NWCC Drives its Unified Communications Strategy with Intermedia Unite™

THE BACKGROUND

According to Frost & Sullivan, the NA UCaaS market is expected to grow to $14.83B by 2023. Clayton Oswald, President of NWCC sees this firsthand. “There are two types of SMB customers today - one is still apprehensive about implementing a robust UCaaS platform, and the other has realized their previously implemented solution can’t meet their evolving needs,” said Oswald.

THE CHALLENGES

Oswald needed to offer both types of customers a competitive UCaaS solution that was also easy for him to sell, provision, manage, and support. However, finding one proved complicated.

Oswald explained: “I’ve found working with other UCaaS providers to be unnecessarily cumbersome. In the fast-moving UCaaS market, time is critical as a prospect evaluates multiple providers.” Oswald paused, and continued, “But I want these customers for a long time, so I can’t just let speed of deployment drive my recommendations.”

“The Intermedia Unite certification courses gave us all the information we needed to take our unfair share of this big and broad market...in just a few hours,” said Oswald.

Oswald had a lot of previous experience selling with Intermedia, so when it rolled out Intermedia Unite™, he wanted to learn more. Unite is a full-featured UCaaS solution with everything NWCC’s customers need (a feature-rich and mobile phone system, video conferencing, screen sharing and file management, all integrated into one experience), backed by partner-first support.
THE SOLUTION
Oswald explained what keeps NWCC loyal to Intermedia: “Finding a vendor that runs a profitable cloud business is a rarity. There’s real risk in selling services for a company that has never made money. Intermedia is in a perfect spot to take advantage of this UCaaS shift, and will be here for us in the long run.”

“Unite is everything we need, with a partner program beyond all others. “ said Oswald.

Oswald shared the top five reasons why NWCC sells Intermedia Unite:

1. Flexibility to sell under different models, on a case-by-case basis: “Intermedia allows partners to sell under their own brand or Intermedia’s. Others don’t do that. With this flexibility, there’s no need to go anywhere else.”

2. Intermedia’s VoIP Scout™ testing tool: “Customers love knowing their existing network will support UCaaS, and that’s what VoIP Scout does. VoIP Scout helps us close ~80% of the deals we use it with.”

3. Superior support: “Intermedia’s support is far superior. Intermedia’s Partner Concierge Desk is incredible at helping us close deals, and do right by our customers.”

4. Quick and painless quoting: “With Intermedia, we can deliver a quote almost instantaneously, and something customized within the same day. With other providers, it can take a week plus.”

5. Ease of product management: “Because Intermedia owns the technology behind Unite and it’s hosted in the cloud, platform changes are implemented automatically.”

THE RESULT
Oswald concluded: “I’ve found selling Intermedia Unite to be even easier than selling Cloud PBX standalone. In just the first two months, we’ve closed two large, very profitable Unite deals and have 4-5 promising proposals out now. With Intermedia Unite’s 99.999% uptime SLA and expert, J.D. Power-certified 24/7 support, we spend less time supporting and more time selling!”

“WITH INTERMEDIA UNITE, WE SPEND LESS TIME SUPPORTING AND MORE TIME SELLING.”

Questions? Contact Intermedia today.
800.379.7729 | sales@intermedia.net
intermedia.net

©2018 Intermedia.net