

## **EarthBend, LLC Scales Cloud Communications Services Business**

### ***EarthBend360 to Support Rapid Growth by Enhancing UCaaS and CCaaS Cloud Platforms and Increasing Team Resources***

**SIoux FALLS, S.D., Nov. 21, 2019** — [EarthBend](#), a leading provider of [unified communications as a service \(UCaaS\)](#) and [contact center as a service \(CCaaS\)](#) offerings, today announced the strategic scaling of its EarthBend360 cloud communications services business. In support of EarthBend360's rapid growth, planned initiatives include the enhancement of its UCaaS and CCaaS cloud computing platforms and the addition of skilled team resources across key operational areas, including sales, business development and engineering.

Originally launched as a business division of EarthBend, LLC in 2017, EarthBend360 provides subscription-based, pay-as-you-go cloud communications, collaboration and contact center solutions. Exceptional progress in the execution of its growth plans led executive leadership to reposition EarthBend360 as a separate, standalone company earlier this year. EarthBend360 employs a dual approach go-to-market strategy, delivering its cloud-based business communications solutions on a direct basis to customers as well as indirectly through its network of channel partners.

"With the explosive growth in this market and the vast experience our organization has providing business technology solutions via both direct and indirect channels, now is the right time for us to increase our focus on EarthBend360 to maximize our potential and success," said Rob Beyer, President and CEO, EarthBend. "The momentum we are seeing in the UCaaS and CCaaS space is tremendous. It's not a question of if businesses will transition to the cloud to deploy these technologies, but when."

EarthBend360's cloud-based unified communications and contact center solutions enable small- to medium-sized businesses (SMBs) to leverage the same advanced feature functionality that larger companies and enterprises have enjoyed access to for years. Businesses migrating from legacy, on-premises business phone and contact center systems to EarthBend360 cloud communications services can significantly reduce costs, simplify IT administration, increase security and improve employee productivity.

EarthBend360 is actively adding new channel partners interested in delivering high quality, reliable and feature-rich white-label UCaaS and CCaaS offerings to their customers. The company's proven business model enables partners to generate recurring revenues, accelerate profitability and retain ownership of the customer relationship while growing their own brand equity.



**About EarthBend:**

EarthBend, LLC is privately held and operates three distinct businesses—EarthBend360, EarthBend Distribution and Clear2there—from its corporate headquarters located in Sioux Falls, South Dakota. EarthBend360 provides an industry-leading portfolio of cloud-based, pay-as-you-go unified communications and contact center solutions. EarthBend Distribution supplies channel partners with a broad array of technology solutions from industry-leading vendors. Clear2there is a leading provider of advanced video surveillance, access control and smart automation solutions. For more information, please visit [www.earthbend.com](http://www.earthbend.com).

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