



CRN **TECH** INNOVATORS

If You Were Waiting For The Right Time To Start Selling UCaaS, It's Now

Q. Can you talk about the UCaaS market opportunity for partners?

A. Unified Communications-as-a-Service (UCaaS) is at the epicenter of the future of business communication. Frost & Sullivan reports the UCaaS market is relatively untapped and is expected to experience double-digit growth, expanding from \$3.75 billion in 2016 to \$14.83 billion in 2023. Why so much growth? Younger, more technology-savvy SMB employees who've been raised to effectively communicate in a highly mobile world are demanding more collaboration tools. And the partners that have the products and support in place will capitalize on this massive opportunity.

Q. How is Intermedia empowering SMBs to embrace Unified Communications?

A. We believe partners are the conduit to the SMB. We built Intermedia Unite™ to not only be the robust communications and collaboration platform that provides SMBs with the power to communicate where and how they want, but also to make it the easiest UCaaS solution for partners to sell, provision, install, and support. With partners as their trusted IT solution provider, SMBs will be able to hit the ground running with Unite, using the integrated communication and collaboration tools they need to be more effective, more collaborative, and, ultimately, more productive.

Q. What is Intermedia doing to drive greater mobility and collaboration for SMBs?

A. The functionality and user experience of Intermedia Unite are designed to drive greater collaboration in the mobile world. Unite gives SMBs the opportunity to communicate via voice, team chat, video conferencing, file sharing, and much more... with the desktop and mobile apps that deliver a seamless experience. That said, we know that 'app overload' can lead to low adoption and ultimately hurt productivity. That's why we've created a fully integrated UCaaS experience through a single app for mobile and PCs.

Q. How is Intermedia keeping partners satisfied and improving the user experience?

A. Our 360-degree approach to partner success means that we equip our partners with the services and tools they need to drive opportunities and win more business. Most importantly, we look at every step in the customer lifecycle and ensure we have people, processes or technology to assist our partners. We focus on delivering the services and support our partners need to realize attractive margins and keep more of what they make. Additionally, our 24/7 J.D. Power-certified support and a 99.999% network uptime SLA further demonstrates our commitment to ensuring a worry-free experience for our SMB customers and the partners that serve them.



INTERMEDIA

The Business Cloud™



Mark Sher

Vice President of Unified Communications Product and Marketing

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