



Partner Case Study: Dragonfly Technologies, LLC

Building A Successful On-Demand Business with PanTerra's WorldSmart™

"We realized that to deliver a powerful communications solution to the small and medium sized business market is much more than just hosting. PanTerra's Software-as-a-Service delivery model and business philosophy is the key driver of our decision to build business and partnerships around the WorldSmart platform."

William Cumming, President, Dragonfly Technologies, LLC.

For Dragonfly Technologies, the relationship with PanTerra Networks is a true partnership. PanTerra holds itself to be available, responsive, knowledgeable and fully accountable. Besides that, the same vision and business philosophy provides a promising start for Dragonfly to build a successful business model with PanTerra Networks' revolutionary unified communications SaaS platform.

New Business, New Technology, New Partnership

Dragonfly Technologies, LLC was formed to assist small and medium sized businesses (SMBs) with all of their technologies needs. Based in El Segundo, California, Dragonfly specializes in technology planning, supporting existing infrastructure, telecommunications and general technology implementation. As a newly formed business, Dragonfly founders brought together several decades of IT industry experience that helped hundreds of SMBs implementing cutting-edge technologies and maintaining IT infrastructures to save time, money and frustration.

"We understand the SMB market very well. Communications is a very high touch space that has everything with a 'power' button", Mr. Cumming said. "Customers aren't required to understand the technology. But when the technology is on-premise, maintenance, repair, and upgrades are a big deal for them. Disaster recovery is nearly impossible. The market demands a better approach that is beyond just hosting, demanding more from technology service providers."

"On Demand" Is In Demand

While the communications industry is facing unparalleled changes that are breaking down the traditional industry boundaries, service providers from different technology background are trying to focus on integrated service offerings. Pricing battles for individual services like VoIP have pushed the margins

to the edge. For business customers, disparate hosted services are not attractive and productive any more. The efforts involved in the software and user interface training are extremely counter-productive and costly. Dragonfly understands the challenges and opportunities. It is apparent that SaaS is a disruptive delivery model for the communications industry to benefit SMBs with faster time to market, lower cost of ownership, shorter deployment cycles, higher productivity, and better security and uptime.

Dragonfly foresaw the market need for the on-demand model that derives the majority of its revenue from on-going recurring services with customers. On-demand providers own the proprietary technology that enables them to rapidly respond to market needs and minimize the operational costs. This model is disrupting traditional software businesses because they become orders-of-magnitude more efficient, which has the potential to offer more lucrative incentives to partners. Another great thing that Dragonfly realized is that the model isn't just great for the service providers and partners - the end customers dramatically benefit as well. The problem is no one had provided a compelling technology and proven services delivery model in the unified communications space until Dragonfly met PanTerra.

“PanTerra transforms the telecommunications industry with a model which I think is the most innovative and effective in freeing up technical resources that would otherwise be managing the upgrades and keeping up with the technologies,” Mr. Cumming continues. *“PanTerra makes it work in a wonderfully unexpected way. This is so important to customers. When people aren't spending extra money trying to make sure their services are up to date with the latest features and functions, the utility and usability of the software hosted at the PanTerra datacenters are able to win customers in a more 'sticky' and cost effective way.”*

Product, Philosophy, People

Being in the IT industry for over two decades, Dragonfly's Founder and President William Cumming realized the only way to “jump start” his technology solution business was to add a carrier grade, high-quality, revolutionary communications service to his solutions portfolio without high upfront investment. His team looked at all potential hosted service providers in their market. They dismissed all the other providers because to guarantee fast time to market, lower total cost of ownership, and unprecedented customer responsiveness, silo hosted solutions were not sufficient. Many hosted service providers are struggling with thin margins in voice service and silo applications. Therefore there is no easy way for them to offer lucrative incentives to their channel partners to build business together.

PanTerra is the leading unified communications SaaS solution for SMBs providing exactly the high quality, superior value, 'sticky' applications and flexibility that Dragonfly was looking for. PanTerra also has a comprehensive partner portal – TrueView with real-time monitoring and reporting as well as other sales and provisioning tools that help partners to understand the network performance and manage their

“What amazed me is that I can always get PanTerra people to help me whenever and wherever,” Mr. Cumming noted. *“Sometimes I ping people from **WorldSmart** Instant Messaging in the middle of the night. They are always there to help, from India, from US, from all over the places via **WorldSmart** collaboration tools.”*

Business Benefits

- **Financial Rewards:** With the PanTerra Smarter Partner program, resellers are able to run highly profitable businesses with lucrative recurring revenue, and build long term business success without upfront investments.
- **Open Resources:** PanTerra **WorldSmart** StartUp tools allow resellers to automatically provision phones in minutes. Total deployment time is counted in hours, rather than weeks to months with other service providers. The total cost of operations is at least 50% less.
- **Most Competitive Offering:** There is no initial cost, no overhead effort, no fixed operational cost, and no obligation. PanTerra offerings are the most competitive in the market. To partners, the expense and risk of implementation are greatly reduced, and the investment return is high.
- **Community Effort:** PanTerra created a business community nationwide and provides superior support and accessibility to its partners. Channel partners are never alone running their businesses. PanTerra makes continuous efforts to improve its relationships by constantly rolling out more partner portal tools.

About Dragonfly Technologies, LLC

Dragonfly Technologies, LLC is a private company focused on helping small to medium size businesses integrate and manage technology solutions. It offers services, builds networks, and manages IT infrastructures in order to promote profitability. **Dragonfly Technologies** maintains thousands of workstations and several hundred servers in the greater Southern California area.

About PanTerra Networks

PanTerra Networks, Inc. is a leading provider of on-demand unified communications with its **WorldSmart™** software-as-a-service (SaaS) solution. The company is privately held with its headquarters in Sunnyvale, California, and Research and Development located in Hyderabad, India. For more information, please visit <http://www.panterranetworks.com> or call +1 408.702.2200.