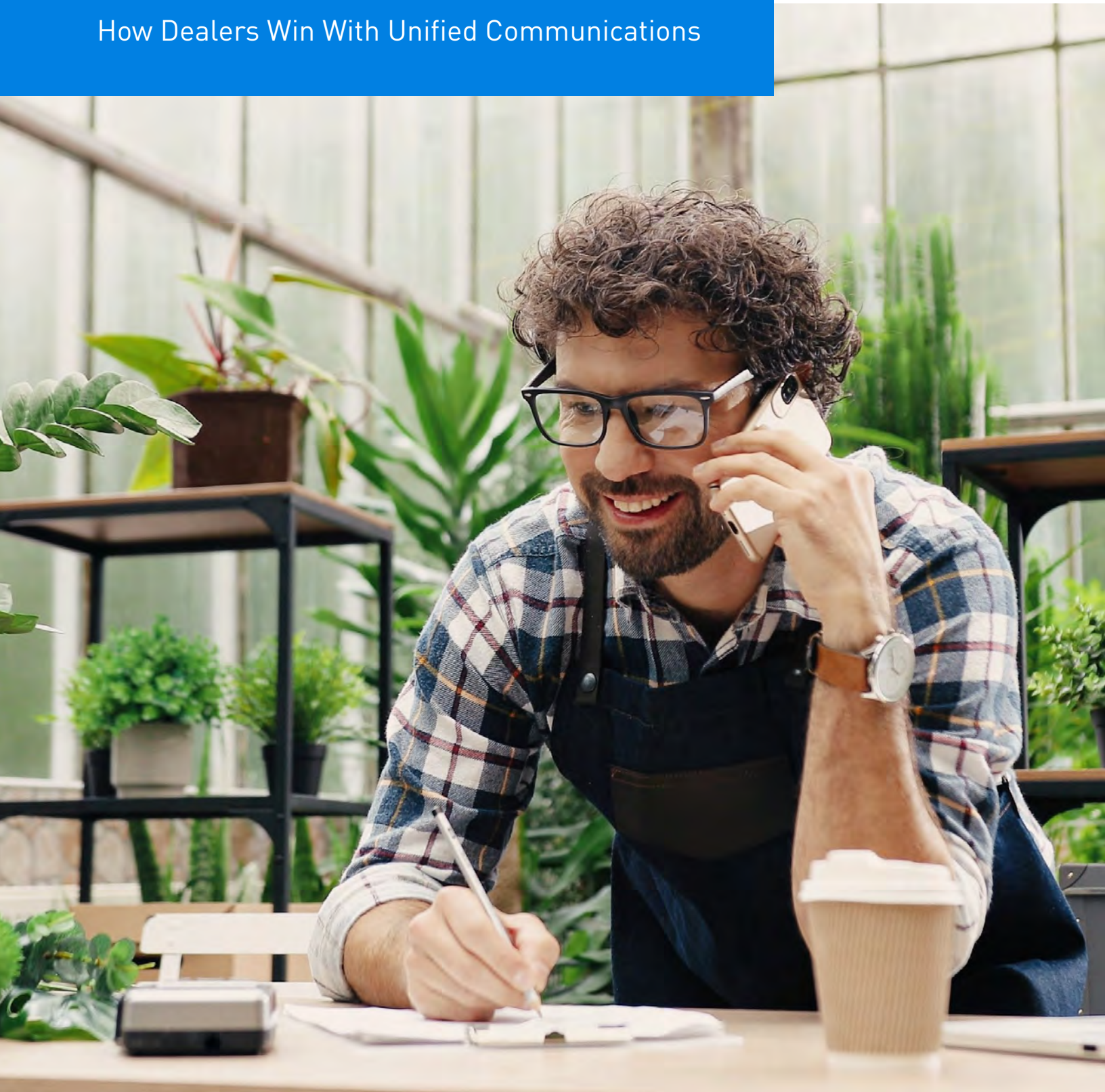


BEYOND DISRUPTION:

How Dealers Win With Unified Communications



Contents

1	INTRODUCTION	3
2	THE BIG PICTURE: 4 PAIN POINTS YOU MUST ADDRESS	4-5
3	5 REASONS TO DIVERSIFY AND DIFFERENTIATE YOUR BUSINESS WITH UC	6-7
4	THE PARTNER OPPORTUNITY: WHY INTERMEDIA	8





INTRODUCTION:

We're in the midst of evolving workplace and technology trends reshaping business: hybrid workforce and cloud IT infrastructure.

