



The Next Evolution of Enterprise Connectivity

How the Launch Point Practice Brings Together the Expertise
Behind Modern Infrastructure

Executive Summary

Enterprises no longer define connectivity solely by what technologies organizations deploy. In addition, success increasingly depends on how effectively teams bring together those technologies with the expertise behind them to achieve the desired business outcomes.

As AI, automation, edge computing, industrial IoT, and other data-intensive applications reshape enterprise operations, organizations face new infrastructure challenges. Enterprise connectivity has evolved from a supporting utility into a strategic business capability that enables innovation, resilience, operational efficiency, and long-term growth.

At the same time, the increasing convergence of networking technologies has made it more difficult for any single organization to maintain deep expertise across every discipline required to design and support modern enterprise environments.

This shift is changing how organizations deliver successful connectivity solutions. Rather than evaluating technologies in isolation, organizations increasingly benefit from collaborative ecosystems that integrate specialized expertise across networking, private cellular (including private 5G), public carrier services, satellite, systems integration, and lifecycle support.

The result is a more coordinated approach that aligns technology decisions with business objectives while reducing complexity for both customers and their trusted technology partners.

The Launch Point Practice reflects this evolution. By bringing together the complementary strengths of ScanSource, Sparro, Ericsson, Verizon, and the broader Launch Point ecosystem, it enables trusted technology partners to combine their industry and customer expertise with specialized connectivity knowledge.

Partners remain the customer's primary advisor while gaining access to coordinated guidance, integrated solution design, and deeper technical expertise. Customers benefit from a more cohesive approach and greater confidence that today's infrastructure decisions will support tomorrow's business needs.

The future of enterprise connectivity isn't defined by a single technology or vendor. It's defined by collaboration — bringing together the right technologies, expertise, and partners to solve increasingly complex business challenges with confidence.



The Evolution of Enterprise Connectivity

Not long ago, enterprise connectivity was largely about connecting people and devices. Organizations deployed Wi-Fi, cellular services, and wired networks to keep employees productive and critical systems online. As long as the network was available and performed reliably, organizations often viewed it as supporting infrastructure rather than a strategic business asset.

That perspective has changed dramatically, in fact, reversing itself.

Today, enterprise networks support far more than laptops and smartphones. Artificial intelligence (AI), industrial Internet of Things (IIoT), robotics, edge computing, real-time analytics, autonomous systems, and other data-intensive applications are reshaping how organizations operate. These technologies don't simply consume connectivity; they depend on it. As a result, infrastructure decisions increasingly influence operational efficiency, business intelligence, customer experience, and an organization's ability to innovate.

Just as importantly, the relationship between applications and infrastructure has changed. In the past, organizations typically deployed infrastructure first and then selected the applications that would run on it. Today, business requirements and increasingly sophisticated applications are driving infrastructure decisions. Organizations are asking more of their networks than ever before, and those networks must evolve to support new operational demands.

As Jason Wickam, VP and GM of Sparro, observed during a recent discussion on enterprise connectivity, "Today, the application and the need for the end user to access information is pushing [connectivity] at a pace that we've never seen. With the evolution of AI-enabled applications, the app itself is going to put so much demand on the infrastructure." His observation reflects a broader industry trend: infrastructure is no longer simply enabling digital transformation; it is becoming an accelerator of digital transformation.

This evolution has also blurred the boundaries between technologies that were once viewed independently. Wi-Fi, private cellular, public cellular, edge computing, cloud services, mobility platforms, and intelligent applications increasingly operate as interconnected components of a larger ecosystem. Organizations can no longer evaluate these technologies in isolation. Instead, they must consider how they work together to support today's operational goals while providing the flexibility to meet tomorrow's demands.

That growing complexity presents a challenge. Even experienced technology teams and trusted solution providers cannot realistically maintain deep expertise across every emerging technology, connectivity model, carrier relationship, and industry-specific use case. Customers need more than access to products. They need guidance that helps them navigate an increasingly interconnected technology landscape with confidence.

The future of enterprise connectivity, therefore, is not defined solely by faster networks or newer technologies. Enterprises define it by the ability to manage complementary technologies and expertise around real business outcomes.

In many ways, the infrastructure organizations build isn't just for today; it must also be able to transform organically into cohesive, future-ready solutions. Just as important, organizations need collaborative expertise that can support that transformation.

