



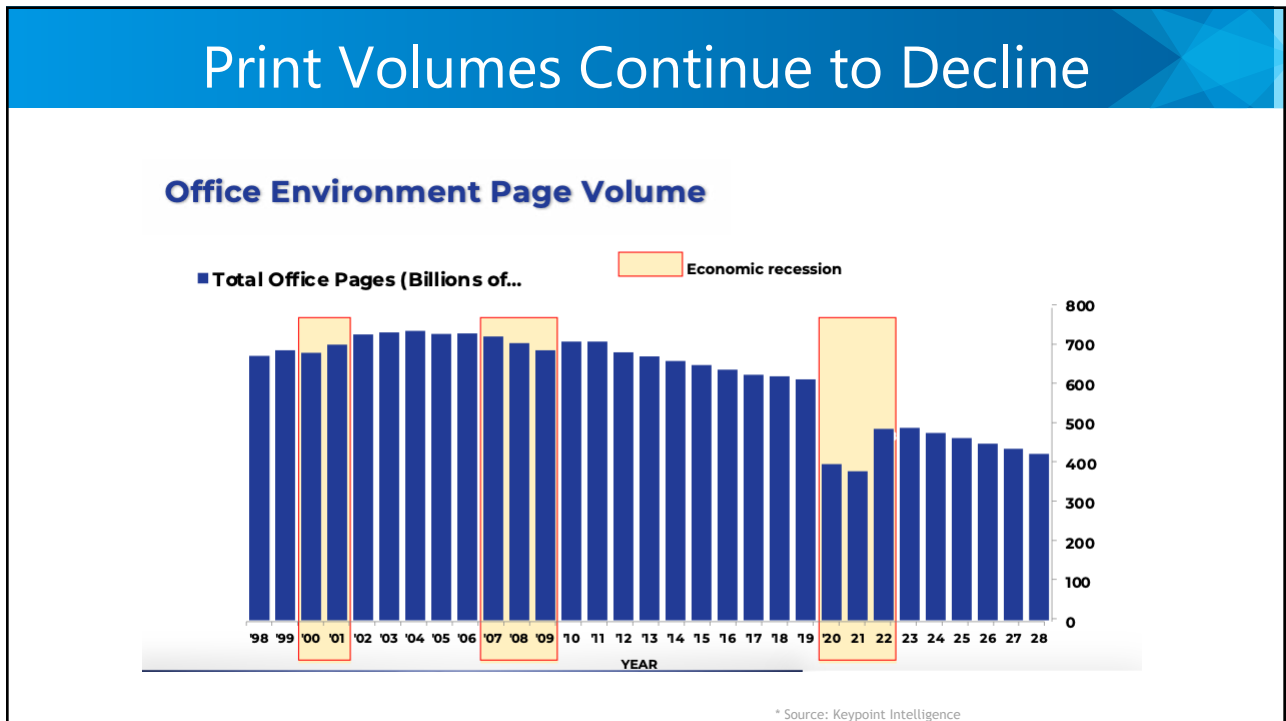
Capture New Recurring Revenue. Expand Your Business with UCaaS

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September 27, 2022



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What is Unified Communications?

Unified Communications (UC) is a service that:

- Provides an intuitive and consistent user experience and interface
- Enables improved productivity and collaboration for an increasingly mobile and remote workforce
- Allows users to utilize multiple communication devices including desk phones, mobile phones, computers and browsers



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Significant Growth Opportunity Ahead

When surveyed about telephony

51% indicated they had upgraded their systems within the past two years.

Of those customers

55% adopted a business phone solution that is fully or partially in the cloud

And that means

72% Of respondents have not yet moved to Cloud Communications!

