

5-STAR WINNER Partner Program GUIDE

Intermedia's Unique Private-Label Program Gives Partners A Dramatic Differentiator

Q. Can you tell our readers about Intermedia's 5-Star Partner Program?

A. Our partner community is one of our most strategic assets and an area Intermedia continues to invest in heavily—more than 80 percent of Intermedia's new business is generated by our channel partners. Intermedia's 360° approach to partner success makes it easy for the channel to sell, set up, manage and support the cloud. From sales engineers focused on pre-/post-sales support, to readiness and training programs that enable our channel community, to an inside sales organization designed specifically for partner account management and sales support, to a field sales organization completely dedicated to developing and co-selling with our partners, Intermedia's business is built with the channel top of mind.

The more commitment that is demonstrated by our partners, the deeper Intermedia's investment in the relationship. However, all partners benefit from a robust portfolio of free resources, including brandable marketing assets, Concierge sales assistance, complimentary on-boarding and migrations, and 24/7 support from our J.D. Power-certified experts.

Q. How does Intermedia's private-label model make it easy to scale in the cloud?

A. While most of our competitors' channel programs don't go much beyond providing agent commissions, that's not true of Intermedia. We feel that incentives and compensation are a critical part of the partner relationship, but Intermedia's program goes way beyond that with significant investments in areas such as training, marketing, pre- and post-technical sales support and account management.

The majority of Intermedia partners operate under our private-label model, which enables partners to sell many services under their own brand, helping them differentiate, increase profitability and own their customer relationships. Whether under a branded (advisor) or private-label program, partners can choose on a customer-by-customer basis how they want to do business.

Q. How does the private-label model complement your new Unified Communications as a Service (UCaaS) offering?

A. We pride ourselves on being a channel-first company and demonstrate that commitment in how we run our business. From product development to operations, the channel partner is always prioritized. This focus is clearly depicted with Intermedia Unite™. In a large and fast-growing market like UCaaS, it's vital to give partners opportunities to differentiate and add incremental value. We've developed Intermedia Unite with our channel program in mind, giving partners the ability to sell under their own brand where they can set their own margins, or sell under Intermedia's brand through an agent relationship.



INTERMEDIA

The Business Cloud™



Eric Martorano
Chief Revenue Officer
Intermedia



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Learn more about Intermedia's partner program at Intermedia.net/resellers.