



# UCaaS and Partner Programs Made for MSPs

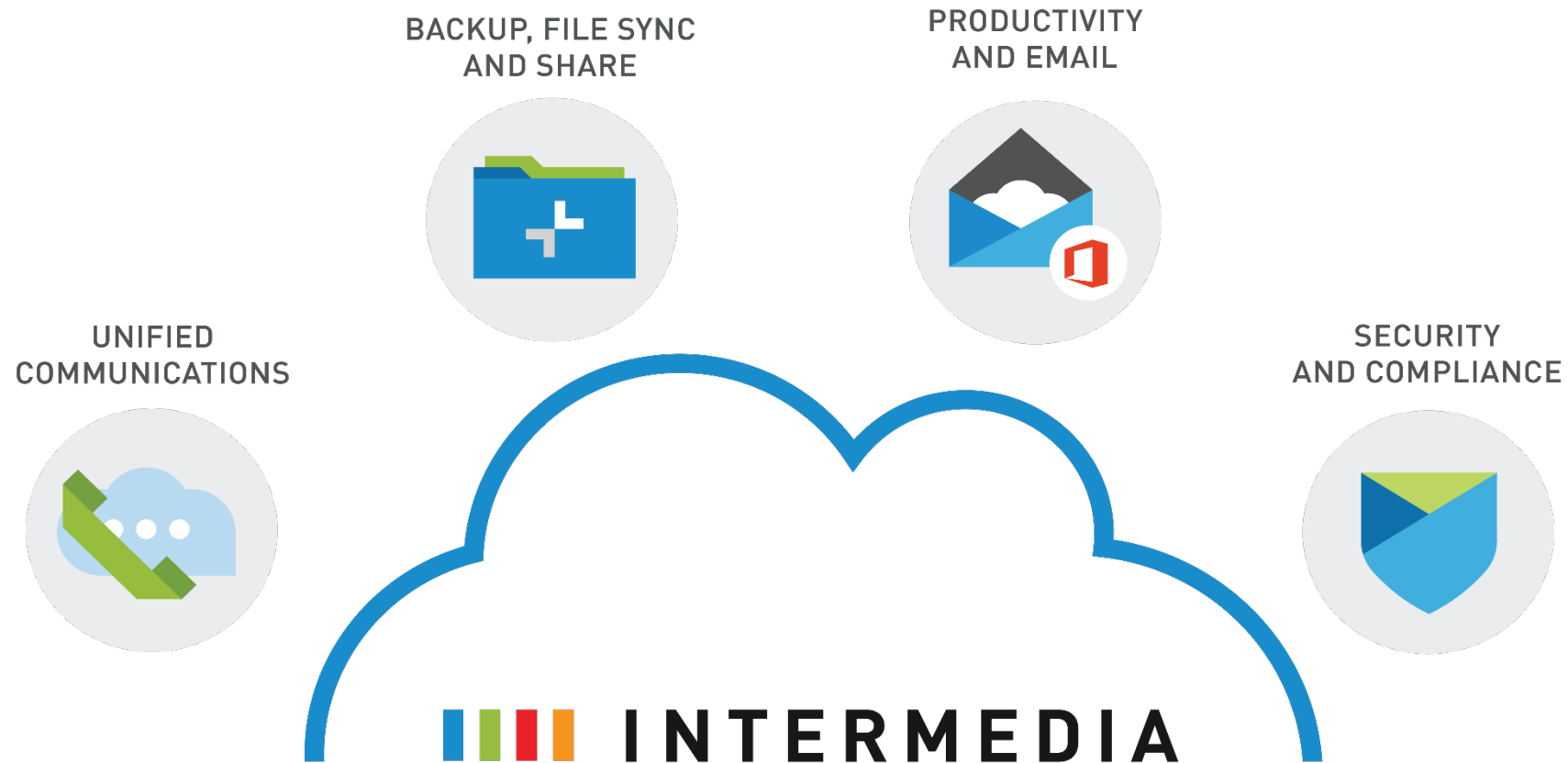
**Jonathan McCormick – COO**

**Mark Sher – VP UCaaS Product & Marketing**

October 23, 2019



# Intermedia: The Business Cloud



FOUNDED 1995 // GLOBAL PRESENCE // SERVICING ~6,600 PARTNERS & 125,000 BUSINESSES

# Catch the UCaaS Wave

\$43B



# Why Intermedia is Made for MPs

- Intermedia has been delivering Cloud IT services to SMBs for 19 years
- Intermedia's primary go to market path is with managed service providers in a reseller model
- Award winning cloud unified communications and cloud contact center products delivered as a service (UCaaS & CCaaS)
- Differentiated partner platform continually improved over 14 years to support the success of managed service providers reselling Intermedia services
- World-class support and reliability validated annually by J.D. Powers

