mobility
- Customers stick longer
- You spend less time explaining and more time expanding
- Your tech stack stops being the problem – and starts being a competitive edge
- You run leaner – with fewer platforms, fewer contracts, and more clarity
- You trust your partner to deliver what was promised, when it matters
- You finally own the process, not just the sale
- Your billing, service, and delivery stack works like it was built in-house
- You grow with fewer handoffs, fewer headaches, and more time to lead

With Altaworx, you go from overwhelmed and anxious → to confident, focused, and ready to scale.



THE ALTAWORX BRAND STORY

Most telecom vendors give you portals, platforms, and promises. Then they disappear. You're left chasing support tickets, deciphering invoices, and managing customer frustration – all while trying to grow. For over 20 years, we've been supporting and building platforms to make lives easier for telecom leaders. Infrastructure, billing, compliance, support – all dialed in and ready to white-label or deploy.

Altaworx is the only channel-first telecom partner offering a complete MMS ecosystem through Orbit™, and a full-service telecom delivery model that scales from mobility into voice, wireline, SD-WAN, and more. We are built for doers—the agents and resellers who want a partner they can grow with. Whether mobility is your entry point or part of a broader strategy, we give you the infrastructure, tools, support, and flexibility that telecom partners need to scale.

Altaworx was built by people who've lived through these exact struggles – and built a better way. We've helped agents build monthly revenue without the distraction of chasing commissions. We've allowed resellers to scale their own brands without hiring a telecom ops team, and we've made it possible for IT leaders to finally run telecom on their terms.

All of it happens through the **Altaworx Partner Path™**:

- **Talk to Us** – Tell us what's holding you back: revenue, delivery, burnout.
- **Customize Your Path** – Start with what fits—Mobility, Voice, or Full Stack. We'll build around your model, not ours.
- **Scale Without Chaos** – Sell more. Support better. And keep your focus where it belongs: forward.

Because when you've got Altaworx in your corner, you scale smarter, not harder.

YOUR ONE LINER

Your One Liner is the simplest form of your brand story. It's a clear, and effective way to answer the question, "What do you do?" so your brand is positioned as the solution to a problem.

Selling and managing telecom has become a mess—platforms, portals, vendors, and invoices—making it harder than ever to grow. Altaworx is the only channel-first telecom partner offering a complete managed mobility ecosystem alongside a full-service telecom delivery model. With Altaworx, you have the support and flexibility to scale your business with a single partner so you can finally focus on growth.

ALTAWORX TAGLINE

Altaworx: One Partner From Sale to Scale.

THANK YOU



the business
growers
KNOW • GROW • SCALE