

100 People You Should Know

It's Time To Cash In On 50 Percent Partner Margins And The UCaaS Surge

Q. Why should solution providers pick Intermedia in the UCaaS arena?

A. Partner economics always weigh in our favor and we're focused on making sure Intermedia partners get to keep as many dollars as they earn as possible. We not only have an Advisor Program like most of our competitors, but we also have a unique Private Label Partnership Program that enables our partners to own the customer relationship, sell under their brand and set their own sell price. Because they can set their own sell price, they control the margin. Some of our best partners are enjoying 40 to 50 percent margins on our products – virtually unheard of in today's market.

Q. What is your channel differentiator when it comes to partner enablement?

A. We believe it's time to provide partners with greater profitability, world-class support, and the ability to set their own margins – ultimately helping them keep more of what they make. We do this by first delivering a portfolio of attractive, easy-to-sell, easy-to-deploy, highly reliable, highly secure, cloud-based UCaaS and business applications. We then surround our channel partners with a powerful set of tools, content, training and certification programs that deliver everything they'll need to be a success selling our solutions — before, during, and after the sale. And last, but certainly not least, we back it all up with a 99.999% uptime SLA, J.D. Power-certified¹ 24/7 technical support, and even handle the complex voice product-related taxation issues for our partners. That's what we see as our big differentiator – a comprehensive approach to partner success, simplicity, and, as a result, profitability.

Q. Looking into 2019, what should Intermedia partners be excited about?

A. We launched Intermedia Unite,[™] our flagship UCaaS platform, earlier this year with great fanfare. That platform is a ready-made solution today, but we're continuously adding capabilities. So from a technology perspective, there are more enhancements to come. We've transformed our business over the years to where now over 80 percent of our new business is coming through the channel. To continue this momentum, we'll be focusing on empowering our partners with new tools and benefits, in a constant pursuit of profitability and ease of use for our partners. We'll be placing even more emphasis on UCaaS and the huge growth opportunity it provides partners, particularly in the SMB market.

¹J.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 or www.tsia.com.



INTERMEDIA

The Business Cloud[™]



Eric Roach

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