

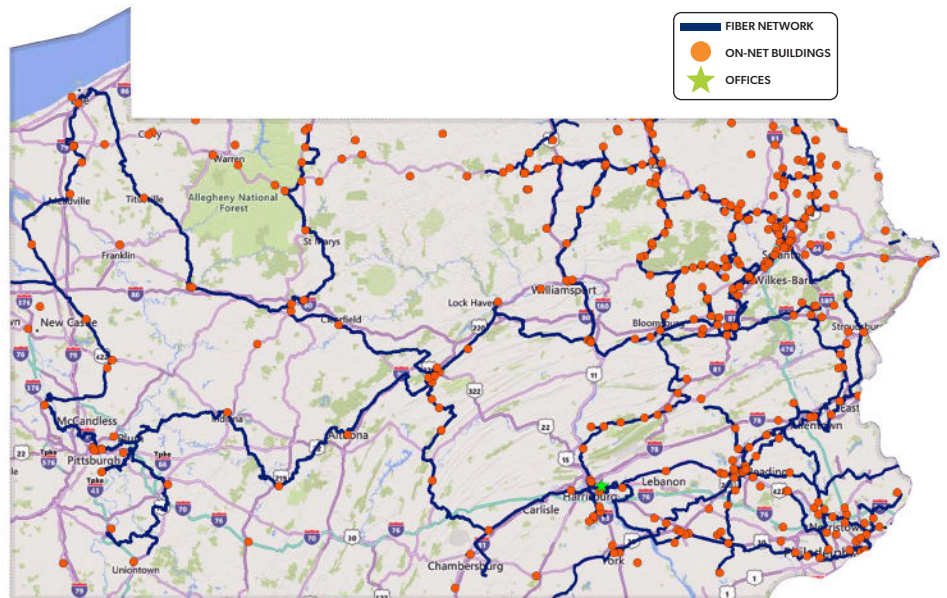
## FirstLight is Growing in PA!

FirstLight is enhancing its fiber connectivity throughout Western Pennsylvania, providing agents and Channel partners additional opportunities to sell low-latency fiber connectivity to businesses in the Keystone State.

FirstLight has built fiber in strategic areas of Western Pennsylvania including Erie, Monroeville, Altoona, and Indiana, designed with our signature low-latency, symmetrical, and redundant connectivity.

FirstLight's first foray into Pennsylvania occurred during the acquisition of the KINBER network, serving a number of schools, universities, libraries and other municipal entities. FirstLight is building on this important investment by enhancing its fiber routes in Pennsylvania and adding additional field and marketing resources.

These builds will provide an advantage when upselling customers with FirstLight's other offerings including cloud, data center, and security solutions. Stay tuned for more about the progress of our Pennsylvania builds in the coming months!



## Squeeze in the SPIF Before Year-End

Before ringing in the new year, there's still time to take advantage of FirstLight's 2X MRC SPIF.

For each accepted FirstLight solution order of at least \$500 in Monthly Recurring Revenue (MRR) with a minimum of a 36-month term, channel partners will receive up to a "2X" MRC payment up front, subject to FirstLight approval.



The awarded bonus is in addition to normal compensation to the channel partner. Qualifying sales will result in either a 1X or 2X MRC SPIF for sales from \$500+ MRC. The offer is valid for qualifying sales made between July 1st, 2024 and December 31st, 2024.

For more information, contact Steve Andrews, Director of Channel Sales, at [sandrews@firstlight.net](mailto:sandrews@firstlight.net).

*Terms: The offer applies to new sales only, including additional products sold to existing agent accounts. FirstLight must receive and accept the order within the promotion period. Multiple sales cannot be combined, and the offer cannot be combined with any other FirstLight promotions.*

*Qualifying sales must include written or electronic documentation (service order) along with approval from the Channel Sales Director.*

## Round-Up

### Selling Cybersecurity

FirstLight and Veeam hosted a webinar on selling cybersecurity solutions to end users. Besides sharing best practices, including asking customers about their security processes, Veeam shared data on the latest ransomware trends taken from a survey of 1,200 IT managers at global organizations. In case you missed it, you can [watch the full recording here](#). We have several exciting webinars in the works for 2025, so keep an eye on future newsletters for details.

### Small Business Backup

If your sales deck includes small to mid-sized companies, heads up: FirstLight recently launched Fiber Business Bundles powered by Acronis. The bundle includes synchronous Internet, voice and/or Cloud Communications, and add-ons like Managed Firewall, WiFi with advanced security options, and +Meeting UC upgrade.

The target customer is a small enterprise with 25-150 employees and \$5 million to \$25 million in revenue, where IT is a critical function for their business. [You can learn more here](#), and ask your Channel Manager for additional details.

### New Blog

Network reliability is what your customers want and increasingly need. But what are the factors that contribute to *true* reliability? We dig into the questions your customers are likely asking when speaking with service providers in our [latest blog](#).

### Why FirstLight?

If you recommend FirstLight to your customers (and why wouldn't you?!), you'll likely be asked: "Why FirstLight?" We have a succinct top 10 list that explains how FirstLight outshines our competitors. Among the differentiators:

- FirstLight's network is superior to most providers due to our ultra-low latency, multiple peering points, and diverse routes for ultimate redundancy.
- We provide customers with a full portfolio of solutions: Internet, voice, data, security solutions, data center, cloud computing, monitoring, and more.
- We operate more than a dozen data centers scattered across the Northeast, which serve as the foundation for our cloud computing, backup solutions, and disaster recovery.
- We offer locally based, responsive support 24/7.

[See all 10 proof points why FirstLight isn't like other providers.](#)

## Team Member Spotlight



Todd Millbrand, Channel Manager

- **Name:** Todd Millbrand
- **Hometown:** Buffalo, NY
- **Previous employer(s) and experience:** Sangoma, where he served as a Channel Manager, Distribution Sales Manager, and National Partner Manager over eight years
- **Hobbies/sports/pursuits:** Travel, going to Buffalo Bills games, lots and lots of concerts
- **Family:** Daughter, Sophia
- **Pets:** 12-year-old one-eyed dog named Layla
- **Most memorable moments:** My daughter's birth, taking her to her first Bills game and concert (Green Day).
- **Two words that describe you best:** Witty and chill