

colt | ANALYST DAY  
2026

# BEING THE ENTERPRISE PARTNER OF CHOICE .

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EVP Enterprise



# THE EVOLUTION OF ENTERPRISE BUYING BEHAVIOUR.

## Evolving Enterprise need & focus



Cross functional  
buying centres



Outcome driven  
decisions



AI, resilience,  
security  
& sustainability



TO WIN MORE COLT IS... ↓

- » Selling differently: **Products to solutions**
- » Speaking to: **Business Outcomes**
- » Addressing: **Enterprise Priorities**
- » Engaging: **The entire buying chain**
- » Providing: **Consultative Guidance**



# HIGH-LEVEL SOLUTIONS-DRIVEN ENTERPRISE PORTFOLIO



Modern  
workplace &  
collaboration



Cloud &  
AI enablement



Next Gen  
network  
infrastructure



Security &  
Compliance



# A STRUCTURED, OUTCOME-DRIVEN PARTNER STRATEGY

Tiered strategic **PARTNER ECOSYSTEM**, supported by a **Partner Services Framework**

## PROACTIVE

### NETWORK SECURITY PARTNERS



### UC & CONTACT CENTRE PARTNERS



## REACTIVE

### NETWORK SECURITY PARTNERS



### UC & CONTACT CENTRE PARTNERS



# SUCCESS STORY.

Colt helped a fast-growing global retailer expand quickly by delivering resilient connectivity and positioning colt for future overlay and security support

- » TIME-TO-VALUE
- » RISK REDUCTION
- » RELIABLE OPERATIONS

## THE CUSTOMER



A leading global **clothing and lifestyle retailer** operating a **high-velocity, data-driven store expansion model** needed to open new locations rapidly across multiple countries.

Colt offered proven ability to deliver in short time and under pressure, shifting from Product offer to Business KPIs

## WHY COLT WON



Colt became the **preferred partner for its rapid-deployment**, consistently enabling on-time store openings across markets and point-of-sale **digital ecosystem**.

Targeted training & adoption of MEDDPIC conversation aligned to expected business outcome

## THE SOLUTION



Now working to become their partner of choice for the **overlay, LAN and security layers**, supporting their next phase with a **unified, resilient and future-ready digital architecture** spanning all new and existing stores.

Outcome based engagement strengthens our position as a strategic partner driving customers 'business performance'

# WE AIM TO ELEVATE CUSTOMER EXPERIENCE - MATERIALIZING BUSINESS OUTCOMES WHILST MINIMIZING COLT CHURN.



**PROACTIVE CUSTOMER ENGAGEMENT,  
DRIVE THE RIGHT CONSUMPTION & OPTIMISATION OF THE  
SOLUTION**



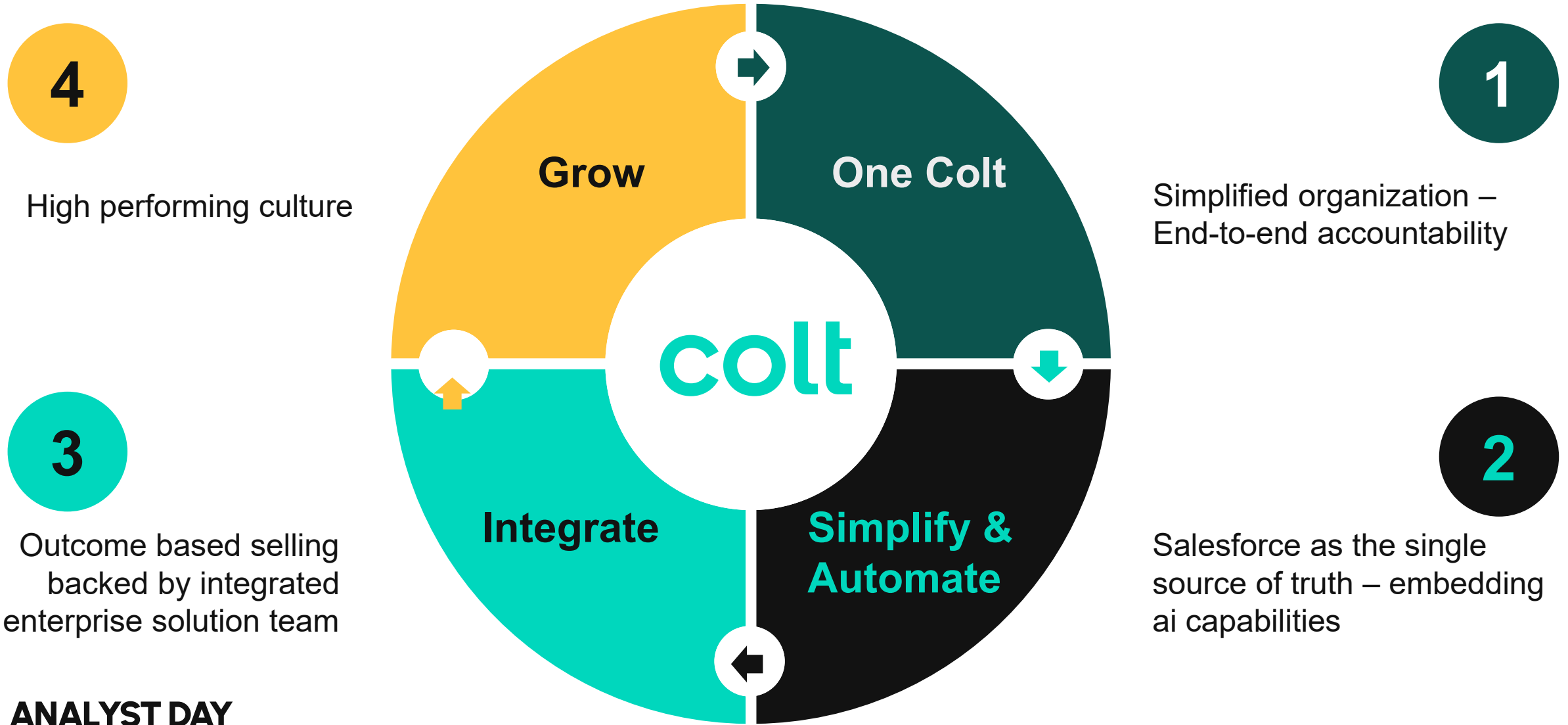
**SUPPORT TECHNOLOGY REFRESH AND COMPLIANCE  
REQUIRMENTS, ALIGNED TO BUSINESS OBJECTIVES**



**CLOSELY MONITOR CUSTOMER SATISFACTION THROUGH  
NES/NPS**

# COLT FOCUS AREAS ARE ALIGNED TO BEING THE PARTNER OF CHOICE FOR OUR ENTERPRISE CUSTOMERS

colt



# BEING THE ENTERPRISE PARTNER OF CHOICE



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Q&A  
Q&A  
**Q&A**  
Q&A



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**THANK  
YOU**