# How Does The Reseller Model Create Greater Value For Your Business?

## 5 Benefits of the Reseller Model

1. Greater topline revenue
2. More profit
3. Own the customer relationship
4. Bundling of additional services
5. Bill for services in a monthly recurring revenue model

## The Value of monthly recurring revenue

When determining the value of a business as a multiple of the revenue, monthly recurring revenue is valued significantly higher than one time billings

## Greater Value for Your Business

Partners who own the customer relationship and bill their customer in a recurring revenue model have a **2 to 3X greater business valuation**

**What's the exit strategy for your business?**

# The Intermedia Reseller Model Advantage

Intermedia Reseller Model		Traditional Agent Model	
Ucaas users:	30	UCaaS users:	30
Average monthly price per user:	\$28	Average monthly price per user:	\$28
Total monthly price per account:	\$840	Total monthly price per account:	\$840
Cost per user per month:	\$14		
Total monthly cost:	\$428		
Monthly profit:	\$413	Monthly commissions at 15%:	\$126
		Annual commissions at 15%:	\$1,512
<b>Annual Revenue:</b>	<b>\$10,080</b>	3X agent SPIFF / 3 years:	\$840
<b>Annual Profit:</b>	<b>\$4,950</b>	<b>Annual revenue / profit:</b>	<b>\$2,352</b>

**The Reseller model beats the Agent model with more than 4X top line revenue and greater than 2X profit**





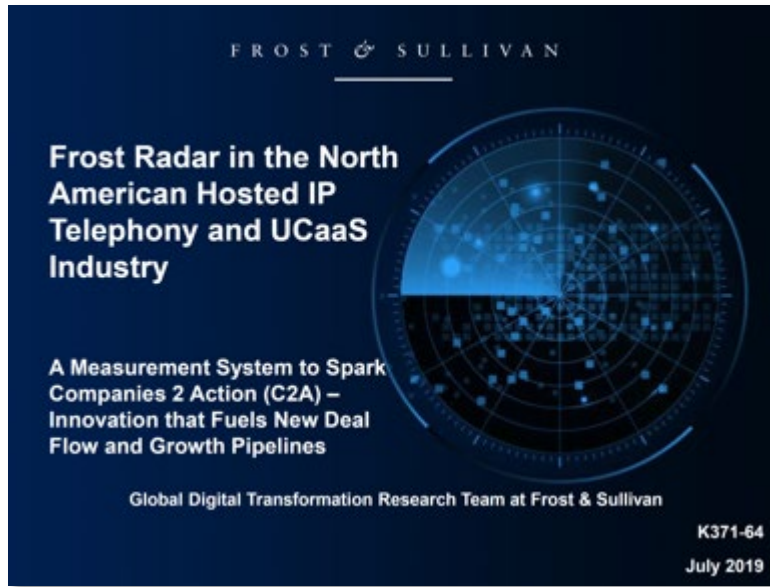
---

Award Winning UCaaS plus CCaaS

---

# The Frost RADAR®

## Top 30 North American UCaaS Providers



*“One of North America’s pioneers in hosted and cloud services, Intermedia’s laser focus on ease of use, service quality and reliability, combined with effective execution and strong brand, positions the provider for continued success in the North American hosted IP telephony and UCaaS market.”*

- ELKA POPOVA, Vice President, Digital Transformation, Frost & Sullivan

### Frost Radar - Top 30 UCaaS Providers

- |    |                         |                    |
|----|-------------------------|--------------------|
| 01 | RingCentral             | Comcast            |
| 02 | Microsoft               | CoreDial           |
| 03 | Mitel                   | EvolveIP           |
| 04 | <b>INTERMEDIA</b>       | Fusion             |
| 05 | Vonage                  | Fuze               |
| 06 | Verizon                 | LogMeIn            |
| 07 | BVoIP                   | Momentum Telecom   |
| 08 | Nextiva                 | NetFortris         |
| 09 | Dialpad                 | NWN                |
| 10 | 8X8                     | Star2Star          |
|    | <b>Others Included:</b> | TDS Telecom        |
|    | Altice                  | TPx Communications |
|    | AT&T                    | Vantage Unified    |
|    | Bell Canada             | WEST               |
|    | Call Tower              | Windstream         |
|    | Century Link            |                    |