While the two trends are distinct, they intersected in a major – and now permanent – way during the COVID-19 pandemic. People and organizations alike need maximum flexibility in how and where they work. The cloud trend that was already underway rapidly accelerated to enable remote and hybrid work – and nowhere is that more apparent than in the communications and collaboration platforms companies use to keep people connected no matter where they are.

This is creating a significant need for technology partners who can deliver complete cloud-based communications solutions – and a significant opportunity for Copier Dealers, who face an urgent need to diversify their offerings.

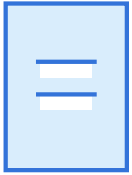
The industry had already been experiencing steady declines in print volumes for years, and then those volumes plunged 14% year-over-year in 2020, according to research firm IDC. While they've rebounded somewhat from the first year of the pandemic, IDC didn't expect page volumes to reach pre-pandemic levels. These dealers have been further hit by supply chain issues with hardware and toner.



2 | THE BIG PICTURE: 4 PAIN POINTS YOU MUST ADDRESS



Dealers continue to contend with a variety of ongoing challenges – some that have been in play for several or more years and some that have more recently emerged – that are putting pressure on their bottom lines.



DECLINING PRINT VOLUMES:

Print volumes have seen a slow but steady decline for at least a decade, and while the steeper decline attributed to the pandemic has eased, the broader trend is not likely to reverse any time soon. Page volumes are expected to “grow” at an annual compound rate of -4.5% in the U.S. and -4.9% in Western Europe through 2024, [according to Keypoint Intelligence](#).



SUPPLY CHAIN HEADACHES:

Businesses and consumers alike continue to experience a wide range of issues affecting virtually all phases of the global supply chain. For dealers, this has meant ongoing challenges in terms of the availability and delivery of both hardware and toner – both of which directly impact their top and bottom lines.



NEED FOR NEW REVENUE STREAMS:

As print volumes decline and macroeconomic issues (such as supply chain bottlenecks and inflationary pressures) put a heavy drag on dealers’ bottom lines, they urgently need to seek out new revenue streams to diversify and grow their existing businesses.

Dealers – like many other managed services providers and technology vendors – need to pursue opportunities to add monthly recurring revenue (MRR) streams and reduce their dependence on up-front commissions and lower-margin sales. These new MRR streams need to fit well with the existing business they’ve worked hard to build while also diversifying and growing overall sales.



FAST-CHANGING MACRO CONDITIONS:

Finally, like any business, dealers are not immune from macroeconomic conditions. We’ve already covered the pandemic and the long-term shift away from the traditional office as two major examples of such trends. 2022 has brought plenty of new or growing challenges – high inflation, continued supply chain instability, and considerable uncertainty about the global economy, including the possibility of a recession.

Fortunately, there’s a viable solution for dealers: Diversifying a business that has focused exclusively on managed print services in the past to become a whole-of-office provider with UC.



3

**5 REASONS TO DIVERSIFY
AND DIFFERENTIATE YOUR
BUSINESS WITH UC**

For experienced dealers, adding UC is a logical choice with a low barrier to entry. And it's an enormous untapped opportunity: Every business needs a reliable communications platform for voice, chat, and other channels. And that's the first reason dealers should consider adding UC to their offerings:

THE UC MARKET IS BIG AND GETTING (MUCH) BIGGER:

The global UC market stood at nearly \$79 billion in 2021, according to Vantage Market Research, which predicts the category will exceed \$234 billion in 2028. This is a technology that is set to significantly grow year after year for the foreseeable future.

In fact, when you add UC to your portfolio, you're turning one of the macro trends above – the sustained shift to hybrid and remote work – from a disruptive challenge into a competitive advantage.

UC platforms are among the most mission-critical technologies for any organizations with a distributed workforce. It's what enables "the office" to become synonymous with "anywhere," without sacrificing productivity.

Actually, it's a boon for productivity, too – one [survey](#) (conducted by Frost & Sullivan) found that more than two-thirds (68%) of employees prefer a "single pane of glass" solution – like what UC provides – for communicating and collaborating with distributed colleagues.

