

# Intermedia's Office in the Cloud: Delivering a Worry-Free Experience



**INTERMEDIA** The Business Cloud™



**DataTel360°**  
Managed IT & Telecom Services

# Agenda

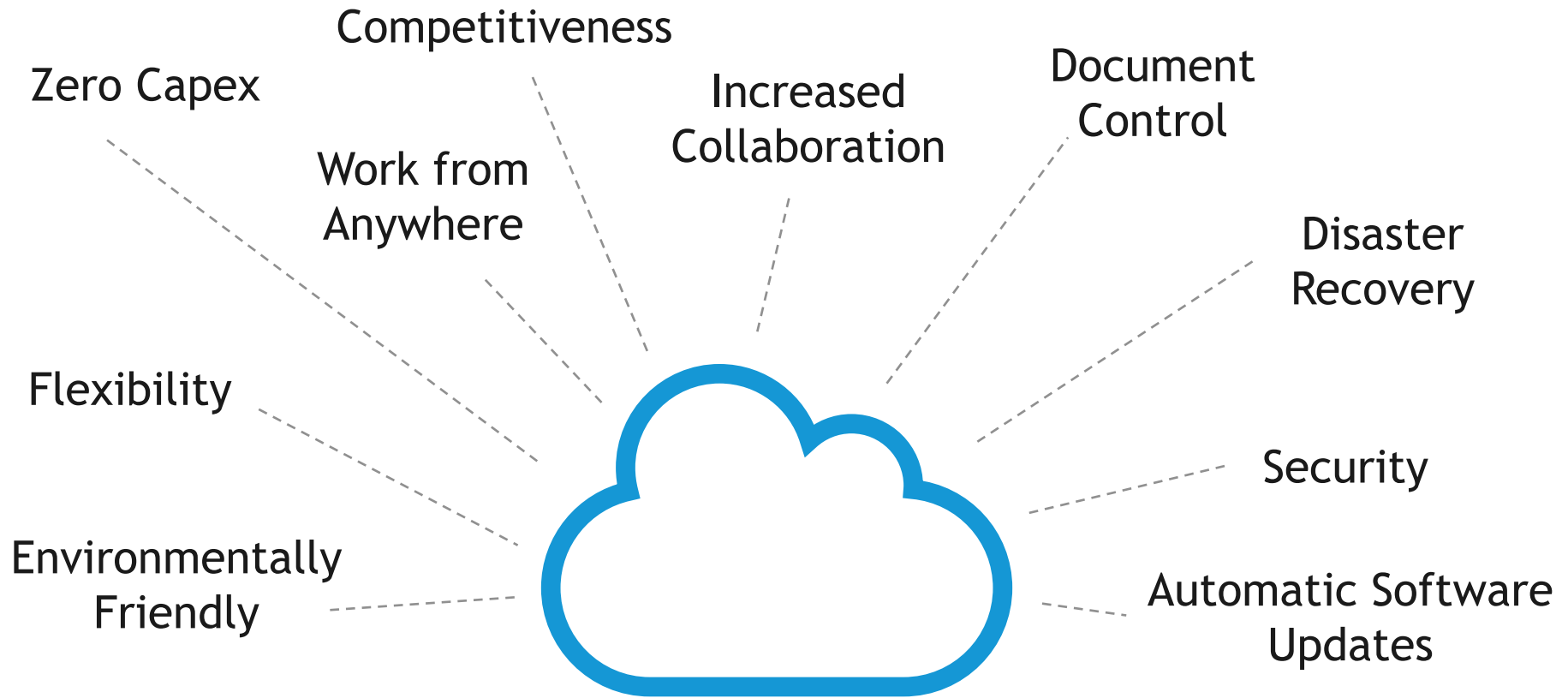
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- I. The Cloud Opportunity
- II. Why Intermedia
- III. Intermedia's Office in the Cloud
- IV. Intermedia's Services
- V. Intermedia's Infrastructure
- VI. Onboarding and Support