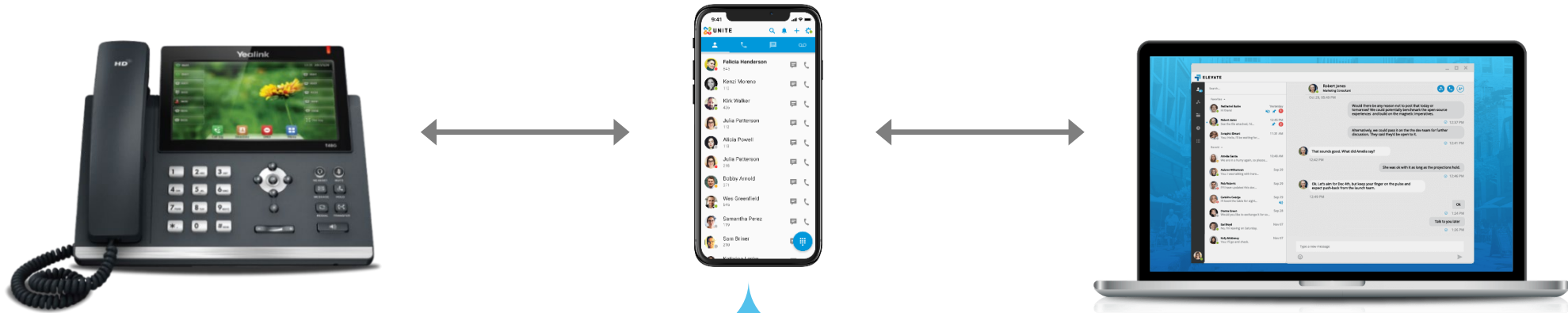


# Intermedia Unite™ - Complete Communications Solution

Integrated Desktop and Mobile Applications



# Intermedia Unite



## INTEGRATION



PHONE SYSTEM



CONTACT CENTER



FILE COLLABORATION



TEAM CHAT  
AND SMS



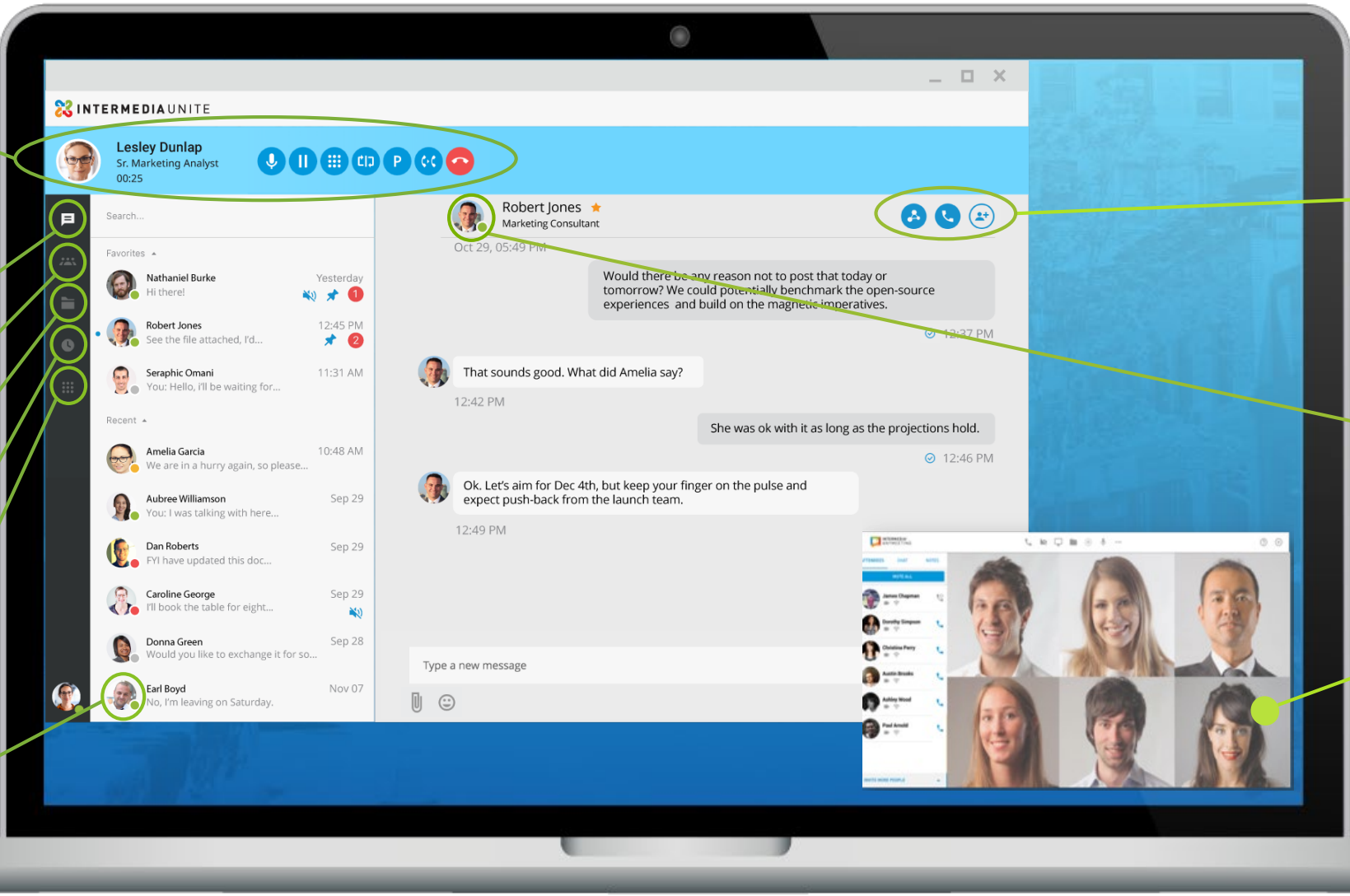