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Modern Connectivity Requires a New Model

As enterprise connectivity has evolved, so has the challenge of designing, deploying, and supporting it. Organizations are no longer evaluating individual networking technologies in isolation. Instead, they are trying to build environments in which wired and wireless networks, private and public cellular, edge computing, cloud platforms, AI-enabled applications, and operational technologies work together as a cohesive whole.

That shift has changed the nature of technology conversations.

Increasingly, organizations begin by defining the business challenge they need to solve rather than selecting products. They want to improve operational efficiency, support mobile workforces, enable automation, strengthen resilience, gain deeper operational visibility, or prepare for future AI initiatives. The infrastructure must then be designed to support those outcomes.

As Robert Grosz, President of Sparro and WorldVue, explained, "These technologies don't exist in a vacuum. There's packaging, there's integrations, there's interoperability. Evaluating any one technology without considering how it interacts with the broader environment can limit long-term success."

For many organizations, that's easier said than done.

Today's enterprise environments often require expertise across networking, carrier services, private cellular, edge computing, cybersecurity, cloud architecture, mobility, and industry-specific operational requirements. At the same time, technology continues to evolve at a pace that makes it increasingly difficult for any single organization to maintain deep expertise across every discipline.

Trusted technology partners face a similar challenge. Customers continue to rely on them as strategic advisors, yet the breadth and complexity of modern enterprise connectivity often require knowledge that extends beyond a single organization's specialties. The most successful partners recognize that delivering the best customer outcome sometimes means bringing additional expertise into the conversation early, before teams make architectural decisions.

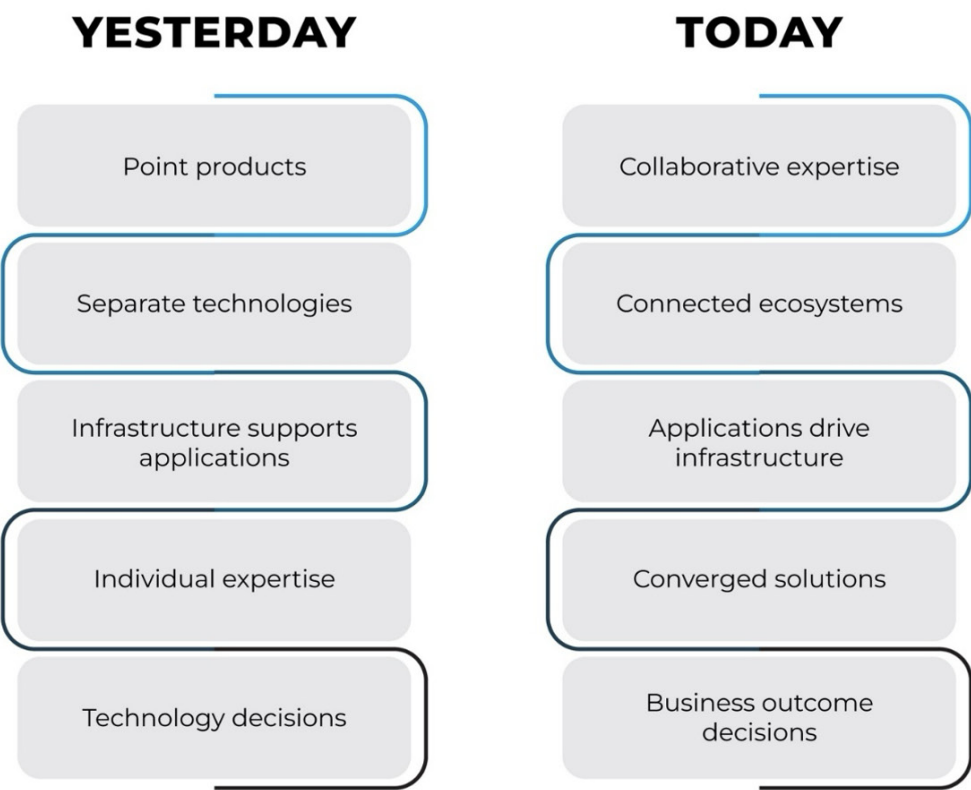
That collaborative approach ultimately benefits everyone involved. Technology partners can confidently pursue more sophisticated opportunities while continuing to serve as the customer's trusted advisor. More importantly, customers gain access to broader expertise without sacrificing the relationships they have already built with their preferred solution providers.