# The Cloud Opportunity

# Why is IT Moving to the Cloud?



*The cloud is: **Better** • **Faster** • **Cheaper***

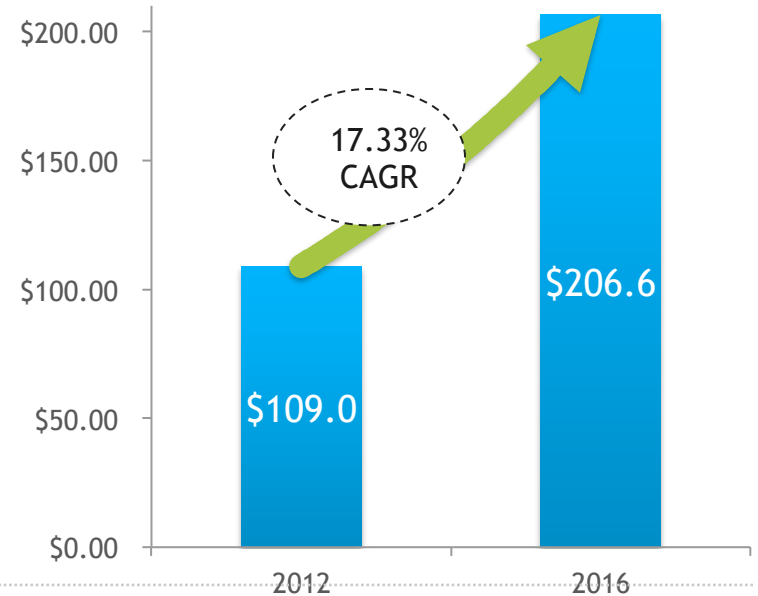
# The Cloud Opportunity

**\$109<sub>B</sub>** → **\$207<sub>B</sub>**  
2012 2016

Projected size of the  
worldwide market for cloud services.

North America accounts for 61% of absolute  
growth in the cloud services market.

Cloud Services Market (billions)



Why is the  
cloud market  
growing so  
rapidly?

1

The cloud reduces  
capital expenditures

2

The cloud frees up  
important resources

3

The cloud provides  
peace of mind

# Why Intermedia

# Three Reasons Customers Choose Intermedia

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## Office in the Cloud™ by Intermedia

Intermedia is a one-stop shop for essential IT services, with just one bill and one source of support.



## HOSTPILOT® by Intermedia

Control over all of their services is centralized into a simple-yet-powerful control panel.



## Worry-Free Experience™

Intermedia's expert migration, 24/7 support, and 99.999% SLA keep customers focused on business.