VIDEO CONFERENCING  
& SCREENSHARE



# Fully Integrated Experience

PC and Mac Platforms

- Phone with CID, hold, park, flip transfer, conference
- Team chat
- Web meeting
- Files
- Call history
- Dialpad
- Presence



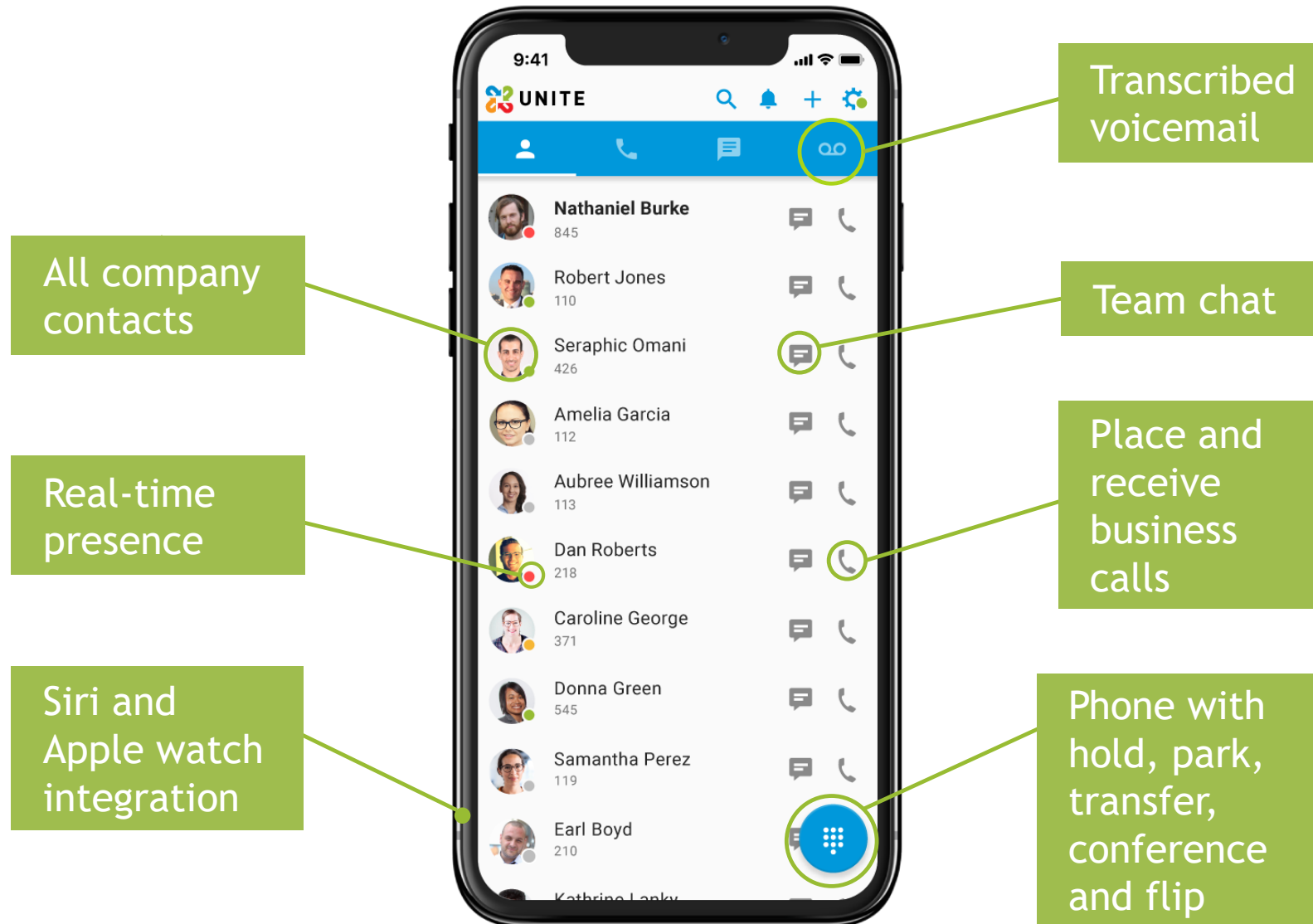
Video, screen share, add participants to any chat