Wickam described this philosophy in practical terms. Rather than expecting every partner to become an expert in every emerging technology, he emphasized creating "the path of least resistance" by making specialized knowledge easier to access and easier to apply. When trusted partners can quickly engage the right experts, customers spend less time navigating complexity and more time implementing solutions that advance their business objectives.

This shift represents more than a change in technology; it represents a change in how partners deliver expertise.

A Shift in Perspective

The evolution of enterprise connectivity isn't defined by a single new technology. **It's defined by how technologies and the experts behind them work together to solve business challenges.**



Modern enterprise infrastructure depends not only on networks, devices, and applications but also on the coordinated knowledge required to integrate those technologies. In many ways, expertise has become part of the infrastructure itself. Organizations increasingly benefit from ecosystems that unite complementary capabilities into a single, customer-focused engagement, combining strategic guidance, engineering, implementation, carrier services, and long-term support around a common goal.

That is the thinking behind the Launch Point Practice.

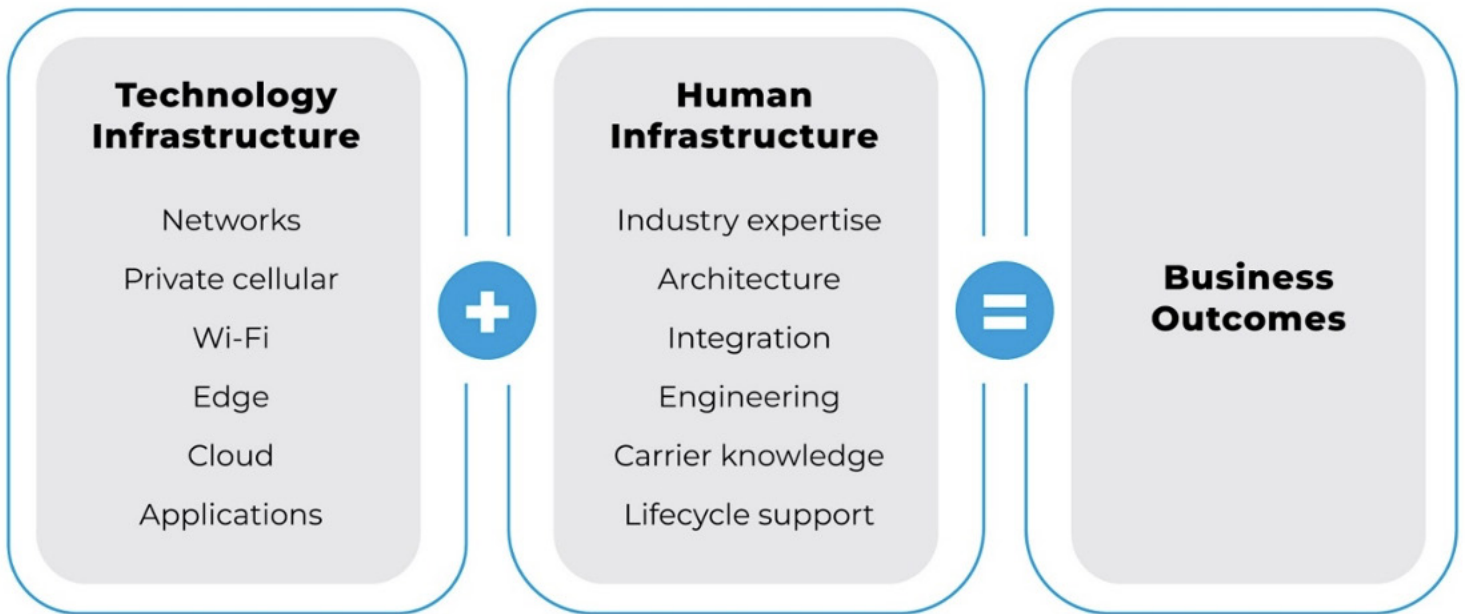


Technology Infrastructure + Human Infrastructure

Modern enterprise connectivity depends on more than networks, devices, and applications.

It also depends on bringing together the right expertise at the right time.

- Technology infrastructure connects people, devices, and data.
- Human infrastructure brings together the knowledge needed to design, deploy, integrate, and support increasingly sophisticated solutions.