**Intermedia is the leading provider of cloud-based business apps for SMBs**

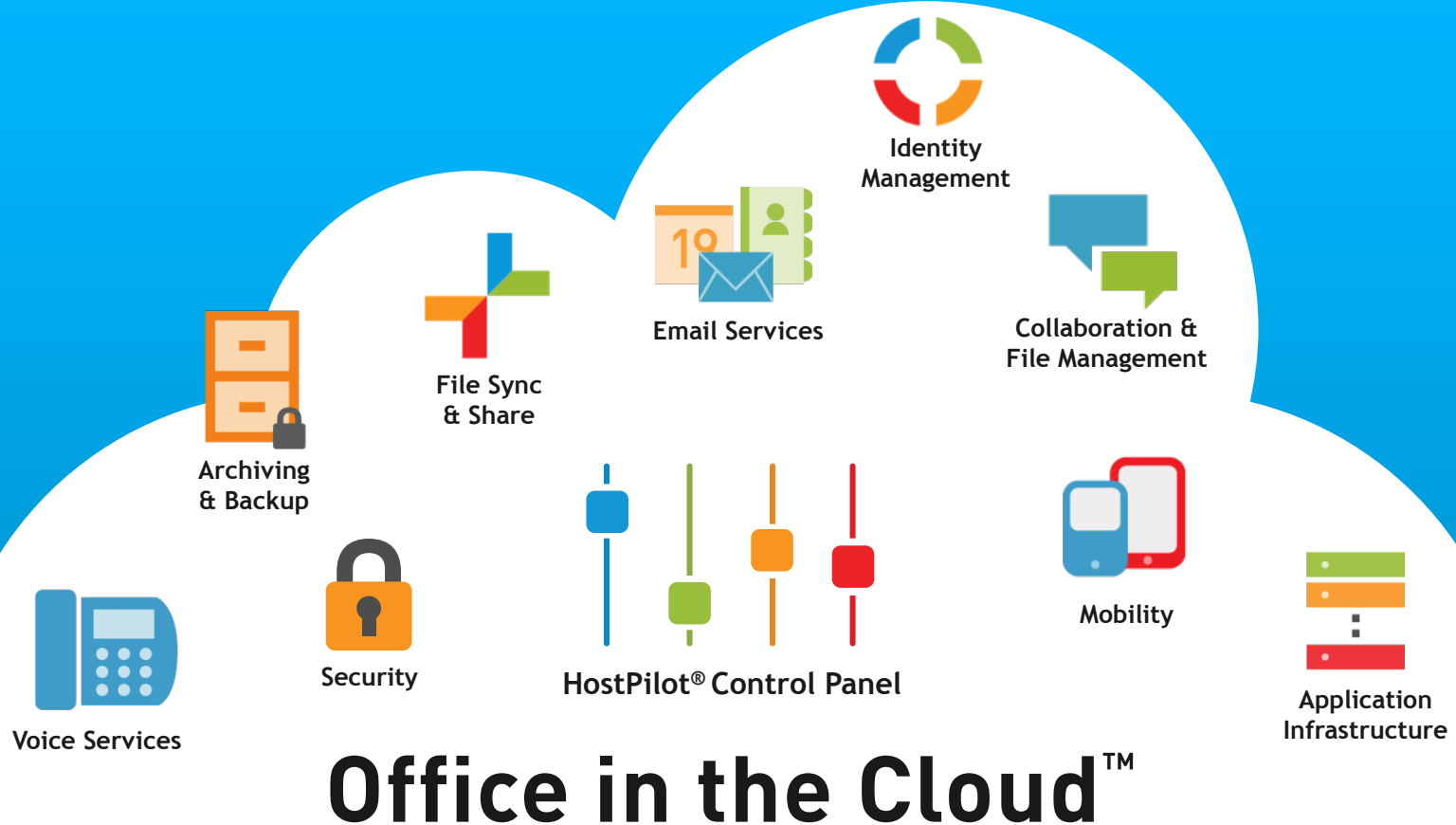
and the world's largest independent provider of hosted Exchange

# Intermedia's Office in the Cloud



# Intermedia: A Worry-Free Transition to the Cloud

A one-stop shop for communication, collaboration, & content management apps



INTERMEDIA'S DIFFERENCE: THE **WORRY-FREE** EXPERIENCE



### Reliability

99.999% SLA • Highest levels of performance and protection



### Empowerment

Manage & use your cloud any way you want • Simple integration & mobility



### Support

Expert onboarding • 24/7 support • Ongoing partnership

# HostPilot™: Centralizing your Cloud

Integrating proprietary Intermedia apps with best-of-breed 3<sup>rd</sup> party apps