Integrated company directory

Up to 12-way HD video

# Fully Integrated Experience

Mobile









# Plug and Play Phones



## Intermedia Unite Phones:

- Delivered pre-configured to work seamlessly with Intermedia Unite service
- No special setup required or special technician/IT resources
- Management and configuration of phones from simple web-based management tool

# 100+ Enterprise-level Features Included

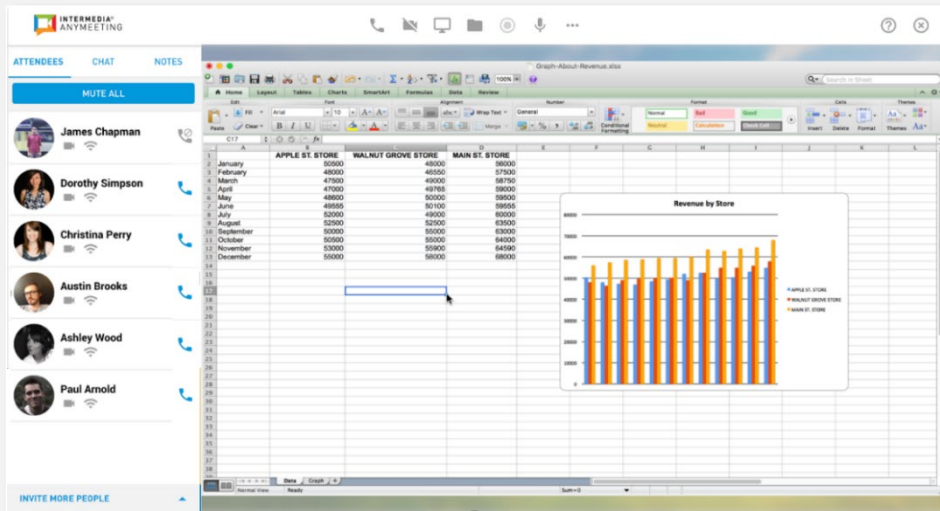
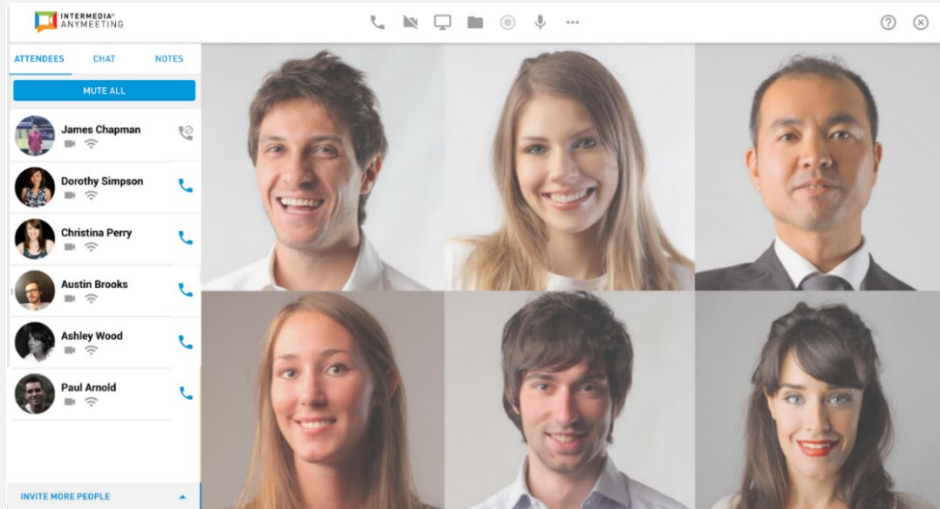
 <b>Full featured phone system</b>	 <b>Automated Attendant</b>	 <b>Call Center</b>
Call transfer, hold, park, monitor, conference, contact list, BLF, follow me forwarding, call flip	Multi-menu, scheduled routing with easy graphical setup and management	<ul style="list-style-type: none"><li>• Flexible call delivery- simul, round robin, sequential, least recent</li><li>• Multiple recording, override, reporting</li></ul>
 <b>Call Recording</b>	 <b>Receptionist Routing</b>	 <b>Multi-site</b>
<ul style="list-style-type: none"><li>• Automatic call recording: Records <u>all</u> calls placed to a hunt group</li><li>• On-Demand call recording: Decide when to record a call on the fly</li></ul>	<ul style="list-style-type: none"><li>• Route to one or multiple receptionists</li><li>• Scheduled routing based on time of day</li></ul>	Easily deploy phones at remote and home offices

\* Customer is responsible for ensuring that all call recordings comply with any applicable federal or state law (including consent requirements).



