

# EARTH BEND DISTRIBUTION OVERVIEW






# WHY CHOOSE EARTH BEND DISTRIBUTION?

## WE'VE BEEN DISTRIBUTING TELEPHONY PERIPHERALS AND IT SOLUTIONS TO CHANNEL PARTNERS SINCE 1993.

Staying current means staying competitive in today's fast-paced, rapidly evolving marketplace, and the advent of cloud computing has massively impacted the business world. This technology shift has created a \$266B cloud services market – from 2010 to 2020 it has grown over 246% – with an additional 30% growth expected by 2023. To remain relevant and competitive in this new cloud-based IT market, you need a strategic partner that can help you to profitably capitalize on and effectively support your customers' transition to the cloud.

As a value-added distributor, EarthBend Distribution delivers a broad portfolio of technology solutions from industry-leading vendors, nationally competitive pricing, and friendly, knowledgeable support. But, as the market has evolved, so have we. Along with one-stop, end-to-end selection of the key technology products channel partners need to be successful, we also offer a range of white label cloud-based services. When you partner with EarthBend Distribution, you enjoy easy, reliable access to the solutions, services and expertise that can help propel your business success to new heights.



*"The staff at EarthBend Distribution is fast, friendly and knowledgeable, and their response time is second to none. They have a large selection of inventory and their prices can't be beat!"*

*– Angela Nichols, Prodigy Voice and Data, LLC*

*"I love working with the EarthBend Distribution team. Their responsiveness and overall customer service is great. I order from EarthBend as much as possible – they carry so much more than other suppliers."*

*– Tammie Wilson, BestComm Networks*



# THE EARTH BEND DISTRIBUTION DIFFERENCE

- One-stop shopping selection of a broad array of technologies from market-leading vendors.
- White label, high-margin cloud-based services for resale into target-rich markets.
- Proven expertise in areas like unified communications, contact centers, networking, physical security and cloud computing.
- A consultative sales team that does more than take orders, they help you sell solutions and drive profitability.
- A human touch – personable, professional and reliable partner care and support.
- One-stop online ordering convenience available 24/7 via the EarthBend Distribution Storefront.
- Nationally competitive pricing and reliable product access – get what you need, when you need it and at the right price.

*“EarthBend Distribution always responds very quickly to our questions. If we are somewhat ambiguous in our request, they quickly ask the proper questions to clarify our needs. Great companies provide great support.”*

*– Jim Gordon, Warwick Communications*



## A BETTER WAY TO BUILD YOUR CLOUD SERVICES BUSINESS.

You’ve certainly seen it, and have likely experienced the effect on your business operations first-hand. There has been an aggressive and dramatic shift across all IT spending categories toward cloud-based solutions.

However, pursuing these new cloud opportunities can mean working with multiple different vendors, distributors and account reps. That often leaves you vying for attention and wasting valuable time playing phone and email tag. Wouldn’t it be great to have one trusted partner who could help you to win all this business? EarthBend Distribution delivers the competitive edge you need to drive your cloud services success. We offer:

- One-stop purchasing selection for all the complementary technologies you need to support any solution deployment – products like phones, networking gear, power protection, cabling, and much more.
- Feature-rich and price competitive cloud-based unified communications, contact center and video surveillance services. Our EarthBend360 cloud solutions can be white-labeled with your company branding, and you can retain full ownership of the customer relationship.

When you partner with EarthBend Distribution, you tap into our full range of experience across these technology areas. We make finding the right solution fit easy, helping to ensure the best possible business outcomes for you and your customers.





# ELEVATE YOUR PROFITABILITY WITH EARTH BEND

## CAPITALIZE ON FAST-GROWING CLOUD TECHNOLOGY MARKETS.

Businesses of all types and sizes are adopting cloud-based offerings, and this market momentum shows no signs of slowing down. To meet this rising demand, a growing number of value-added resellers are adding cloud-based services to their solutions portfolio. Those who don't will find it increasingly difficult to compete for customers and maintain healthy profitability.

Key advantages of the cloud delivery model for channel partners include:

- Earning recurring revenues over the length of the customer relationship lifespan, rather than just a one-time margin and a small amount of maintenance revenue.
- Extending lifetime customer value by increasing the "stickiness" of the services you provide.
- More efficient implementations than with premises-based solutions – fewer resources are needed to install and virtually no resources are needed to upgrade.
- Fast and cost-effective expansion of your services portfolio, widening your total addressable market.
- Differentiation from your competitors – introduce innovative, cloud-based solutions to address a more complete range of customer needs.



**\$9.50B**

The global hosted PBX market size is expected to grow from USD 4.73 billion in 2018 to USD 9.50 billion by 2023, at a compound annual growth rate (CAGR) of 14.9%.

**\$20.93B**

The global cloud-based contact center market is expected to grow from USD 6.80 billion in 2017 to USD 20.93 billion by 2022, a CAGR of 25.2%.

