

Channel Chief View

Intermedia Helps Partners Thrive In UCaaS With Intermedia Unite

Q. What were some of the contributing factors to Intermedia's success in 2017?

A. Intermedia had a record-breaking year, and is positioned for even greater success in 2018. We increased investments in nearly every sales function and optimized partner support to help them scale more rapidly. As a result, more than 80 percent of our sales now come through the channel. We were once again certified by J.D. Power for delivering superior technical support—no other business cloud application provider can say that. On the product side, Voice and Unified Communications as a Service (UCaaS) became the fastest-growing areas of our company, now accounting for nearly half of our total new business.

Q. How is Intermedia's UCaaS solution positioned to help partners sell?

A. Through our recent acquisition of AnyMeeting®, we've added video collaboration and screen sharing to our leading phone system and workplace collaboration offerings to create Intermedia Unite™. It's a highly mobile, integrated UCaaS platform that enables SMBs to realize greater productivity and collaboration wherever they are, while being even easier for partners to sell, set up, manage and support. Partners can sell Intermedia Unite under their own brand or ours, so they can achieve strong margins and create attractive new revenue streams while adding value to their customers.

Q. Where is the opportunity for partners to maximize their future growth and profitability?

A. UCaaS provides partners with a significant growth opportunity, particularly in the SMB market. Frost & Sullivan states that UCaaS is experiencing double-digit growth and is expected to reach nearly \$15 billion by 2023. However, the majority of SMBs haven't moved to UCaaS yet. Partners who offer the right UCaaS portfolio mix will have a competitive advantage. Intermedia has vast experience in this market, having delivered voice solutions for over 20 years, and managing 11 billion minutes of voice traffic. Voice and UCaaS now account for nearly half of our total new business and we are poised to help our partners profitably grow in these areas.

Q. What makes Intermedia's channel partner program unique?

A. Intermedia takes a 360-degree approach to partner success. We do this by adapting to our partners' business, and not the other way around. Our Private Label and Advisor partnership models are designed to adjust to individual customer needs, allowing the partner to sell cloud services without changing the way they do business. We offer a comprehensive suite of extraordinary partner benefits throughout the entire customer life cycle that's backed up by our J.D. Power-certified 24/7 technical support.



INTERMEDIA

The Business Cloud™

Most Influential



Eric Martorano
Chief Revenue Officer

“The channel is one of our company's top assets and we're investing in our partners more than we ever have before. It's the only way we're going to continue to be successful and double the company's size and revenues.”



To learn more about Intermedia, visit www.intermedia.net/resellers.