# Intermedia AnyMeeting

Easy, Affordable, Reliable Online Meetings

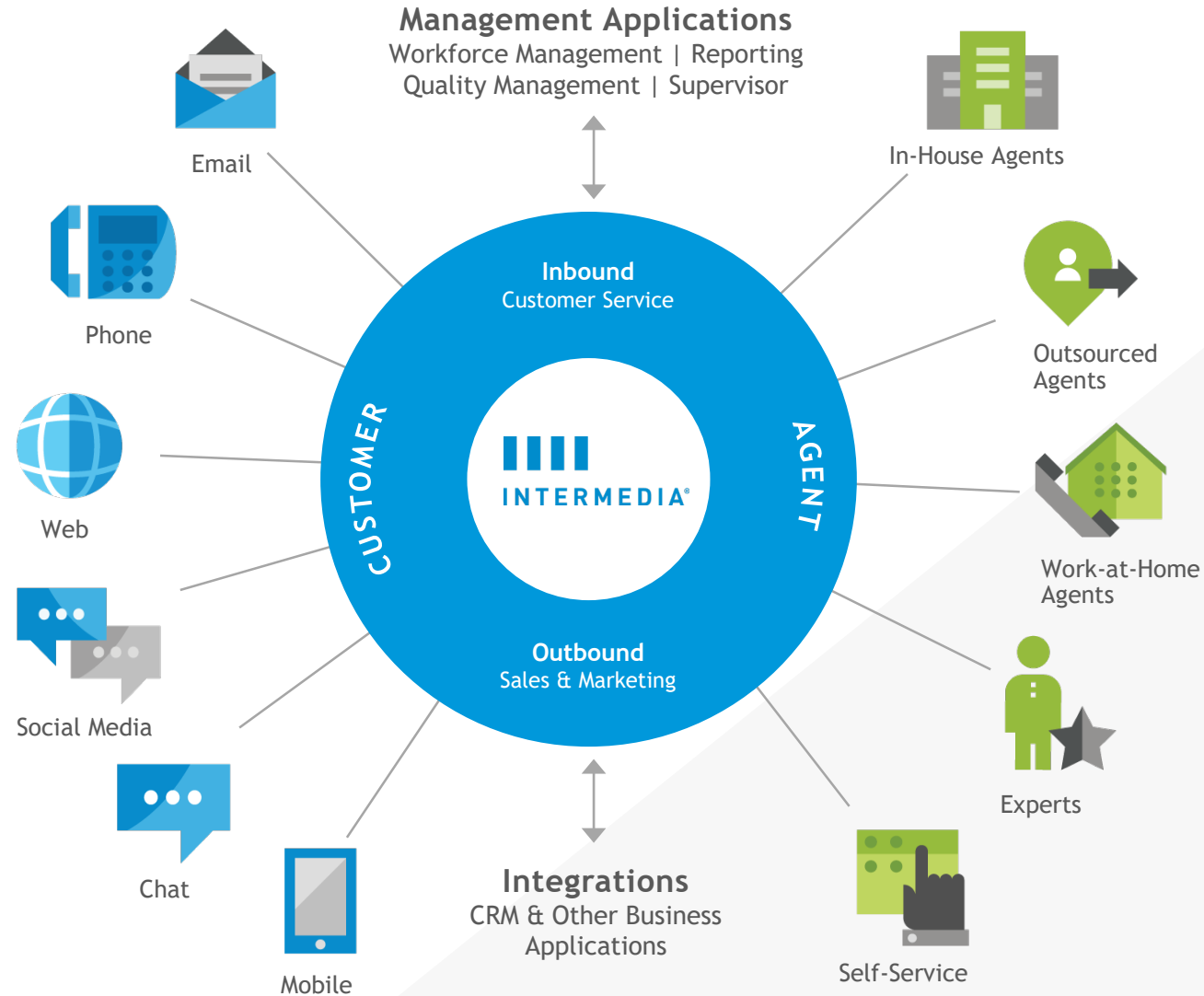


## A comprehensive online meeting service:

- Easy to use - one-click meetings
- HD video conferencing
- Screen sharing
- One-click recording
- Integrated phone and web audio conferencing
- And much more

# Intermedia Contact Center

Everything a Modern Contact Center Needs



# A High-level Overview of Intermedia Unite Contact Center Solutions



## Contact Center Express

### The Contact Center Made Simple!

A cost-effective voice-only contact center capabilities, available directly from your Intermedia Unite desktop app.