The Launch Point Practice: A Collaborative Model for Modern Enterprise Connectivity

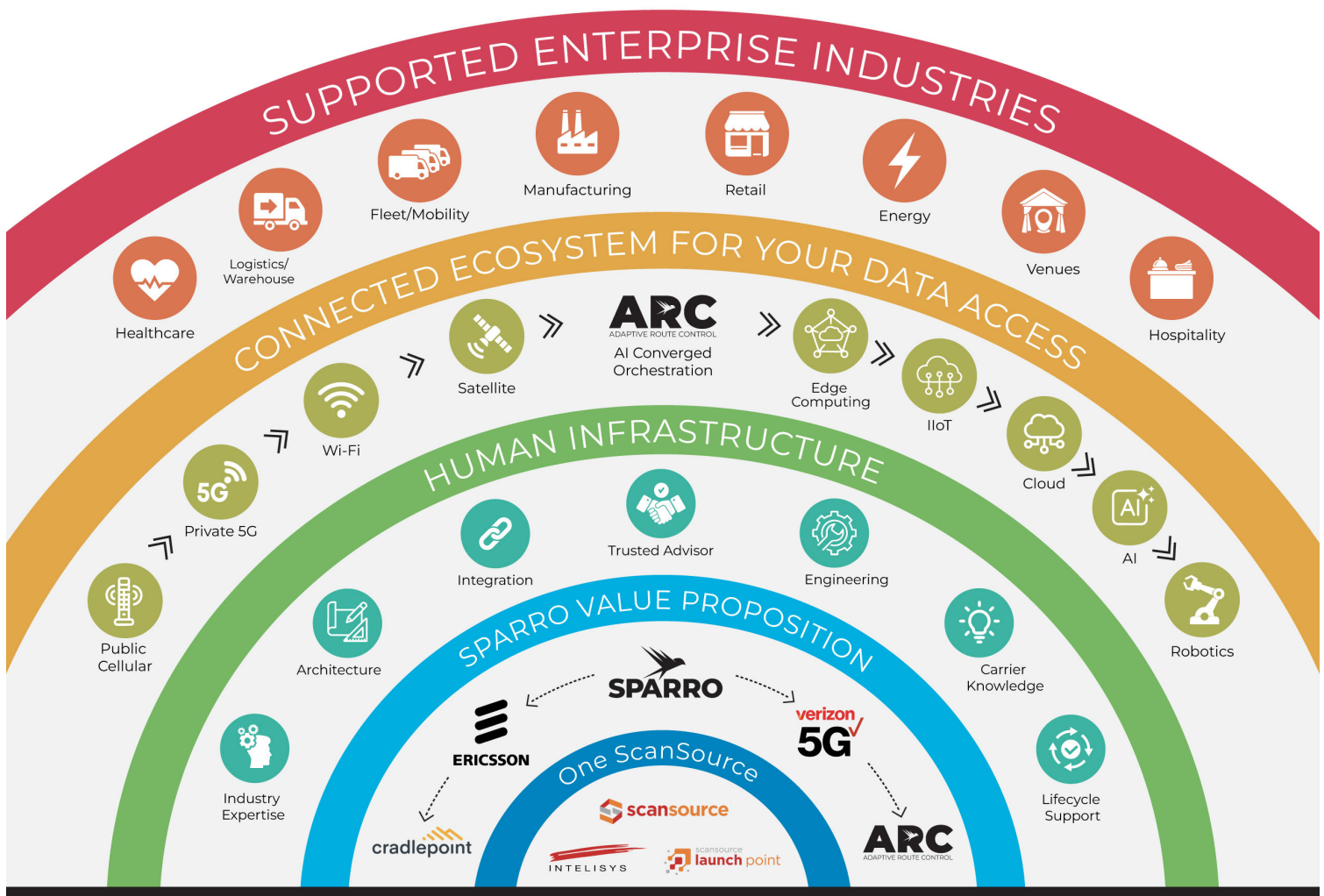
The Launch Point Practice was created in response to a simple reality: today's enterprise connectivity challenges rarely fit within a single organization's expertise.

Rather than expecting customers to assemble specialists independently or expecting a single technology partner to master every discipline, Launch Point (aligned with the selling partner) brings complementary expertise together in a coordinated engagement. Customers continue working with their trusted technology partner while gaining access to a broader ecosystem of engineering, connectivity, deployment, and lifecycle expertise designed around their specific business objectives.

This collaborative model unites organizations that each contribute distinct strengths to the overall solution.

The Launch Point Practice: One Customer Challenge. A Coordinated Ecosystem.