**\$43.80B**

The video surveillance market is estimated to grow from USD 18.30 billion in 2017 to USD 43.80 billion by the end of 2025, a CAGR of 11.8%.



# PARTNERING WITH EARTH BEND DISTRIBUTION IS EASY.

Demand for unified communications as a service (UCaaS) and contact center as a service (CCaaS) offerings has skyrocketed. The video surveillance market is thriving, and the introduction of video surveillance as a service (VSaaS) opens the door to even greater growth. EarthBend360's feature-rich and competitively priced UCaaS, CCaaS and VSaaS solutions help you meet that rising demand.



## UNIFIED COMMUNICATIONS

EarthBend360 Ascend UC delivers a fully integrated business voice and unified communications platform. Ascend UC empowers employees to work the way they want – calling, messaging and meeting with anyone, from anywhere and on any device.



## CONTACT CENTER

EarthBend360 Ascend Contact Center is a multi-tenant, carrier-grade, omni-channel cloud contact center platform paired with an expansive ecosystem of industry-leading interaction management applications. Ascend Contact Center can be deployed over-the-top to integrate with virtually any call control platform.



## INTERACTIVE VOICE RESPONSE

EarthBend360 Ascend IVR is an affordable, flexible and secure cloud-based IVR platform for automating simple, repetitive tasks to deliver always-on self-service functionality. Ascend IVR provides a robust feature set and highly competitive pricing, backed by expert service and support.



## VIDEO SURVEILLANCE

Our Clear2there VSaaS solution takes the traditional on-site video security system to the cloud. It offers the benefits of low up-front capital expenses and a predictable monthly operating cost, and the service can quickly and easily adapt to meet changing business requirements.

Our EarthBend360 partner engagement models are designed to adapt to your needs, allowing you to conveniently select the approach that makes the most sense for your organization and business operations.

|                          | RESELLER MODEL  | AGENT MODEL  |
|--------------------------|---|--|
| Customer Relationship    | <p><b>You own the relationship.</b><br/>You retain full ownership of the customer relationship, including billing, support and all other aspects.</p>                     | <p><b>We mutually own the relationship.</b><br/>You manage the selling process and stay engaged with the customer. We will handle the billing and support.</p>     |
| Managing the Opportunity | <p><b>You close the deal.</b><br/>We'll help you in the background by providing customizable marketing materials and expert assistance throughout the sales process.</p>  | <p><b>You close the deal.</b><br/>You leverage our brand and marketing materials. We'll also provide behind-the-scenes sales assistance every step of the way.</p> |
| How You Are Compensated  | <p><b>You set the price and control your own margins.</b><br/>We bill you at a wholesale price and you in turn bill your customer at the price point you choose.</p>      | <p><b>We pay you commissions.</b><br/>We provide highly competitive recurring revenue commissions with no certification, quota or lock-in requirements.</p>        |
| Customer Support         | <p><b>You directly support your customers.</b><br/>You provide level 1 technical support, and we'll back you up with expert support assistance on an as-needed basis.</p> | <p><b>We provide technical support.</b><br/>Our team of support experts will be readily available to assist your customers when needed.</p>                        |
| Solution Branding        | <p><b>White label to promote your company brand.</b><br/>White-label our cloud services with your brand, logo and identity.</p>   | <p><b>Leverage the EarthBend360 brand.</b><br/>The EarthBend360 brand is used for all EarthBend360 cloud services.</p>   |



# EARTHBEND DISTRIBUTION SOLUTIONS PORTFOLIO

## ANTI-VIRUS, SOFTWARE & CONTENT FILTERING SOLUTIONS

- AVG Business
- Microsoft
- McAfee Anti-Virus
- Norton
- SonicWALL
- Sophos
- Symantec

## AUDIO CONFERENCING PHONES & BRIDGES

- ClearOne
- Konftel
- Poly
- VTech
- Yealink

## BANDWIDTH OPTIMIZATION

- CirrusWorks
- Nomadix

## CALL ACCOUNTING

- @Comm
- Hansen Software
- Metropolis
- Micro-Tel Microcall® Call Accounting
- Trisys Tapit™ Call Accounting

## CALL / CONTACT CENTER

- EarthBend360 Ascend Contact Center

## CALL LOGGING & RECORDING

- dvsAnalytics
- Hansen Software CASH+
- Red Box
- Trisys
- Xarios Technologies

## CORDLESS & WIRELESS

- Ascom
- EnGenius
- Panasonic
- Spectralink
- Uniden

## DIALERS – PREDICTIVE & PROGRESSIVE

- Voice4Net (CoreDial)
- Xarios Campaign Manager

## FAX SERVERS

- GFI
- MultiTech

## FIREWALLS & VPN SOLUTIONS

- ADTRAN
- Barracuda
- Ingate Systems
- SonicWALL
- Sophos
- WatchGuard

## GATEWAYS

- ADTRAN
- Audio Codes
- Citel
- Mediatrix
- Multi Tech
- Nomadix
- Sonus (Quintum)

