

# TOP 100 Executives

## UCaaS COMES OF AGE IN THE CHANNEL. INTERMEDIA LEADS THE WAY.

### Q. How is Intermedia helping SMB partners capitalize on the growing UCaaS market?

**A. (MG)** Frost & Sullivan predicts the UCaaS market will expand from \$3.75 billion in 2016 to \$14.83 billion in 2023. And thanks to our already successful voice business, a 360-degree, partner-first approach that enables partners to realize terrific margins and keep more of what they make, and our proven ability to enable SMBs through the digital transformation, no one is better positioned to help partners realize long term-success in this space than Intermedia.

Intermedia partners are the conduit to the SMB and we built Intermedia Unite™ to be the easiest UCaaS solution for them to sell, provision, install, and support. With Unite's all-in-one platform that combines a feature-rich, cloud-based phone system with video and web conferencing, file sharing and backup, SMBs hit the ground running, with the integrated tools they're looking for. Partner (and SMB) response has been fantastic and we will continue to invest heavily in Unite, with more features being added in the months and years to come.

### Q. What is the difference between Intermedia and its competitors?

**A. (EM)** Many solution providers claim to be partner-first, but Intermedia actually puts partners at the center of it all.

We do this by first delivering the easy-to-sell, easy-to-deploy, highly reliable, highly secure, cloud-based UCaaS and business applications that make SMBs more productive, collaborative, and mobile. We then surround our more than 6,500 active channel partners with a powerful set of tools, content and support that delivers everything they'll need to be a success selling our solutions -- before, during, and after the sale. This includes the ability to sell under their brand or ours; a full suite of ready-to-use, brandable sales and marketing materials; online training courses to get partners quickly familiarized and selling our products; our Partner Concierge Desk that assists partners in quoting and provisioning; intuitive online ordering, quoting and single-point-of-control management and admin tools; a 99.999% uptime SLA; J.D. Power-certified<sup>1</sup> 24/7 support; handling billing and complex taxation issues for partners; and so much more.

Partners achieve up to 50 percent greater margins; realize healthy, new, recurring revenue streams; spend more time selling; and ultimately keep more of what they make.

<sup>1</sup>J.D. Power 2017 Certified Assisted Technical Support Program, developed in conjunction with TSIA. Based on successful completion of an audit and exceeding a customer satisfaction benchmark for assisted support operations. For more information, visit [www.jdpower.com](http://www.jdpower.com) or [www.tsia.com](http://www.tsia.com).

Learn more about Intermedia's partner program at  
[Intermedia.net/resellers](http://Intermedia.net/resellers)



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CEO

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