YOUR EXISTING CUSTOMERS NEED THIS NOW:

Hybrid work is already a reality, and many people prefer it. In an [Accenture survey](#) of more than 9,000 workers, 83% of respondents said they saw hybrid as the "optimal" model.

Businesses of all types and sizes are investing in the necessary tools and technologies to ensure this reality is as productive as possible. By adding UC to your portfolio, you're solving another problem for your customers: Keeping everyone connected, regardless of location.

UC enables you to go into your customers with a new solution that they're badly in need of – reliable, feature-rich communications platforms are the backbone of flexible hybrid and remote offices. And it enables you to go back to them much sooner than the standard three-to-five-year lease deals typically calls for – you go back in with a robust voice offering that fills a significant business need now, while keeping your company top of mind at renewal time as well.

BUILD RELIABLE MONTHLY RECURRING REVENUE (MRR) STREAMS:

Adding UC is also a great way for traditional dealers to add and expand monthly recurring revenue streams – a must in an age of relentless competition and declining page volumes.

The broader channel partner and managed services provider industry has already begun pivoting away [from up-front commissions to MRR](#) as their own margins got squeezed and their business models needed to be rebooted.

UC is an excellent foundation for dealers building healthy, dependable MRR streams as the business world moves to a subscription-based everything-as-a-service model for their IT and office needs. Shifting more top-line sales to MRR helps boost margins, and UC offers opportunities for ancillary revenue streams as well.

Voice communications is an ideal pivot point for dealers because it complements their existing businesses – it doesn't require a complete retool of the businesses they've worked so hard to build up.

GET A Foothold ON YOUR COMPETITORS' CUSTOMERS:

The scale and growth prospects of the UC business also open a large new addressable market that, in all likelihood, includes some of your competitors' clients on the print side.

When you approach prospective new customers and begin winning deals with UC, you're also able to sell the value-add of managed print services – the complete package.

This gives you a better entry point to not only grow your own business but beat out dealer competition in the process.

DISTINGUISH YOUR BUSINESS WITH THE WHOLE-OFFICE APPROACH:

The whole-office approach is inherently more valuable to your current customers and new prospects – you become a one-stop shop for office communications and productivity – while giving you a leg up on your dealer competitors.

It also helps address the other industry trend – increased competition from manufacturers and other dealers who are essentially selling the same print and/or copier hardware and peripherals. It's hard to distinguish your value on hardware alone. By adding UC and becoming a whole-office solution, you give customers more than they can get from the competition – UC becomes a tangible, high-value reason for them to choose you over the other guy, while protecting the importance of your print business.





4

THE PARTNER OPPORTUNITY:
WHY INTERMEDIA



Intermedia offers industry-leading cloud-based communications and partner programs, including Intermedia Unite®, a work-from-anywhere UC-as-a-Service (UCaaS) platform delivering phone, chat, video and more. Intermedia also offers:

BUILT-IN CONTACT CENTER INTEGRATION WITH INTERMEDIA UNITE:

You can offer customers further value by optimizing both employee experience and customer experience in a single platform.

FLEXIBLE PARTNERSHIP MODELS:

You choose your level of involvement, from simply learning how to identify UCaaS opportunities and referring leads to

Want to learn more on how you can grow a valuable monthly recurring revenue (MRR) business while maintaining ownership of your customers?

Reach out to us with your questions at partnerrecruitment@intermedia.com or [schedule a quick chat](#) with our expert.

Intermedia to becoming an expert in all things UCaaS (from prospecting to implementation), including white-label options.

YOU OWN THE CUSTOMER:

When you partner with Intermedia, your customer remains your customer. Period.

ONGOING SUPPORT:

Intermedia's experts and resources are always behind you at every step of the customer buying journey with prospecting, marketing, and sales support.



Intermedia has been recognized by J.D. Power for providing "An Outstanding Customer Service Experience" for its Assisted Technical Support. J.D. Power 2021 Certified Assisted Technical Program, developed in conjunction with TSIA. Based on successful completion of an audit and exceeding a customer satisfaction benchmark for assisted support operations. For more information, visit www.jdpower.com or www.tsia.com.

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