

## **July Call: Frontier Alternate Channels and Synchronoss: A Case Study for Increasing Broadband Market Share through Sales Channel Automation**

Frontier's Alternate Channels Group struggled to hit performance targets due to functional limitations within Frontier's legacy back office systems. Frontier partnered with Synchronoss to define, design and deploy a dynamic solution of people, processes and technology to automate stable and scalable buy-flow service platforms.

Join Bill Perkins (Frontier Director of Alternate Channels) and Gordon Dahl (Synchronoss Director of Sales) as they discuss the before and after transformation of business as usual at Frontier.

**Presenter:** Bill Perkins, National Manager - Emerging Markets, Frontier Communications



**Presenter:** Gordon Dahl, Director of Sales, Synchronoss Technologies



Gordon Dahl has been providing Solution Consulting and System Integration services since 1997. An Air Force veteran, Gordon founded Trio Teknologies in Dallas, TX and sold it to Brightpoint (now Ingram Micro) after 10 years in business. He has served as a mobile communications industry consultant to various hedge funds and was a member of Sprint's Partner Advisory Council. He is currently the Director of Sales at Synchronoss Technologies (NASDAQ: SNCR). Synchronoss is a world leader in cloud solutions and automation services.

Originally from Montana, Gordon has called Texas home for the last 18 years.