

# Walking the Path Together: What Real Partnership Means in Telecom



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**L**et's talk about partnership — not the buzzword but the real thing. In telecom, “We’re your partner” gets tossed around a lot. When real challenges hit — a regulatory shift, network issue, or complex migration — you quickly see who shows up, and who may be unwilling or unable to.

Having sat on both sides as a vendor and a carrier, I’ve learned that strong relationships aren’t built on contracts. They grow from shared priorities, flexibility, and the commitment to solve hard problems together. The right provider doesn’t push a one-size-fits-all solution but works toward the carrier’s goals with the agility to adapt, because success rarely follows a single or straight path.

## Accountability Can’t Be Outsourced

When issues arise, real partners step up. They don’t point fingers.

Too often, vendors simply act as middlemen, adding layers between the carrier and the people who can legitimately take action and affect change. That slows resolution and erodes trust. I’ve seen how complexity builds when vendors don’t own or control the full stack of a solution, or at least the critical pieces of it. The

results of a fragmented architecture include delayed resolutions, increased management complexity and, of course, higher costs that more than offset any “discount” — proving that true, successful collaboration relies on direct control, ownership, and accountability.

In a fast-moving industry like telecom, with new technologies, shifting regulations, and evolving threats, those cracks only widen.

The organizations that stay ahead of the curve don’t wait — they anticipate and act. By participating in industry groups like CCA, GSMA, MEF, CTIA, ATIS, and others, for example, a dedicated partner can help shape standards, identify emerging compliance requirements early, and provide the foresight carriers need to adjust their networks and avoid disruption before mandatory changes take effect. It’s the kind of behind-the-scenes work that often goes unnoticed but helps carriers avoid friction.

## Planning for the Worst Day

Service interruptions are inevitable. It’s how your technology provider plans for them that makes the difference.

An active-active, geo-redundant configuration is mandatory for carrier-grade services and mitigates the likelihood for customer disruption, even when the unthinkable happens like the loss of a platform or worse, a data center. Reliability isn’t about luck, it’s the result of proper engineering and system-level preparedness, led by true system experts. Resilience isn’t just about hoping to weather the storm — it’s the commitment to design every layer of the system to withstand pressures from any direction.

For us, this commitment begins with deploying our own solutions on our own, carrier-grade network. By doing so, we have complete control



and the ability to respond to carrier-specific modifications, streamline support, resolve issues quickly, and maintain consistency in any situation. Relationships matter, so responding swiftly when needed, even if an issue isn’t ours, has always been a priority to us. Over the years, our carriers have faced fires, floods, tornadoes, and man-made service interruptions. In every case, we’ve stood up, shown up, and worked hand in hand with their technical teams to help restore service — because standing together in tough moments is what defines a lasting relationship.

## Why It Matters

There’s a lot of noise in this industry — but real partnership cuts through it.

I’m talking about the kind of partnership that reduces friction and absorbs complexity for carriers so they can stay focused on the people they serve. A good partner becomes part of the team, focused on shared success and reliability. A great partner is one who goes beyond the expected to make sure you’re successful.

We show up for every carrier we work with, not because “partnership” makes a good headline, but because when they succeed, communities thrive, and the industry moves forward ... and this success is what drives us.

After more than 20 years working with regional carriers, I remain grateful for the trust we’ve built — and the strong relationships that continue to grow from it. [cca](#)