## Contact Center Pro

Sold with or without Unite

### Extend your Contact Center Capabilities

A flexible solution providing sophisticated contact center capabilities to increase customer satisfaction for business of any size.



## Contact Center Elite

Sold with or without Unite

### Optimize your Customer Experience

A full-featured omnichannel Contact Center solution with powerful integrations capable of delivering the ultimate customer experience.

Intermedia's Partner Platform has been developed over 14 years to **Make It Easy** for partners to be successful reselling Intermedia's cloud IT services

Industry Leading  
Partner Platform

# Partners & Admins Enjoy Easy Provisioning, Setup & Management

## 1. QUOTE

**Quoting Tool Wizard**

**Services**

Please select the number and type of voice users for each Location. Creating Users will generate rebates which can be used to make hardware purchases.

Note: When Quoting Unites Pro, please make sure that number of upgrade users is equal to Standard Users.

USERS	Main location	Wholesale price, \$/month	Customer price, monthly, per item	Customer total, monthly
Cloud PBX Standard User	4	20.75	23.99	119.96
Upgrade to Pro User	0	10.00	10	
Cloud PBX Resource				
Cloud PBX Fax				
Cloud PBX Fax	10	20.75	21.37	213.70
Cloud PBX Fax Line (500 min)	0	12.25	12.62	
Cloud PBX Resource	0	5.05	5.2	

## 2. TEST

**Quality of Service**

**Average Round Trip Delay**: 85.7 ms

**Downstream**

- Average Jitter Buffer: 5.3 ms
- Average Packet Loss: 0.065%
- Number of disconnects/restarts: 0
- Number of 3-minute calls: 1270
- Good quality calls: 97%
- Medium quality calls: 3%
- Bad quality calls: 0%

**Upstream**

- Average Jitter Buffer: 23.5 ms
- Average Packet Loss: 0.005%
- Number of disconnects/restarts: 0
- Number of 3-minute calls: 1270
- Good quality calls: 96%
- Medium quality calls: 4%
- Bad quality calls: 0%

## 3. ORDER

**Provisioning Wizard**

**YOU HAVE 0 REBATES**

**BASE - CORDLESS PHONE**

Rebates are generated when phone numbers are assigned to users to activate them. Rebates can be used to purchase phones for free, or at a discounted price. To use a rebate, select the rebated price from the drop-down menu.

Cisco SPA112	Polycm VVX201	Polycm IP5000	Polycm IP4000
\$67.80	\$96.82	\$354.58	\$708.81
Add to cart	Add to cart	Add to cart	Add to cart

## 4. SET UP

**Cloud PBX**

**Auto Attendant**

Business hours are menus that contain call routing instructions and contain schedules that repeat on a weekly basis. Schedule conflicts are resolved by the menu's order in the list. Drag a menu above another menu to ensure its schedule takes priority. Once you have built several menus, use the calendar view to see which menu will actively route calls at any given time. After hours are defined as any time not covered by all other business hours menus. For more information, please see the Knowledge Base.

**Weekly, 2019**

SUN MON TUE WED THU FRI SAT

- Inclimatic Weather: 08:00 AM - 08:30 AM, weekdays
- Special Time: 11:00 AM - 11:30 AM, weekdays
- Lunch: 12:00 PM - 01:00 PM, weekdays
- Company Meeting: Custom time
- Working hours: 09:00 AM - 06:00 PM, weekdays
- After hours: 24x7

## 5. SUPPORT

**Incident Map**

**Affected Locations**

Account name	Provider	Location	Incident description	Start time	Notification sent
al-284642	T-Mobile	Sacramento	Downtime detected	12 Oct 2018 03:02 PM PST	No
al-284642	Sprint	San Francisco	Downtime detected	12:02	Yes
Hydrashield	Sprint	Berkeley	Downtime detected	03:02	Yes
Timesotrowal	Sprint	Berkeley	Downtime detected	12:02	Yes

