



# PRIVATE LABEL SOLUTIONS

## Advantages for Intermedia Partners

As the market for traditional IT resellers selling hardware and packaged applications becomes increasingly commoditized, software as a service (SaaS) is emerging as a high margin, recurring revenue alternative with tremendous growth potential. Gartner predicts that by 2011, 25 percent of all new software will be delivered as a service, with the hosted Microsoft Exchange market growing to 10 million mailboxes in the next three years alone. IDC forecasts a 32 percent worldwide compound annual SaaS growth rate between 2007 and 2011.

### ENTER THE SAAS MARKET TODAY

**The global leader in private label SaaS.** Since 1995, Intermedia has helped over 6,000 MSPs, VARs, systems integrators and IT consultants build recurring revenue-based business models, increase profit margins, and develop closer relationships with their customers through its portfolio of private label SaaS solutions. With an industry leading, multi-million dollar infrastructure, Intermedia offers a 99.999 percent financially-backed uptime service level agreement. Intermedia offers a large portfolio of SaaS software to help you design solutions to meet your customers' needs including:

- Exchange 2010
- Mobility – BlackBerry®, Windows Mobile, and other PDAs and smartphones
- Email Security – antispam and antivirus
- Email Compliance – Compliant archiving, content filtering and Policy-based Encrypted Email
- SharePoint 2010
- Office Communications Server (OCS) 2007
- Active Directory Synchronization
- Datacenter site selection — ensure fastest email roundtrip possible

Add these services to your portfolio:

- Exchange 2010
- BlackBerry Hosting
- ActiveSync
- Email Security
- Email Compliance
- SharePoint
- OCS 2007

## THE ADVANTAGES OF OUR PRIVATE LABEL PROGRAM INCLUDE:

**100% private labeled.** Intermedia enables you to offer all of its services entirely under your own brand, including the applications, control panels, documentation and marketing collateral, so you own the customer relationship, and your customers see only your name, always.

**Easy administration with our propriety Partner Portal.** Intermedia's Partner Control Panel puts you in the pilot's seat, giving you enough control to deliver outstanding service and support to your customers, without taxing your limited resources with extra infrastructure or administrative overhead. The control panel's web-based interface enables you to manage and configure your private label SaaS applications in real-time, from anywhere. Unlike HMC-based control panels, our control panel offers complete flexibility to both Intermedia and its partners for adding services and updating features.

**Total pricing control.** Intermedia's flexible pricing structure gives you the freedom to design and price your SaaS solutions to meet your customers' needs. Payment terms are aligned so that you do not have to finance your customers' SaaS deployments.

**Robust API.** Not only is our control panel entirely rebrandable, but we also offer a high level of Application Program Integration so our services can integrate with your current billing system seamlessly.

**Unbeatable infrastructure.** Intermedia offers the largest, most robust and scalable private label SaaS infrastructure. Our datacenters are some of the most modern and cutting-edge IT environments anywhere, and part of just a handful of 'Tier-4' datacenters worldwide. Intermedia provides reliability that smaller hosting companies just can't match.

**SAS 70 Type II Audited.** As a SAS 70 Type II audited company, Intermedia has passed rigorous audits ensuring that the company uses only the fairest, most professional and most effective controls in its delivery of service. This means that your and your customers' data will never be mishandled or left insecure.

Intermedia  
Private Label  
Partners  
generate  
recurring  
revenue  
by selling  
high-margin  
Exchange  
2010 services,  
bundled  
with their  
professional  
services – all  
under their own  
brand.

**Unmatched service quality.** We are a Microsoft Gold Certified partner, and a BlackBerry Gold Alliance member. Our more than 150 technical and support staff are certified professionals in their areas of specialty. Intermedia is available to support you and your customers 24 hours a day, 365 days a year.

**Free, instant signup.** Sign up online and you can become a private label partner in minutes. There are no fees to join, no monthly minimum sales and no membership fees. We offer one-on-one account management support to help you set up your private label account and begin provisioning accounts for your customers immediately.

**Data replication.** In addition to running regular backups, Intermedia replicates Exchange 2010 data in real time from one set of premium hardware to another. This protects the critical information your business keeps within Exchange, even in the event of hardware failure or database corruption. It also enables Intermedia to rapidly restore the full functionality of your Exchange environment should an issue occur.



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