The Next Evolution of Enterprise Connectivity



Through the Launch Point ecosystem, our selling partners, along with our trusted technology partners, can draw upon Sparro's expertise in enterprise wireless, private cellular networking, solution architecture, and systems integration. ScanSource contributes the scale of its channel ecosystem, deep relationships across the VAR community, and broad market reach through Launch Point, Intelisys, and Advantix.

VARs bring their knowledge of specific industries, customer environments, and operational challenges. Ericsson provides enterprise private cellular technology and enablement, while Verizon delivers carrier connectivity that extends enterprise networking beyond traditional boundaries.

Together, these capabilities allow technology partners to design and deliver integrated solutions that would be difficult for any one organization to assemble independently. That coordinated expertise can extend across the technology lifecycle, from solution design and deployment through ongoing support, optimization, and future expansion.

The difference is not simply having more specialists available. Launch Point brings those capabilities together in a coordinated, converged solution built around the customer's business needs.

The value comes from bringing together technologies and expertise designed to work in concert, rather than asking customers to piece together individual products or services on their own. Instead of navigating multiple disconnected conversations, organizations gain access to a coordinated team that shares responsibility for designing solutions aligned with their operational goals.

In some environments, that coordination also extends across multiple network types. Solutions such as Sparro's ARC help maintain connectivity and session continuity as devices and applications move across environments such as private cellular, Wi-Fi, public cellular, and satellite networks. For customers, the value is not the technology itself. It is the ability to keep people, devices, and operations connected as conditions change.

This approach also strengthens the role of the trusted technology partner. Rather than replacing the VAR or solution provider, Launch Point extends their capabilities.

VARs understand the workflows, operational challenges, and business priorities that shape their customers' technology decisions. Launch Point adds specialized enterprise connectivity expertise to those conversations, helping partners meet industry-specific needs with the right infrastructure and solution architecture.

That means customers benefit from both the trusted advisor they already know and the depth of expertise required to solve increasingly sophisticated connectivity challenges.

This model delivers a specialized team of experts who collaborate around a customer's objectives. That coordinated approach helps customers move from evaluating individual technologies to implementing complete, interoperable solutions designed to support long-term business outcomes.

The result is an engagement model that reflects how enterprise technology has evolved. As infrastructure becomes more interconnected, successful projects depend less on selecting individual products and more on assembling the right combination of expertise from the very beginning.

The Launch Point Practice provides a framework for doing exactly that: helping trusted technology partners deliver greater value while giving customers confidence that every element of their solution is working toward the same business objectives.

Better Outcomes Through Collaborative Expertise

Customers don't measure the value of the Launch Point Practice by the number of organizations involved but by the **quality of the outcome**.

As enterprise connectivity becomes more sophisticated, the most successful projects depend on making the right architectural decisions early. Those decisions influence everything that follows, from technology selection and implementation to scalability, operational performance, and long-term support. Bringing the right expertise into the conversation from the beginning helps organizations avoid costly redesigns, reduce integration challenges, and build infrastructure that supports future growth rather than simply meeting today's requirements.

That early collaboration also changes the experience for trusted technology partners and their end customers.

Rather than asking customers to seek out multiple specialists independently, partners can bring together the expertise needed to evaluate complex requirements through a single, coordinated engagement. Customers maintain the trusted relationships they've already built while benefiting from broader technical knowledge, deeper engineering resources, and a solution designed around their business objectives instead of individual technologies.

Wickam emphasizes the importance of that early engagement. "Infrastructure conversations happen at the beginning of an enterprise technology journey. When you're involved early, you can help shape the architecture instead of simply reacting to decisions that have already been made."

Organizations that engage the right expertise early are better positioned to design environments that can support AI, automation, mobility, and future operational demands rather than continually adapting after deployment.

Launch Point's collaborative approach also helps simplify increasingly complex technology decisions.

Customers no longer need to determine whether a challenge should be solved with Wi-Fi, private cellular, public cellular, edge computing, cloud services, or some combination of those technologies. **Instead, those conversations begin with operational goals.** The appropriate technologies and how they work together form a coordinated solution rather than isolated purchasing decisions.

Grosz summarized this shift well when he observed that "these technologies don't exist in vacuums." Every infrastructure decision influences the others. Designing solutions holistically, rather than component by component, leads to better interoperability, stronger performance, and greater long-term flexibility.

That collaborative approach also reduces uncertainty.

