

Comcast Business and Nitel Announce Channel Sales Integration

Successful integration ushers in new era of channel partner empowerment

PHILADELPHIA – JULY 15, 2025 – [Comcast Business](#) today announced the successful integration of its channel sales organization with Nitel, marking a major milestone in the company's strategic acquisition and reinforcing its commitment to empowering partners with speed, simplicity, and solution depth.

This rapid and considered integration – less than 90 days after the acquisition closed – unites the global scale and managed solution expertise of Comcast Business with Nitel's channel-first agility and AI-optimized digital and customer experiences. The result is a unified, partner-centric organization designed to accelerate growth, simplify engagement, and deliver differentiated value to enterprise customers.

"We moved quickly and intentionally in close alignment with our partners' needs," said Terry Connell, Senior Vice President and Chief Sales Officer, Comcast Business. "This integration is about making it easier to do business with us – faster quoting, broader solutions, and smarter digital experiences. Together, our Comcast Business Solutions Advisor Program is delivering more value, more efficiently, than ever before."

Key benefits of the integrated Comcast Business Solutions Advisor Program:

- **Ease of Doing Business:** Partners will benefit from Nitel's rapid quoting and robust aggregation platform, enabling faster deal cycles and streamlined service delivery.
- **Solution Breadth & Depth:** The combined portfolio offers a comprehensive suite of connectivity, cybersecurity, and cloud solutions from best-in-class technology vendors – all in one place.
- **Superior Intelligent Experience:** By integrating MyNitel, Nitel's best-in-class digital platform, customers gain critical network visibility and performance metrics through an intuitive, easy-to-use interface, delivering a more seamless and differentiated experience.

The new, advanced channel structure also introduces enhanced partner programs, a unified commission model, a new partner tier model (Executive, Signature, and Trusted Advisor), and expanded support resources – all focused on driving enterprise growth and rewarding partner success.

"This is more than an integration – it's a transformation. We're building a channel-first future that's faster, smarter, and more aligned with how partners want to work," said Matt Fassnacht, Vice President and Channel Chief, Comcast Business. "Together, we are making it easier for partners to work with us and adding more value for our customers."

With this latest milestone, Comcast Business further underscores its position as a trusted partner for scalable, secure, and intelligent enterprise solutions – delivered with the speed and simplicity today's enterprise customers demand.

For more information about Comcast Business Channel Partners program, please visit:

<https://business.comcast.com/partner/solutions-advisor-program>

About Comcast Business

Comcast Business offers leading global businesses the technology solutions and forward-thinking partnership they need. With a full suite of solutions including fast, reliable connectivity, secure networking solutions and advanced cybersecurity and a range of managed service options, Comcast Business is ready to meet the needs of businesses of all sizes. Comcast Business has been recognized by leading

analyst firms for its continued growth, innovation, and leadership, and is committed to partnering with customers to help them drive their businesses forward.

For more information, call 800-501-6000. Follow [@ComcastBusiness](#) on social media networks at <http://business.comcast.com/social>.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. From the connectivity and platforms we provide, to the content and experiences we create, our businesses reach hundreds of millions of customers, viewers, and guests worldwide. We deliver world-class broadband, wireless, and video through Xfinity, Comcast Business, and Sky; produce, distribute, and stream leading entertainment, sports, and news through brands including NBC, Telemundo, Universal, Peacock, and Sky; and bring incredible theme parks and attractions to life through Universal Destinations & Experiences. Visit www.comcastcorporation.com for more information.

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