



INTERMEDIA

NWCC Drives its Unified Communications Strategy with Intermedia Unite™



INDUSTRY

Cloud Consulting

HEADQUARTERS

West Linn, OR

PARTNER SINCE

2014

PROFILE

Provides full spectrum of telecom and IT consulting services to SMBs

PRODUCTS

Intermedia Unite™, SecuriSync®, Intermedia AppID®, Exchange



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."

UCaaS market to grow to

\$14.83B
by 2023

- Frost & Sullivan

"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.



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

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!"