## INTERMEDIA'S PROPRIETARY SOFTWARE



A single point of control

A single point of integration  
of proprietary & 3<sup>rd</sup> party apps

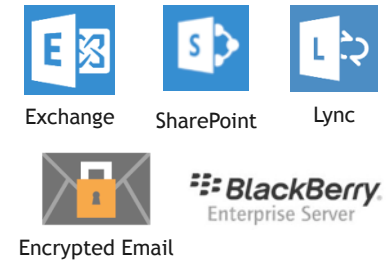
Mobility made easy

On-premise levels of flexibility & control

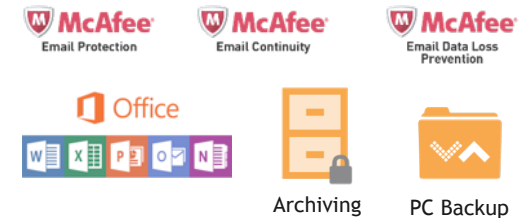
Fully customized functionality

*Used by 1 million users  
in 100,000 businesses*

## Managed 3<sup>rd</sup>-party apps



## Partner-managed apps



## Back office integrations



# Intermedia's Difference: The Worry-Free Experience



## Reliability

*You can trust Intermedia's cloud to securely underpin your business.*

**Performance.** Intermedia's cloud is so responsive you'd swear the datacenter is next door.

**Availability.** Intermedia's cloud is purpose-built to guarantee 99.999% uptime for most services.

**Protection.** Intermedia's annual SOC 2 Type II audit attests to their gold standards for security.



## Empowerment

*You can manage and use your cloud any way you want.*

**Control.** Intermedia's admin tools streamline IT management while offering granular configurability when you need it.

**Integration.** Every service is connected to multiply both user AND admin effectiveness.

**Mobility.** You can both utilize and manage your cloud on any device.

**Scalability.** You can add or remove users or services whenever your needs change.



## Support

*You can rely on Intermedia 24/7 to assure ease of doing business.*

**Customer Care.** Intermedia's experts answer questions and fix problems—24 hours a day, every day.

**Setup.** Intermedia provisions your cloud to match your specific requirements.

**Migration.** At no cost, your existing users and data will be migrated into your cloud.

**Partnership.** From adding features and services to offering strategic advice, Intermedia helps you derive ever-increasing value from your cloud.

# Intermedia's Core Products

# Hosted Exchange

Hosted Exchange provides users with essential productivity tools—and admins with control, simplicity and choice.



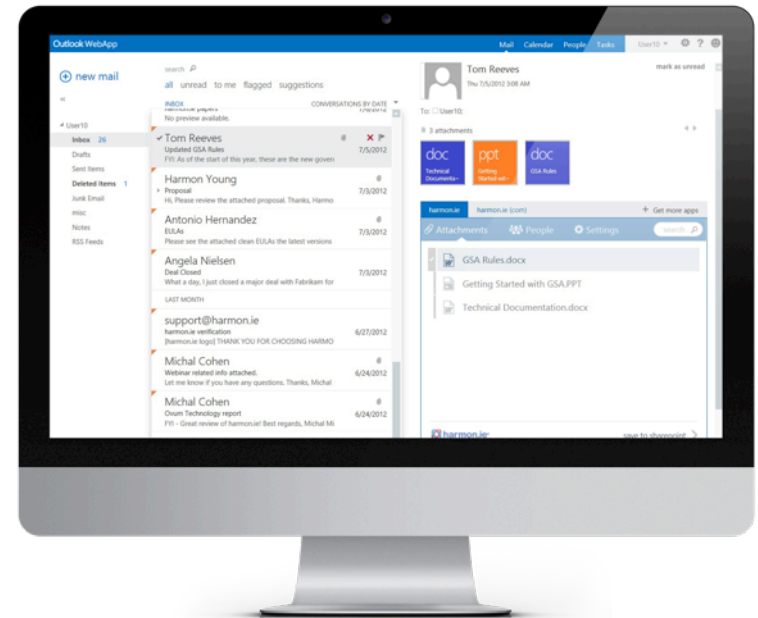
Hosted Exchange

## For users: High desktop and mobile productivity

- Business-grade email, shared calendars and shared contacts
- Sync your data across all your devices
- Extend mobility to smartphones and tablets on any OS
- McAfee-powered virus and spam protection

## For admins: Simple but powerful control

- No hardware to buy, no software to manage
- More control and security than on-premises—but less complexity
- Choose Exchange 2010 or Exchange 2013
- Centralize your management of users, devices and services
- Integrate with your on-premises Active Directory
- Plan flexibility: mix and match users and services



**700K+**  
mailboxes

Intermedia manages more Exchange mailboxes than any provider outside of Microsoft itself

# Cloud Voice: Hosted PBX

A cloud-based phone system that helps small and medium-sized businesses communicate better.