VARs and other technology partners gain the confidence to pursue increasingly sophisticated opportunities, supported by specialists across engineering, enterprise wireless, carrier services, and solution architecture. Customers gain confidence because they know those specialists are working together through their trusted advisor rather than operating as disconnected vendors.

Wickam captured this idea from an engineering perspective by describing the creation of "the path of least resistance." The goal isn't to make enterprise connectivity simpler by reducing capability; it's to make sophisticated solutions easier to understand, implement, and support by ensuring the right expertise is available at the right time.

Ultimately, Launch Point succeeds because it shifts the conversation away from products and toward outcomes. Grosz explained, "Technology conversations ultimately have to come back to use cases and business outcomes. That's where customers decide whether a solution delivers real value."

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The real value isn't the infrastructure itself; it's what that infrastructure enables for the business.

- Jason Wickam, Vice President & General Manager, Sparro

Organizations aren't investing in enterprise connectivity simply to deploy new technologies. They're investing to improve operations, increase resilience, enable innovation, support AI-enabled workflows, and create competitive advantage. When specialized expertise is brought together around those objectives, technology becomes an enabler of business strategy rather than a collection of disconnected infrastructure decisions.

As customers look toward the future, that may be Launch Point's greatest value. It enables trusted technology partners to deliver solutions backed by a coordinated ecosystem of expertise, giving organizations confidence that today's infrastructure decisions will continue supporting tomorrow's business goals.

Looking Ahead

Enterprise connectivity will continue to evolve, but one thing is becoming increasingly clear: the pace of change is accelerating.

Artificial intelligence, automation, intelligent edge computing, robotics, real-time analytics, and other emerging technologies will continue placing new demands on enterprise infrastructure. Organizations will need to support more devices, process more data closer to where it is generated, and maintain secure, resilient connectivity across increasingly distributed environments. The technologies themselves will continue to evolve, but the need for thoughtful architecture and coordinated expertise will only become more important.

Rather than viewing enterprise connectivity as a collection of independent technologies, forward-looking organizations are beginning to approach it as an integrated business capability. That approach supports innovation, improves operational performance, and creates a foundation for future growth. Success will depend not only on selecting the right technologies but also on bringing together the right expertise to ensure those technologies work together effectively.

As Grosz noted, the industry's direction is increasingly shaped by convergence. Technologies that once operated independently are becoming part of integrated solutions designed around business outcomes rather than individual products. Organizations that embrace that shift will be better positioned to adapt as new technologies emerge and operational requirements continue to evolve.

Wickam emphasized that organizations cannot simply react to these changes as they emerge. They need an infrastructure strategy that can evolve alongside the technologies and applications reshaping how businesses operate. The challenge isn't simply keeping pace with innovation; it's building an infrastructure strategy that can evolve alongside it.

The Launch Point Practice reflects that philosophy.

By bringing together complementary expertise across enterprise wireless, private cellular, carrier connectivity, systems integration, and channel enablement, Launch Point helps trusted technology partners deliver coordinated solutions that address today's business challenges while giving customers a clearer path to tomorrow's opportunities.

Perhaps most importantly, it recognizes that the future of enterprise connectivity is not defined by any single technology, vendor, or platform. It is defined by collaboration, bringing together the right people, the right expertise, and the right technologies to solve increasingly complex business challenges with confidence.

As enterprise connectivity continues to evolve, organizations will increasingly benefit from trusted advisors who can access specialized expertise when and where it's needed most and tie it all together. That collaborative model helps technology partners expand what's possible for their customers while giving organizations greater confidence that every infrastructure decision supports their long-term business goals.

Moving the Conversation Forward

Every organization's connectivity journey is different. Business objectives, operational requirements, existing infrastructure, and industry-specific challenges all shape the path forward.

Customers shouldn't have to research and bring together multiple experts from multiple different companies just to modernize their infrastructure and meet their business goals.

Whether you're exploring private cellular networking, modernizing enterprise infrastructure, supporting AI-driven operations, or simply evaluating how emerging technologies fit into your long-term strategy, the first step is often the same: begin with the business outcomes you want to achieve.

The Launch Point Practice was built around that principle, bringing together complementary expertise to help organizations navigate complexity, evaluate opportunities, and design solutions that align technology with business objectives.

The future of enterprise connectivity isn't built on better technology alone. It's built on better collaboration.

To explore how this collaborative approach can support your organization's goals, connect with your ScanSource account representative or contact Jason Wickam at Sparro to start the conversation.



Contact us today!

gosparro.com