

Services

Connectivity

Broadband Aggregation ·
Carrier Services · SD-WAN ·
WLAN · TEM

Field Services

Advisory Services · Project Management · Structured
Cabling · Stage & Configuration · Engineering · Multi-Site
Rollouts · Wireless Surveys (Predictive & Passive)

Network Management

NOCaaS

Every solution includes:

Proactive monitoring · Consolidated invoicing · Dedicated project management · Online operations portal

Elevator Pitch

TailWind delivers a seamless combination of connectivity, network operations, telecom expense management, and field services – purpose-built for enterprise customers with complex, multi-site environments. Instead of juggling multiple vendors and hoping someone owns the problem, our clients get a single, accountable partner with the operational depth to keep things running and the expertise to drive costs down.

What sets us apart is our white-glove approach. We don't just deliver solutions – we become an extension of your team, guided by a culture of respect, transparency, and collaboration. Our clients don't feel like ticket numbers. They feel taken care of.

Ideal Customer Profile

TailWind's ideal customer is a **multi-location enterprise (25+ sites)** in the middle of – or about to begin – a rollout, refresh, or expansion that requires coordinated deployment, connectivity, and ongoing operations at scale.

They typically look like this:

- Undergoing large-scale rollout, refresh, or equipment lifecycle replacement
- Struggling with fragmented vendors – missed timelines, poor coordination, finger-pointing
- Needing one accountable provider across deployment, connectivity, and support
- Lacking the internal bandwidth to manage multi-site execution without help
- Requiring both sides of the demarc managed with full accountability
- Being at risk if the rollout fails – brand, revenue, or customer experience on the line

TailWind wins when:

- The deal requires multi-site coordination + deployment + ongoing management
- Competitors are acting as aggregators, but the customer needs an operator
- There is a real operational risk if execution fails

The TailWind Difference

Most providers lean on auction-based dispatch to fill field service work. TailWind doesn't – and the results speak for themselves.

- **Less than 10% of our dispatches go through auction sites** – clients get skilled, vetted technicians who know their environments
- **73.4% enterprise win rate** – proof that quality over convenience wins deals
- **White-glove, embedded approach** – we operate as a genuine extension of our clients' teams, treating every site, ticket, and escalation like our own
- **Creative deal structuring** – flexing across field service and connectivity margins to build commercial solutions that larger, rigid competitors can't match
- **Easier to work with, and measurably better** – that's the difference partners feel



By the Numbers

73.4%	Enterprise win rate YTD
0.55%	Enterprise churn rate (industry avg: 1.5%)
7.68 hrs	Broadband MTTR
2.26 hrs	DIA MTTR
14.5%	Average monthly savings through service consolidation
15 seconds	Average time to answer – no hold queues
<1%	Redispatch rate for warranty work on 18,000 dispatches
40,000+	Enterprise locations served across the U.S. and Canada

Common Objections

"We already have a system for managing multiple vendors."

Managing multiple providers across every location takes significant time and resources – and when something breaks, figuring out which vendor owns it is its own problem. TailWind replaces that coordination burden entirely. One contact. One invoice. Full accountability.

"We can handle deploying IT projects internally."

Multi-site rollouts without experienced support routinely result in missed timelines, site disruptions, and coordination failures. TailWind's staging and configuration lab prepares equipment before it ships. Our project management team owns completion across every location – so your team stays focused on the work only they can do.

"We have on-site IT staff for connectivity issues."

TailWind doesn't replace your IT team – we extend it. With NOCaaS, your staff is freed from reactive issue resolution and can focus on projects that drive growth. Average broadband MTTR: 7.68 hours. DIA MTTR: 2.26 hours. We move faster than most internal teams can.

Key Differentiators

Own the execution, not just the contract. Single point of contact and accountability across planning, procurement, staging, installation, and ongoing support – for every location.

Both sides of the demarc. Competitors hand off at the demarc. TailWind manages infrastructure and connectivity together, so the customer is never stuck in the middle, troubleshooting whose problem it is.

Bespoke solutioning, not platform standardization. Where competitors force customers into rigid, uniform deployments, TailWind tailors delivery to the actual environment – carrier mix, infrastructure state, and operational context at each site.

High-touch, relationship-first model. No call centers, no queues. 15-second average answer time. A dedicated team that knows your customer's environment.

Proven at scale. 40,000+ enterprise locations served. 73.4% enterprise win rate. 0.55% churn vs. a 1.5% industry average.

If you just need circuits and pricing, TailWind is not your provider. If your customer needs someone to own deployment, connectivity, and ongoing operations across every location – bring in TailWind.