Hosted PBX

## For users: Fortune 500-style calling features

- Features include Find Me/Follow Me, voicemail-to-email, 3-way calling and everything else you'd want from a desk phone
- Every user gets Fax via Internet, Conference calling and more
- Smartphone app lets you make and receive calls using your business number
- CallScape app offers Salesforce integration and presence info

## For admins: Lower costs and better control

- Save >50% on capital, maintenance and long-distance costs
- Get unlimited calling to the US and Canada
- Includes auto attendants, hunt groups and other features
- No hardware to buy, no software to manage
- No technicians necessary to move add, or change users
- Hosted PBX is the cornerstone of Intermedia's UCaaS services



**Gartner**

Intermedia is a “visionary” in the 2013 Unified Communications as a Service Magic Quadrant

# SecuriSync

An integrated file sync and share service that offers simplicity and mobility without risking control or protection.

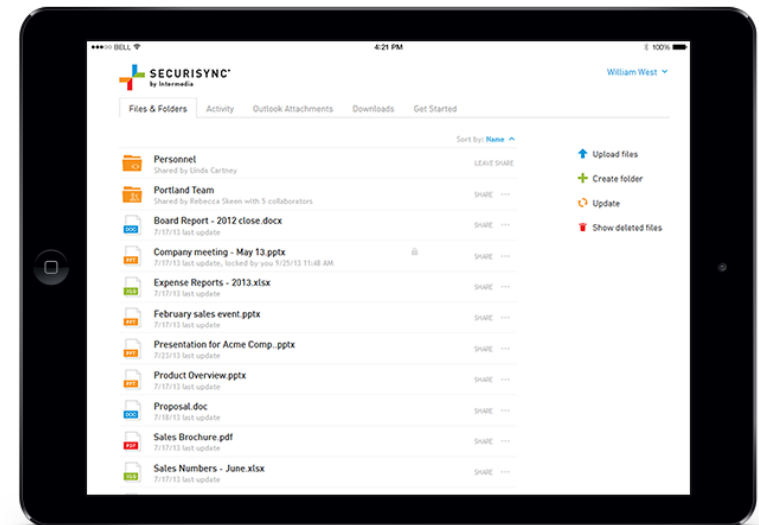


## For users: Simple, intuitive collaboration & mobility

- Sync files across every device
- Collaborate with co-workers on shared content
- Send secure file links inside and outside of the company
- Integrate with Outlook and Office on Windows
- Get strict control over permissions and access
- Works on PC, Mac, iOS, Android, Blackberry, and any web browser

## For admins: Lower costs and better control

- Monitor usage and access to stay in control
- Rein in unsanctioned collaboration services
- Protect files with at-rest and in-transit encryption
- Avoid adding another vendor—there's just one bill, one control panel and one source of support



Use HostPilot to leverage your Intermedia settings for easy deployment and management

# Intermedia's Other Services



# Email Archiving

Preserve information, assure compliance, and speed eDiscovery with a service that's fast, scalable and secure.



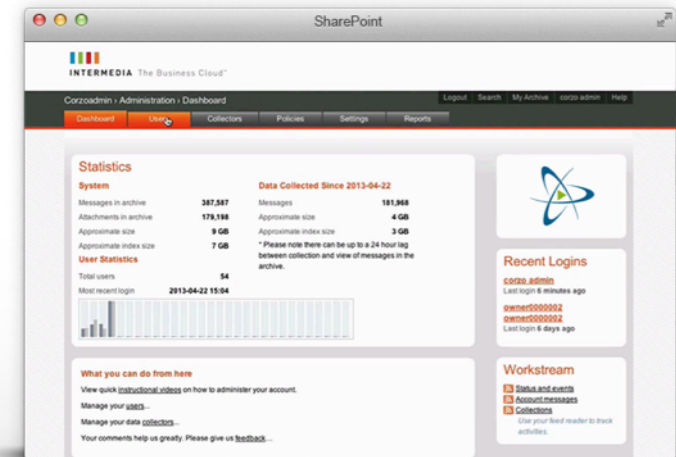
Email Archiving

## Even unregulated businesses need email archiving

- Protect intellectual property against loss or theft
- Lower your costs in the event of a lawsuit or evidence request
- Assure compliance with PCI, SEC, GLBA, HIPAA, HITECH & SOX
- Available standalone or integrated with your Office in the Cloud services