## HARD DISK & SOLID STATE DRIVES (SSD)

- Avant Technology
- Fixstars
- Foremay
- HGST
- Intel
- Micron
- SanDisk
- Seagate
- Toshiba
- Western Digital

## HEADSETS

- Comfort
- GN Netcom Headsets
- Poly
- Walker & Clarity

## HEALTHCARE & SENIOR LIVING SOLUTIONS

- Cetus Group (Scitec, Teledex, Telematrix)
- Live Sentinel
- Status Solutions

## HOSPITALITY SOLUTIONS

- AEI Communications
- ANTLabs
- Cetus Group (Scitec, Teledex, Telematrix)
- CheckBox Systems
- Med-Pat and Inn-Phone
- Nomadix
- RTI Media
- VTech

## INSTALLATION EQUIPMENT: CABLE & TOOLS

- Chatsworth Racks & Cable
- Copper and Fiber Cables
- ICC@ Structured Cabling Products
- Premier

## INTERACTIVE VOICE RESPONSE

- EarthBend360 Ascend IVR
- InGenius
- Enghouse
- PhoneTree
- Voice4Net (CoreDial)
- Xarios Technologies

## INTRUSION DETECTION & PREVENTION DEVICES

- SonicWALL
- WatchGuard

## MONITORS, KVM HARDWARE & ACCESSORIES

- Barco
- Belkin
- HP
- Linksys
- NEC
- Philips
- Princeton
- ViewSonic

## NETWORKING SOLUTIONS

- ADTRAN
- Alcatel-Lucent
- Arista
- ATTO
- Avaya
- Brocade
- CirrusWorks
- Dell
- D-Link
- Extreme Networks/Enterasys
- Intel
- LSI
- Mellanox
- Myricom
- NETGEAR
- QLogic

## PAGING EQUIPMENT (ANALOG & IP)

- Bogen® Communications, Inc.
- Valcom Telephone Intercom & Paging



**EXPERT  
GUIDANCE &  
SUPPORT**



**BEST-OF-  
BREED  
SOLUTIONS**



**MARKET-  
LEADING  
VENDORS**



**THE  
PERFECT  
TECHNOLOGY  
FIT**

**PCS, LAPTOPS, & SERVERS**

- Acer
- Asus
- Dell
- HP
- IBM
- Lenovo

**PHONE SYSTEMS / PBX**

- ADTRAN NetVanta 7000 Series
- EarthBend360 Ascend Unified Communications
- Vertical Summit

**PHONES (ANALOG, DIGITAL & IP)**

- ADTRAN
- Cetus Group (Scitec, Teledex, Telematrix)
- Poly
- VTech
- Yealink

**PHYSICAL SECURITY**

- Clear2there Access Control
- Clear2there Video Surveillance

**POE MIDSPANS – CONVERTERS**

- Allied Telesis, Inc.
- PowerDsine
- Precidia Technologies

**POWER PROTECTION & BACKUP**

- APC®
- CyberPower
- DITEK
- Eaton
- GE
- Minuteman®
- Tripp Lite

**RACK & CABINETS**

- DAMAC
- Elliptical Mobile Solutions
- ICC
- PDE Technology

**ROUTERS**

- ADTRAN
- Brocade

**SERVERS – ENTERPRISE & GENERAL PURPOSE**

- AIC
- NEC
- Supermicro

**STORAGE OS & VIRTUALIZATION SOFTWARE**

- Citrix
- EMC
- NEC
- Veeam
- VMware

**STORAGE SYSTEMS – PRIMARY & NEARLINE**

- Dot Hill
- Enhance Technology
- ExaGrid
- ExaSAN (Accusys)
- Infortrend
- NEC
- Nexenta
- Promise Technology
- Quanta
- StorTrends (American Megatrends)

**TELEPHONE ACCESSORIES**

- Zigee

**TELEPHONY INFRASTRUCTURE**

- ADTRAN
- Ingate Systems
- Phybridge

**TRAFFIC MANAGEMENT / MONITORING**

- Allot Communications
- Bluecoat
- CirrusWorks
- F5 Networks
- FATPipe
- Solarwinds

**UNIFIED COMMUNICATIONS**

- EarthBend360 Ascend Unified Communications
- Esna - Integrated Unified Communications

**VIDEO CONFERENCING & ACCESSORIES**

- Carts & Accessories
- LifeSize
- Vidyo

**WIRELESS LAN SOLUTIONS**

- ADTRAN
- Aerohive
- Bridge Wave
- Brocade
- CheckBox Systems
- EnGenius
- Juniper Networks
- Pronto Networks
- Ruckus
- Ubiquiti
- Wavespot
- ZyXEL

## EARTHBEND DISTRIBUTION

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