

AT&T Partner ExchangeSM Interview with KG Communications



Ken Gilstrap, President of KG Communications, discusses his success with AT&T Partner Exchange and AT&T Enhanced Push-to-Talk

APEX: Describe KG Communications and the customers you serve.

Ken: KG Communications has been serving Northern California businesses with push-to-talk communications for about seven years. We operate a two-way radio system that is being discontinued, so we started looking for a solution to handle our customer base and to grow our business in the future. We chose AT&T EPTT because we found it to be the best solution in the market today.

APEX: What attracted KG Communications to the AT&T Partner Exchange Reseller Program?

Ken: When we contacted AT&T looking for a replacement solution for the existing system, we visited the AT&T Partner Exchange collaborative workspace in Plano, TX, and found the support for companies like KG Communications was second to none. We had never experienced that type of support from any providers in the past. It was an easy decision to choose AT&T.

APEX: What value has AT&T provided you and your end customers?

Ken: AT&T Partner Exchange has helped us with support and worked with us in the field in front of our customers. The Partner Exchange has supported us in the provisioning and roll-out of our new customers. It has been a great experience.

APEX: How has AT&T Partner Exchange and its solutions helped you improve your customer relationships and grow your customer base?

Ken: The support that AT&T gives to us through their provisioning and support and by working with us in the field has made it very easy to market the AT&T product. One of the difficulties KG Communications was faced with was rolling our customers from the existing network over to the AT&T wireless network. With the help of the AT&T staff meeting with us and our customers and showing them the AT&T product, it has made it very easy to make this transition.

APEX: Describe your win in the construction industry and the role AT&T Partner Exchange played.

Ken: One of our first opportunities in the central valley was a very large construction company. They were using a competitor's push-to-talk device and they could not talk seamlessly between their central California office and their southern California office. We met with the construction company, along with the AT&T staff and provided them some demos, which worked out very, very well for them. We will now be rolling them over to the AT&T wireless network.

APEX: What has your experience with AT&T Partner Exchange been like so far?

Ken: It's an unbelievable marriage between KG Communications and AT&T with the support they offer us through the AT&T Partner Exchange and in the field. AT&T Partner Exchange supports us by working with us in the field, and the fact that the EPTT product has worked so well in the demonstrations we've done so far makes it easy to sell the product.

APEX: What has surprised you about working with AT&T?

Ken: After working with large companies in the past, the support I have received from them compared to what AT&T has done through the AT&T Partner Exchange is unbelievable. It has helped us tremendously and we believe will help us in the future as we grow our business.

APEX: How has AT&T Partner Exchange set you up for success and enabled you to win in the marketplace?

Ken: AT&T has worked with us as we roll out this new product to our customer base with complete support—not only in supporting us in the field but supporting us with different programs to help us win customers. They are very flexible when we bring a solution to them, helping us fulfill the obligation to the customer and roll it out successfully.

APEX: Looking ahead, what is your vision for your business in the future and how does AT&T Partner Exchange fit in that picture?

Ken: The future for KG Communications is to expand beyond what we could do with the existing network because AT&T's coverage is far greater than what we could offer. With AT&T Partner Exchange, we can explore new areas such as the Hawaiian Islands, which is beginning to work very well for us.