## Intermedia's Email Archiving is fast, scalable and secure

- Scalable: Per-user charges assure you don't overpay or under-provision
- Secure: WORM-compliant with "11 nines" of resiliency
- Searchable: Messages are always available to search, identify & recover
- Flexible: you can add it to all mailboxes or just specific ones
- Extend end-user archive access through Intermedia's online portal

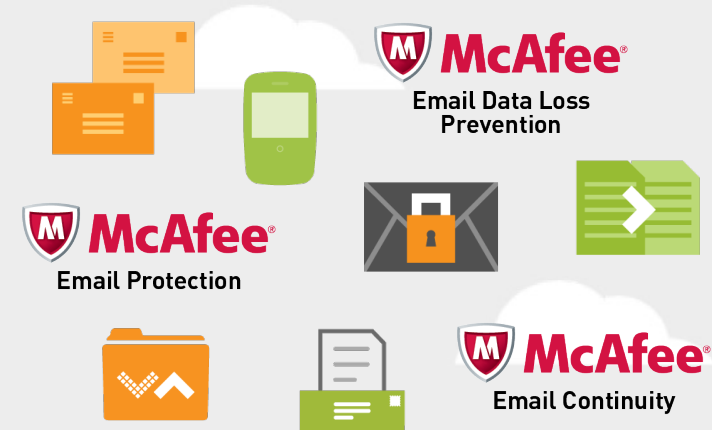


100%  
capture

Email Archiving captures every email sent or received, regardless of device

# Other Exchange Add-Ons

Add services to your cloud without adding complexity—or other vendors.



**SIMPLIFY**

Fewer systems to integrate & learn  
Fewer points of support  
Fewer users to create and manage  
Fewer passwords to remember  
Fewer bills to pay

**EXTEND**

More services for your users  
More mobility and productivity  
More protection for your business  
More ways to leverage the cloud



**Full integration.** You can provision and manage all your add-ons directly from your HostPilot Control Panel.

# 25

*services are directly integrated with  
Intermedia's hosted Exchange*

- McAfee Email Defense Suite
- Mobile Device Policy Management
- Encrypted Email (policy and user-based)
- Company Disclaimer
- Email Archiving
- Outlook Backup
- PC Backup
- Fax via Email
- BlackBerry
- And more

# Lync Chat and Conferencing

Combine text chat, video chat, screen sharing, contacts and availability information to connect your people—anywhere.

Lync Secure Chat & Conferencing

## For users: Collaborate better than ever

- Extend secure, real-time collaboration
- Integrate new communications channels within Outlook and OWA
- Deploy visual availability indicators of colleagues' availability
- Choose Lync Enterprise for voice and video chat, screen sharing, virtual meetings, and more
- Get Lync Click-to-Call for one-click calling with Hosted PBX

## For admins: Unify your communications channels

- Reduce travel costs with one-click video conferences
- Empower employees to choose the right tool for every discussion
- Increase productivity on PCs, the web, and most mobile devices



Enhance  
Email

Lync multiplies productivity and efficiency in a Microsoft Exchange environment.

# Cloud Voice: SIP Trunking

Cut calling costs and improve reliability by routing calls over the Internet—instead of through the phone company.



## Cut your communications costs

- Consolidate voice and data traffic
- Stop paying for expensive phone lines from the phone company
- Cut costs with no loss in calling capacity or quality
- Improve reliability and availability to keep the phones ringing

## Extend the life of your existing phone system

- Mitigate the threat of local outages
- Keep existing phone numbers
- Offset the cost of a new phone system
- SIP Trunking is compatible with most newer phone systems
- Assure easy deployment with assistance every step of the way



**Save  
50%**

Reduce operational costs, lower calling rates, get free inter-office calls, and scale with ease.

# Cloud Voice: Individual Voice Services

Extend the functionality of existing phone systems with powerful cloud-based voice services.



