

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, video conferencing, and business email solutions from our strategic cloud services technology partner Intermedia.

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 EARTHBEND

CAPITALIZE ON FAST-GROWING CLOUD SERVICES 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.



\$24.3B

With the increased use of UCaaS solutions across SMBs to streamline business functionalities, the worldwide market is forecasted to touch \$24.3 billion by 2026.

\$56.37B

The global cloud based contact center stood at USD 11.01 billion in 2019 and is projected to reach USD 56.37 billion by 2027, a CAGR of 22.7%.

\$22.5B

The video conferencing market is expected to grow from USD 9.2 billion in 2021 to USD 22.5 billion by 2026, a CAGR of 19.7%.



DISCOVER THE CLOUD SERVICES PARTNER THAT WORKS FOR YOU.



INTERMEDIA® CLOUD COMMUNICATIONS

Customer demand for cloud-based business applications like unified communications, video conferencing and collaboration, contact center, and other services is at an all-time high. This presents an amazing opportunity for partners like you. But to be successful, you need a cloud provider dedicated to reliably supporting your business needs and the needs of your customers. Intermedia is the partner you're looking for.

Maximize your profits while delighting your customers with cloud services from Intermedia. When you partner with Intermedia through EarthBend Distribution as your Master Agent, your company is backed 100% by the Intermedia team. Intermedia makes it easy for any channel partner to sell, set up, manage and support the cloud while achieving strong margins, earning up to 5x more revenue, owning the customer relationships and building value in their business through private label, co-branded and branded partner programs.

With Intermedia, you can choose from two robust partner models based on what's right for you and your customers on a case-by-case basis.



	CUSTOMER OWNERSHIP RESELLER (CORE) MODEL	ADVISOR MODEL
Customer Relationship	You own the relationship. You have full ownership of billing, bundling, support and all other elements.	You mutually own the relationship. You manage the selling process and stay engaged with the customer. Intermedia handles the billing and support.
Closing the Deal	You close the deal. Behind the scenes, Intermedia helps you with brandable marketing material and expert sales assistance every step of the way.	You close the deal. You leverage the Intermedia brand and marketing materials. They'll provide behind-the-scenes sales assistance every step of the way.
How You Are Compensated	You set the price and control your own margins. Intermedia bills you for a wholesale price and you bill your customer at the price you choose, plus they handle the telecom taxes.	You receive commission payments. Intermedia gives you a one-time and monthly recurring commission.
Customer Support	You provide level 1 technical support, and Intermedia supports you. You support your customers. Intermedia backs you up with 24/7 phone and chat support.	Intermedia provides technical support. Intermedia's support experts are available to assist your customers 24/7.
Solution Branding	Private label or Intermedia Unite branding. Intermedia can be obscured from all customer-facing interfaces and documents, or opt to use the Intermedia Unite brand for all unified communications services.	Leverage the Intermedia brand. The Intermedia brand is used for all Intermedia cloud services.



EARTHBEND DISTRIBUTION SOLUTIONS PORTFOLIO

ANTI-VIRUS, SOFTWARE & CONTENT FILTERING SOLUTIONS

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

AUDIO CONFERENCING PHONES & BRIDGES

- ClearOne
- Konftel
- Poly
- VTech
- Yealink

BACKUP & RECOVERY

- Intermedia SecuriSync®

BANDWIDTH OPTIMIZATION

- CirrusWorks
- Nomadix

CALL ACCOUNTING

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

CALL / CONTACT CENTER

- Intermedia 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

- InGenius
- 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
- NVT Phybridge
- 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

- Intermedia Unite Unified Communications

PHONES (ANALOG, DIGITAL & IP)

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

PHYSICAL SECURITY

- Clear2there Access Control
- Clear2there Video Surveillance
- NVT Phybridge

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
- NVT Phybridge

TRAFFIC MANAGEMENT / MONITORING

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

UNIFIED COMMUNICATIONS

- Intermedia Unite Unified Communications

VIDEO CONFERENCING

- Intermedia AnyMeeting
- LifeSize
- Vidy

WIRELESS LAN SOLUTIONS

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

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