



April 1, 2014

## Windstream Launches New Channel Pricing Tool, Enhances Relationship Between Channel Partners and Managers

### New Sales Pricing Tool is First in the Industry to Provide Multi-Location Quotes

LITTLE ROCK, Ark., April 1, 2014 (GLOBE NEWSWIRE) -- Windstream (Nasdaq:WIN), a leading provider of advanced network communications, announced the release of its new channel pricing tool, allowing channel partners to seamlessly and efficiently provide direct pricing quotes for Windstream solutions.

This innovative pricing tool is an industry standout. The application is mobile-friendly and can easily be used on a tablet or smartphone, enabling partners to generate real-time quotes while working remotely or traveling. Compatible with all operating systems, the tool enables Windstream channel partners and channel managers to review, edit and save quotes directly in the system, securely storing them for retrieval later. The tool also offers the unique ability to create multi-location quotes, empowering channel partners to provide accurate pricing with increased speed.

"Our channel partners are looking for tools that drive greater efficiency and enable them to move to a strategic partner model with our channel managers," said Lauren Weatherly, director of channel marketing at Windstream. "Created as a result of direct feedback from our channel partner advisory board, this new pricing tool reduces the need for management and monitoring of quoting activity by the channel managers. It gives them the freedom to focus their efforts on enhancing Windstream's partnerships and fostering growth in key solutions areas."

With its [recent announcement](#) at the Channel Partners Conference & Expo, Windstream continues to offer enhanced marketing and training support, and sales tools to its partners.

"This pricing tool was designed to eliminate unnecessary review steps, increase efficiencies and accelerate the quoting process - all with the ultimate goal of delivering the Windstream 'smart solutions, personalized service' brand promise to our channel partners and their clients," said Matt Preschern, senior vice president and enterprise chief marketing officer at Windstream. "This new tool assists our partners in closing on-the-spot deals, increasing their revenue and supporting their continued business growth and success."

The Windstream pricing tool is also available via an API for those partners who have their own interface; the full application became available at no charge March 24.

Windstream offers a full suite of advanced network communications and technology solutions, including voice and data services such as VoIP, SIP trunking, MPLS and dedicated high-speed Internet. Windstream also offers Unified Communications, managed services, cloud computing, disaster recovery and networking services designed to help businesses increase productivity and improve operational costs. For more information, visit [www.windstreambusiness.com](http://www.windstreambusiness.com).

### About Windstream

Windstream (Nasdaq:WIN), a FORTUNE 500 and S&P 500 company, is a leading provider of advanced network communications, including cloud computing and managed services, to businesses nationwide. The company also offers broadband, phone and digital TV services to consumers primarily in rural areas. For more information, visit [www.windstream.com](http://www.windstream.com).

CONTACT: Windstream Contact:

Tanja Jameson

501.748.7236

[tanja.jameson@windstream.com](mailto:tanja.jameson@windstream.com)



Source: Windstream Corporation

News Provided by Acquire Media