**Smart800.** Make it easy for your prospects and customers get in touch. Flat rates • 4 pricing plans • Vanity 800 numbers available • Quick transfer of existing numbers



**SmartConferencing.** Accelerate decisions and avoid business travel. Low per-minute, per-person rates • Connect up to 100 people • Offer toll-free call-in numbers



**SmartFax Pro.** Send and receive faxes using any Windows computer. View faxes on any device • Stop paying for ink and paper • Low monthly fees



**Full integration.** You can provision and manage Cloud Voice services directly from your HostPilot Control Panel.



Conferencing



800 Numbers



Fax via Internet



**3** Get 3 of your business's most essential voice functions from the same business-grade cloud

# Hosted SharePoint

Improve how customers leverage company knowledge: share, access, and edit business content in any location.



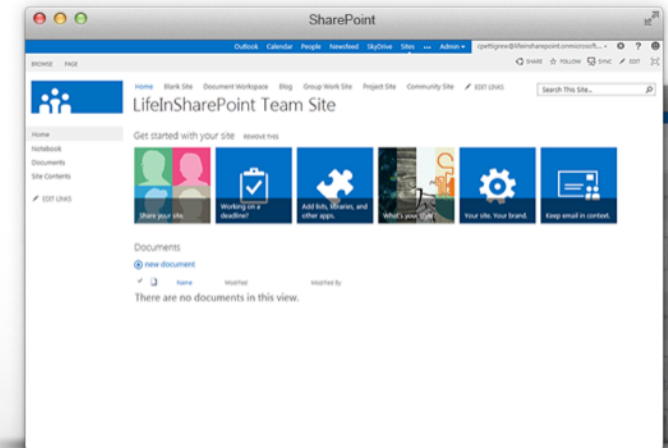
Hosted SharePoint

## Help customers create and share business info

- Share, access and edit files internally and externally with both coworkers and partners
- Use check-in/check-out functionality to manage version control
- Manage projects with built-in tasks lists, calendars and collaboration features
- Build and share document repositories, manage documents, run blogs, create wikis, and more

## Make your customers more collaborative

- Facilitate content sharing & employee mobility
- Choose from 40+ SharePoint templates
- Create “workspaces” to store & collaborate on shared documents
- Control reading and editing permissions



**87%** of Intermedia customers include SharePoint with their bundle of services

# Intermedia's Infrastructure

# Behind the Cloud: Best-of-Breed Infrastructure

## Ten top-tier datacenters

### Components

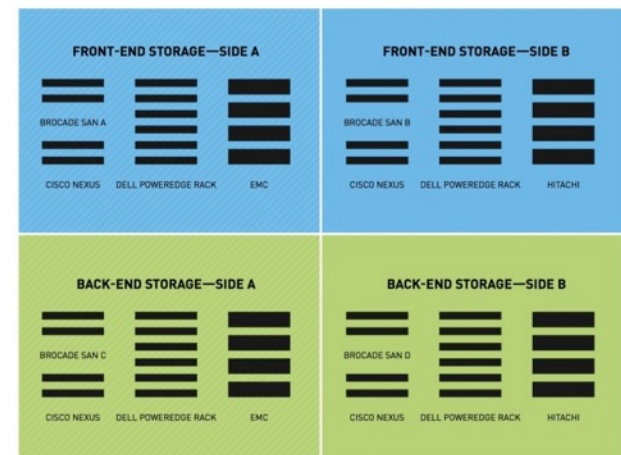
- Enterprise-Grade Dell PowerEdge servers
- Full component redundancy
- EMC VNX, Hitachi HUS
- Fully redundant fiber and ethernet fabrics for storage and IP access (leveraging Brocade & Cisco Nexus 7xxx switch cores, and Cisco LB and firewalls)
- VMware for all load balanced servers providing higher hardware level redundancy
- Redundant/Multipath Cisco Nexus 7010 Switches
- 10 gigE Network Connections
- Multiple high speed peering interconnects in a top tier datacenter
- Leverages VMware vMotion capabilities across cluster nodes within each quadrant corner

### Performance

- Minimizing network latency with multiple datacenter locations and Best of Breed providers
- Maximizing processing capacity with superior engineering and high-grade components

