

WHAT'S THE OPPORTUNITY?

Intermedia is the world's largest and most trusted hosted Exchange provider (managing nearly 300,000 premium hosted Exchange mailboxes). Intermedia specializes in providing enterprise-grade business communications to small and midsize businesses. Intermedia was the first hosting provider to offer Exchange 2010, SharePoint Foundation 2010 and Office Communication Server. Intermedia's Hosted Exchange Solution eliminates the need for the large upfront expenses associated with hardware, software and licenses required to run Microsoft Exchange. According to a recent study by Osterman Research, an IT analyst firm, this expenditure can be tens of thousands of dollars.

<p>The Challenge: To find VARs interested in purchasing or reselling Hosted Communications Services that could include Hosted Microsoft Exchange, OCS and SharePoint.</p>	<p>How to Spot the Opportunity: VARs that have end customers looking to migrate from in-house Exchange or who have end customers looking to upgrade from POP email to Exchange email. Any VARs that handle or purchase software licensing for email or servers will be able to resell Intermedia products.</p>
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What's the benefit of solving the problem?

- Small and midsize businesses can leverage communication technology capabilities used by large *Fortune* 500 companies at an affordable monthly cost without large capital expenditures.
- Lower IT costs by 50–90 percent by replacing high upfront hardware and maintenance costs with a regular monthly bill, zero maintenance and higher quality of service.

What Is Intermedia's Service?

Intermedia is the premier provider of business communications services, including hosted Microsoft Exchange to SMBs. Founded in 1995, Intermedia was the first to offer hosted email designed specifically with SMBs in mind. Intermedia is the dominant hosted email/collaboration provider in the industry and the solution provider of choice:

- Largest Microsoft Communications partner
- 74-percent increase in partner mailbox sizes since the launch of Exchange 2010 in November 2009

Intermedia is a leader in new products and service offerings for Microsoft-based businesses:

- First to support Exchange 2010, Outlook 2010 and SharePoint 2010
- Free migration support using best-in-class, proprietary tools (competitors typically charge for this)

As a world leader in hosted Microsoft Exchange with nearly 300,000 premium Exchange mailboxes under management, Intermedia delivers a more robust and reliable Exchange 2010 environment than you will find from the competition or from in-house deployment.



The Way We Do Things—Key Differentiators

As hosted solutions become more prevalent, so do the number of providers. When it comes to choosing the right hosting provider for your company’s email needs, it’s important to understand the different functionality and service level that hosting providers offer. By educating yourself you can avoid adopting a hosted email solution that causes you more problems than it eliminates.

- Premium infrastructure:** Intermedia’s multimillion-dollar infrastructure includes four Tier 4 data centers featuring Dell, EMC and Cisco hardware and multiple connections to Tier 1 Internet providers—assuring high availability and the fastest round trip for your email. This Fortune 50 infrastructure is finally available to small and midsize businesses. Intermedia also has a financially backed 99.999-percent uptime service level agreement.
- Free full-service migration:** Using proprietary migration tools, Intermedia migrates new customers to hosted Exchange 2010 from their current email systems, often Exchange 2007, Exchange 2003 or even Exchange 2000. Customers’ Active Directories—including distribution lists—are typically imported in less than 60 minutes, enabling them to rapidly begin using the service. Our time-tested migration processes ensure that customers experience no downtime when migrating to Intermedia.
- Control of the Exchange environment:** Unique in an industry that relies on generic third-party control panels, Intermedia’s end-user control panel and Partner Portal were both designed for small and midsize businesses. The end-user control panel and Partner Portal give end customers and partners/resellers the ability to administer their Exchange environments themselves—such as adding/deleting mailbox users, changing mailbox storage size and adding/deleting ActiveSync or BlackBerry users.

Customer Pain	What We Do		Proof Points
Email Servers overloaded or at end of life/license	Intermedia can easily migrate customers to a shared hosting model where capacity, licenses and servers are all managed by Intermedia.	Differentiator	Intermedia migrates more than 10,000 mailboxes per month. This includes migration for customers using competitive Exchange providers or customers currently hosting Exchange in house.
Difficulty managing a growing Exchange environment	Intermedia’s dedicated Microsoft certified staff, combined with Intermedia’s end user control panel and Partner Portal makes the management and administration of your Exchange environment simple.	Differentiator	Every member of the Intermedia support staff is certified by Microsoft for Exchange and Outlook.
Customers dissatisfied their current email provider	Intermedia provides a 30-day free trial, free migration and 24/7/365 support to ensure customer satisfaction.	Differentiator	More than 80 percent of Intermedia’s 30-day free trial customers convert to full customers.
Current email server or system keeps crashing	Intermedia’s technical team has more than 10 years of experience working with Exchange. Intermedia’s data centers and equipment are best-in-class.	Standard	Intermedia provides a 99.999-percent uptime guarantee that provides SLA credits for downtime.



Potential Blockers and Objection Handling			
	Objection	Response	Possible Action
Top Level Objections	Intermedia is priced at a premium compared to competitors.	Intermedia's price premium exists because of the service and functionality included in the solution offered: free migration, 99.999-percent SLA, ability to brand the end-user control panel and SAS 70 Type 2 compliance.	Sell the features and functionality before price. Leverage the 30-day free trial. Email is a critical aspect of business; focus on the high quality of the Intermedia solution, which should make competitive price breaks easy to overcome.
Supplier	Why shouldn't I go directly to Microsoft BPOS for Hosted Exchange, OCS and SharePoint?	Microsoft BPOS cuts VARs like yours out of the equation by providing BPOS services directly to end customers. Once you sell BPOS to a customer, Microsoft then owns and manages the customer relationship. By choosing Intermedia, you own the customer relationship and are able to fully brand Intermedia solutions as your own. You also determine the pricing to your customers.	VARs want to manage the relationships with their customers and there is no reason to hand over these relationships to Microsoft.
Solution	Why would I want to use a hosted comm. provider vs. having an on-premise server?	By choosing a hosted communications provider you will avoid large upfront expenses associated with hardware, software and licenses required to run Microsoft Exchange. According to a recent study by Osterman Research, an IT analyst firm, this expenditure can be tens of thousands of dollars.	Educate your VARs and their customers on the benefits of using a hosted communication provider vs. having on-premise servers.

Contact Information

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