## 6. BILL AND TAX

**ConnectWise**

Sync your ConnectWise tools with your Intermedia Partner Portal

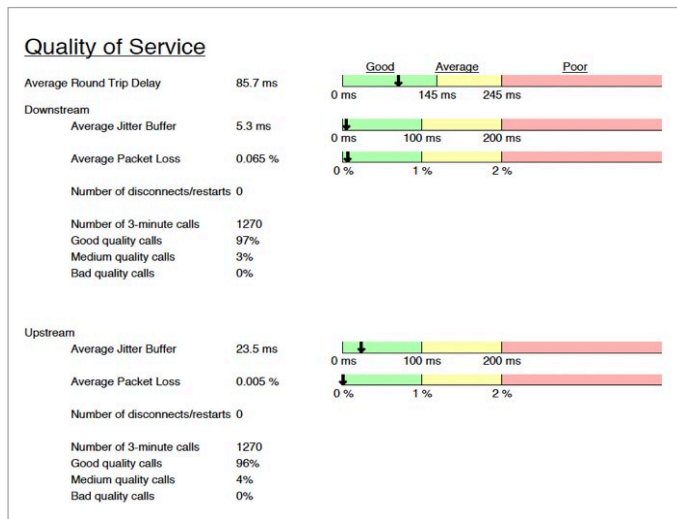
This integration lets you export account information (including company name and contact details), billable items (the Intermedia products and services that you resell) and product counts (the most up-to-date product quantities tied to each Intermedia customer account).

- ConnectWise agreements**: Eliminate the need to manually update your ConnectWise agreements
- Automatic update**: Ensure changes you make in your Partner Portal are automatically updated in your ConnectWise system
- Simplify your billing**: Simplify your billing processes and reduce the amount of time you spend generating invoices each month

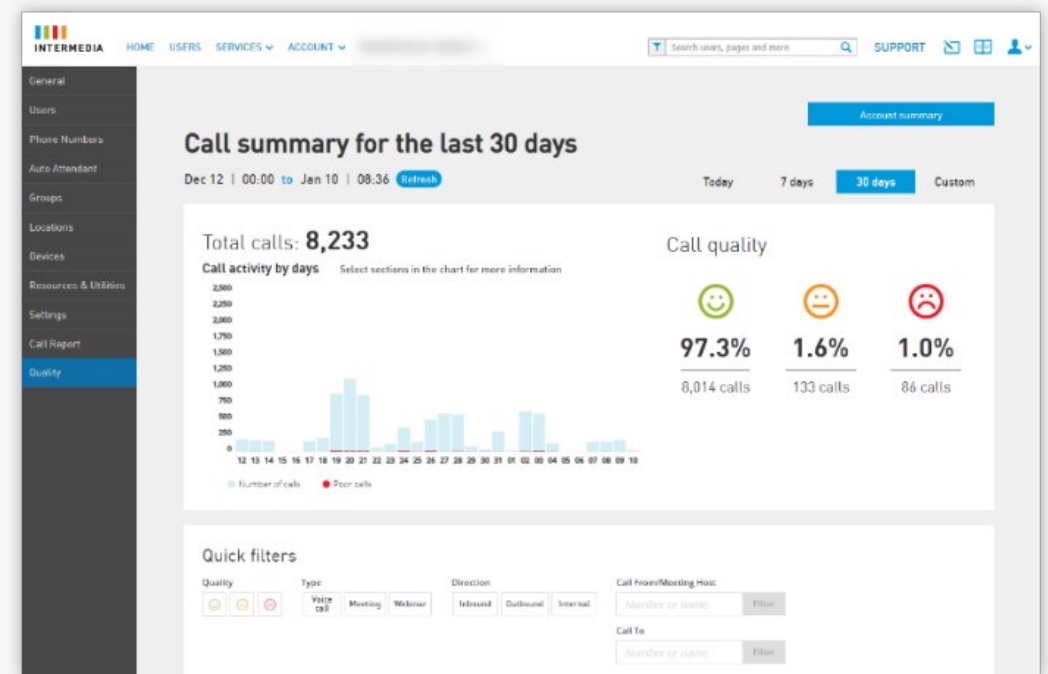
**Get started with ConnectWise**

# Network Testing and Real-time Analytics

## VoIP Scout for Network Testing



## Customer QoS Dashboard





# Intermedia Handles the Billing & Taxation

ZERO Tax Knowledge or Special Billing Systems are Needed by the Partner



For Private Label partners, we completely take tax calculations off of the partners' plate.

Intermedia calculates ALL of the customer telecom tax information based on the partner's sell price

Intermedia provide tax information for partner to collect from customer. Partner sends tax to Intermedia

Intermedia remits all taxes to local, state and federal tax authorities.

This saves thousands of dollars a year in bottom line cost as well as labor hours.

# World-class Support and Service

J.D. Power has recognized Intermedia for "exceptional support" - **three years in a row**

Externally audited support against ~250 criteria by TSIA



We believe we need to earn your business everyday!

**99.999% Uptime**  
**No Contracts**



THANK YOU