### Availability

- Purpose built to deliver 99.999% uptime
- Industry-leading financially backed SLA
- Highly redundant proprietary Four Quadrant Design—each quadrant is built on its own dedicated hardware and VMware cluster (see below)
- Intermedia is SOC 2 Type II audited; Datacenters are SSAE 16 audited
- DR features: Generator back-up • Redundant architecture • Multiple copies of data





# Behind the Cloud: *Exhaustive* Security & Protection

## Multi-tenant platform security

- Redundant, enterprise-class firewalls
- Multiple Intrusion Prevention Systems (IPS) employed (host and network)
- Centralized logging • Event monitoring • Global IDS/IPS • Global Vuln Mgmt • DDoS mitigation

## Employee security

- Background checks
- Two-factor authentication
- Role-based access control, restricted server access

## Redundant Tier-1 ISPs

- Includes Sprint, Level 3 and Verizon

## Dedicated security staff & monitoring

- Admins have control over access
- Employs dedicated, full-time certified security staff
- Team monitors all aspects of security

## Compliance & auditing

- Audit applies company-wide (not just datacenter)
- Audited against all five trust service principles
- Payment processing system is PCI compliant

## Privacy

- Stringent caller authentication procedures
- Registered with U.S. Dept. of Commerce under Safe Harbor program

## Physical security

- Closed-circuit TV, security guards
- Secure access policies

## Data replication

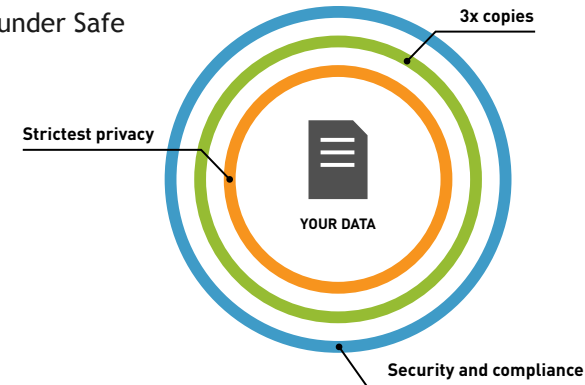
- Replicates data in real time

## Protection for mobile devices

- Admin can set security and message management policies for mobile devices
- Remotely wipe or deactivate mobile devices
- Set policies account-wide or per user

## McAfee Email Defense Suite

- **McAfee Email Protection.** Included with every mailbox to eliminate spam and viruses.
- **McAfee Email Continuity.** Offers redundant email access for peace of mind beyond Intermedia's 99.999% uptime guarantee.
- **McAfee Email Data Loss Prevention.** Filters outgoing email for sensitive information or undetected viruses



# Benefits of Office in the Cloud

# Benefits of Office in the Cloud

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## Retain capital and see rapid ROI

- **Avoid capital expenditure.** No hardware to buy, no software to license. Break free of the upgrade cycle.
- **Make your costs more predictable.** Consolidate your expenses into simple, monthly per-user fees.
- **Lower your power and Internet bills.** Use less bandwidth and reduce your electric bills.
- **Improve your revenue per square foot.** Free up the real estate you've dedicated to on-premise hardware.

## Enhance your IT capabilities and agility

- **Stay secure and up-to-date with no effort.** Intermedia performs upgrades and patches behind the scenes.
- **Make your company more mobile.** Use and manage your cloud on any device.
- **Synchronize data across different devices.** Your Exchange data automatically syncs across your devices.
- **Add users and services on the fly.** It's simple to scale your business at any time.

## Assure security and business continuity

- **Simplify business continuity plans.** Intermedia's datacenters are fully redundant and reliable.
- **Keep your business data safe.** We're SOC 2 Type II audited, which attests to Intermedia's standards for security.
- **Protect yourself from digital threats.** Intermedia blocks spam, stop viruses, and monitor your data and services 24/7.

## Rely on expert service and support

- **Receive free onboarding and migration.** Intermedia's Cloud Concierge team stands up your cloud and moves over all your users and data at no cost to you.
- **Rest easy with free 24/7 support.** Contact Intermedia any time by phone or by email. Intermedia answers calls within 60 seconds and emails within an hour.



# Questions?