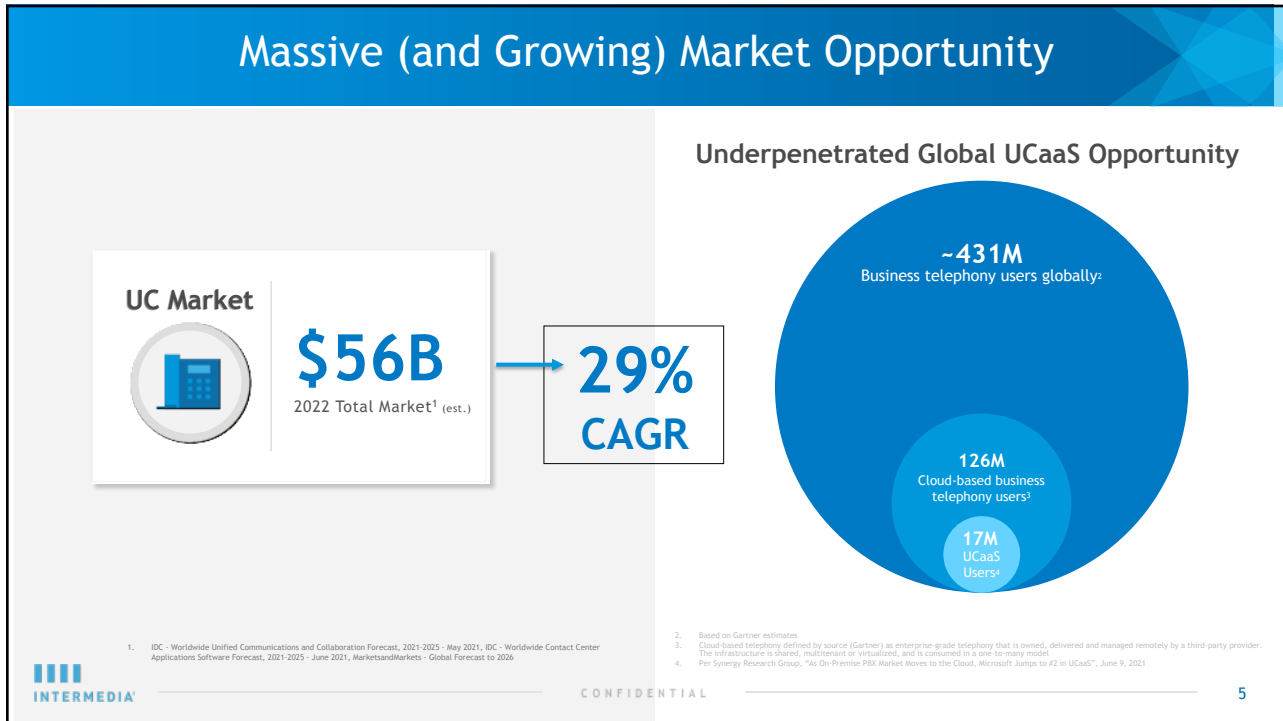


* Source: Morgan Stanley - September 21, 2022




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Welcome Jim and Dave



Jim Kreikemeier
President & CEO of
Capital Business
Systems, Inc.



Dave Barrows
Director of Sales at
Gobins Inc, a
division of All Copy

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Simple for Partners to Sell & Support

Easy for CUSTOMERS to Deploy and Use

Easy for Partners To Sell & Support

- ✓ Easy and free to get Sales & Tech personnel trained quickly
- ✓ Easy to operationalize
- ✓ Ability to wrap other services & support around Intermedia solution

Peace of Mind for Customers:

- ✓ Modern, Intuitive solution
- ✓ Easy to deploy & use
- ✓ One secure platform, 30 apps

ONE Communications Platform
ONE Low Monthly Rate

VIDEO / PHONE / CHAT / CONTACT CENTER / FILES / EMAIL

INTERMEDIA
CLOUD COMMUNICATIONS

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Go to Market Options

CUSTOMER OWNERSHIP RESELLER (CORE) (partner bills and provides support)		ADVISOR (Intermedia bills and provides support)
Co-branded	Private Label	
Economics <ul style="list-style-type: none"> • You set the pricing • You take the topline revenue • Increase your business valuation 16X 		Economics <ul style="list-style-type: none"> • Upfront and ongoing commissions <p style="color: green; font-weight: bold;">[Great to get started or if you don't handle monthly billing]</p>

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Why Partner With Intermedia?

We Help Copier Dealers

Minimize risk

Maximize revenue



We WORK for YOU!

- ✓ Customer Ownership (CORE) or Advisor
- ✓ Free Certification, Training, Demo
- ✓ Top Line Revenue = 16X Business Valuation!
- ✓ Healthy margins, Free devices (phones, headsets)
- ✓ Operationally efficient platform
- ✓ No Regulatory/Tax Headaches, sell in 50 states
- ✓ JD Power Certified Support, 99.999% SLA
- ✓ Comprehensive Sales and Marketing Support
- ✓ No annual contracts - we earn it every month!

So YOU can focus on Selling!




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QUESTIONS? CONTACT

MPSWEBINAR@INTERMEDIA.COM

Q

A



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Intermedia's CORE Model Keeps the Control, and the Revenue, with the Partner

Why Channel Partners Prefer Intermedia's CORE Model:

- Flexible private label and co-branded programs
- Partners retain the direct customer and billing relationships
- Ability to integrate Intermedia's solutions into their broader portfolio of solutions
- Greater control over the growth and profitability of their businesses
- Partners recognize the entirety of the amounts paid by the customers as revenue

Comparison of Partner Economics

	Agent Model <small>RingCentral 8x8 VONAGE INTERMEDIA</small>	CORE Model <small>INTERMEDIA</small>
MRR (50 seats @ \$25/seat)	\$1,250	\$1,250
SPIFF (x MRR)	4x	0x
Upfront SPIFF	\$5,000	\$0
Commission/Revenue Share	15%	100%
Annual Recurring Revenue	\$2,250	\$15,000
Margin %	100%	40%
Revenue over 5 years	\$16,250	\$75,000
Profit over 5 years	\$16,250	\$30,000

✗ Customer Relationship Disintermediation

✓ Customer Ownership



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