



Partner Case Study: Sutherland Networks

PanTerra On-Demand Platform Is The Real Winner In An Economy Slowdown

"We view the software-as-a-service model as a way to offer small and start-up businesses the same communications infrastructures that are typically reserved for enterprise organizations. As a small network services provider, it is nearly impossible to offer software and services to our customers with the large size investment required to build datacenters. By partnering with PanTerra, we are able to leverage a carrier grade, scalable, on-demand technology platform with no upfront cost and also create a recurring revenue stream."

Bill Sutherland, President and Owner, Sutherland Networks

Sutherland Networks was founded to provide network services for small and medium sized companies. One of the key drivers for Sutherland to partner with PanTerra Networks was the opportunity to establish a flexible business model with services that went beyond the functionality of traditional on-premise based solutions. With the slowdown in the economy, businesses are increasingly seeking to free up working capital by shifting the cost of depreciating on-premise equipment to a manageable operating expense and stabilizing cash flow. With no upfront investment and no annual commitment, PanTerra's WorldSmart On-Demand solution is the perfect choice for Sutherland to seize this market opportunity and grow their business.

"Decision 2008" Highlights Small Business

During the 2008 presidential election race, "Joe the Plumber" became a catchphrase for small and medium sized businesses (SMBs) trying to compete with the big guys in the global marketplace. One of the things he needed to do was focus on "fixing the pipes" instead of taking care of his communications system. Sutherland Networks was formed to help SMBs with all of their networking technology needs. Based in Southern California, Sutherland specializes in network design and integration, voice and data technology convergence planning, and supporting existing communication infrastructures for SMBs.

"We wanted our clients to be able to choose among various solutions that fit their individual organizations and that could support their needs to grow and change," said Mr. Sutherland. "The goal was to offer clients a range of services and applications, and support options from which to choose and let them determine how much or little they wanted to focus on the technology driving

their business. Particularly in this economy, SMBs are not in the position of paying anything that is not necessary at the moment. Pay-as-you-use is certainly the way to go. That is why we decided to partner with PanTerra with their wide array of on-demand services and the flexibility and freedom of choice for our clients.”

“SaaS” Is The Winner

The communications industry has been through significant changes in the past decade. Technology evolution allows service providers to integrate applications and cross disciplines of the network infrastructures. However, an on-premise solution has many disadvantages in the areas of capital investment, high total cost of ownership, maintenance, and upgrade costs, Sutherland realized the challenges and opportunities. Sutherland Networks recognized the vast majority of underserved small businesses and saw a great opportunity to provide flexible, cost effective network services. It also foresaw software-as-a-service (SaaS) as the only winner for this marketplace in the economic downturn.

“You are putting your business at risk if you rely on a traditional on-premise model. You just don’t get the flexibility and scalability and protection that you get from PanTerra’s on-demand platform,” Mr. Sutherland continues. *“The small business market presents us with many opportunities. It is a market that is easy to reach with the partnership because PanTerra offers a wide-range of product lines and reliable datacenters that enable us to service that market at zero cost. We have not seen any service provider in the market who can compete with the PanTerra model.”*

PanTerra As A Partner

Sutherland understands the market need for the on-demand service delivery model, the benefits to the SMB market, and the lucrative opportunities for a small business like itself. The proprietary technology developed by PanTerra is disruptive to traditional approaches. In addition, Sutherland found PanTerra was the only SaaS provider that has seamlessly integrated all the communications and collaboration components into one simple unified user interface. This solution also offers the unparalleled flexibility to allow customers to choose just the features and functionalities they need to start with. PanTerra’s Bring-Your-Own-Broadband (BYOB) feature and device agnostic approach gives channel partners an even better chance of making quick deals with their clients.

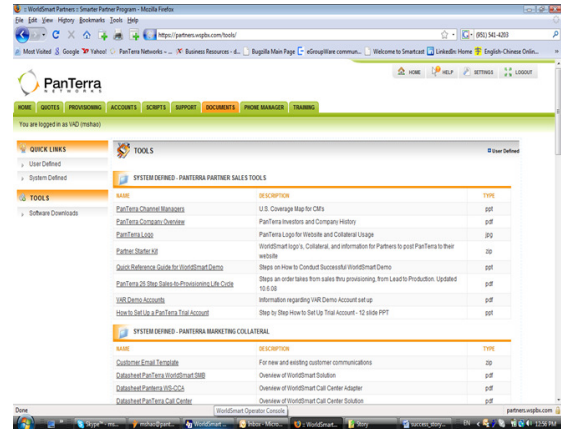
Besides PanTerra’s unique technology platform with ‘sticky’ applications and high scalability designed specifically for SMBs, Sutherland found PanTerra to be the most responsible and supportive partner in the market. PanTerra provides a set of marketing, sales, and provisioning tools for their partners via a web-based partner portal – TrueView, with real-time monitoring and reporting. Partners can access self-paced online training to sharpen their sales skills and product knowledge. PanTerra’s “future-proof” software platform provides the business growth opportunity for both channel partners and customers.

Sutherland Networks has found their partnership with PanTerra is the most promising so far after being in the networking business for five years.

TRUEVIEW – PARTNER PORTAL



COMPREHENSIVE TOOLS



“Our clients have experienced high overall satisfaction with us simply because PanTerra provides us the best tools and support we need to serve the market,” Mr. Sutherland explains. “PanTerra TrueView is the single point of access to all the collateral, training materials, provisioning guide, and marketing and sales tools we need to conduct our business. In no time with zero cost, you can start a brand new communications services business with PanTerra. I would also like to highlight PanTerra’s quick response when it comes to customer and partner support. I can usually get someone to help within 15 seconds via PanTerra IM.”

Business Benefits

- **Jumpstart the Business:** With PanTerra, channel partners are able to start a highly profitable business in no time with zero cost.
- **Partner-Friendly Provider:** PanTerra provides all the tools and support to help channel partners be successful through a web-based partner portal - from quote to account management, from provisioning to training, from marketing collateral to sales training.
- **Cost Saving in A Slow Economy:** With no upfront cost, partners can start a services business, offering their customers a pay-per-use communications system without any hassles during the economic downturn.
- **Community and Commitment:** PanTerra has built a partner community nationwide and is committed to providing superior performance and accessibility to its partners. Channel partners get great support and see continuous improvement with more tools in the partner portal.

About Sutherland Networks

Sutherland Networks is a private company helping small to medium sized businesses integrate and manage technology solutions. It offers networking design and planning services, and manages communications infrastructures. **Sutherland Networks** has over 100 clients in the Southwest region.

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.