

August 11, 2016



Intellinetics Launches “IntelliCloud™ University” for Its Growing Reseller Network

A New Industry Benchmark Sales Training & Marketing System for Imaging Sales Professionals Is Now Online

COLUMBUS, Ohio--(BUSINESS WIRE)-- Intellinetics, Inc. ([OTCQB: INLX](#)) the innovative provider of a cloud-enabled document management platform – IntelliCloud™ – optimized for the vast SMB market segment and business teams within large enterprises, announced the successful launch of its flagship dealer training and marketing platform at www.IntellicloudUniversity.com.

IntelliCloud University (IU) is a breakthrough dealer training portal. It was created to help Intellinetics' sales teams (both internal and channel partners) that primarily sell Multi-Function Printers, Managed Print Services or Managed IT Services generate more sales by seamlessly adding IntelliCloud document management to their core offerings.

Highlights of the IntelliCloud University platform include:

- On-Demand Sales Training Videos
- Online Testing & Reporting
- Official Certificate of Completion
- Dealer Branded Sales Tools
- Sales Resources Library
- Sales Support Personnel
- IntelliCloud Sales Best Practice Videos

“Our growing number of channel partners currently have 250 sales associates,” stated Matthew L. Chretien, President and CEO of Intellinetics. “Initial and upkeep training has become costly, burdensome and inefficient. Technology was required. Our new IntelliCloud University immediately makes our dealers and channel partners much more prepared than their competition to win market share faster with the increasing demand for document workflow solutions in the SMB arena. Early feedback from some of the nation’s largest dealers has been phenomenal and we have dealers waiting to get onto the platform right now which is an encouraging sign.

“The first IU graduate took home their diploma on August 4th, 2016. IU reflects a critical milestone in our channel strategy to invest resources:

- to build technology and automation to increase sales competency;
- better measure partner engagement;
- and propagate best practices and win strategies 24x7 without the higher costs and longer lead times of other training models.

IU is the backbone of a strong social network of sales professionals and imaging channel leaders committed to growing their business with IntelliCloud,” Chretien concluded.

The IntelliCloud University was created to satisfy dealer requests to assist their salespeople to seamlessly add IntelliCloud alongside their core offerings. Within three hours, a salesperson is coached to spot a workflow sales opportunity, engage the prospect and position a compelling value proposition with the presentation tools and sales coaching provided. Specific training on Objection Handling and Qualifying Skills also make the program highly attractive to dealers seeking to maximize their SMEs (Subject Matter Expert) time on more qualified, higher probability sales opportunities.

To learn more about the new Intellicloud University, dealers are encouraged to view the overview video on the website www.intelliclouduniversity.com or contact their Intellinetics representative for more details.

About Intellinetics, Inc.

Intellinetics, Inc. is a Columbus, Ohio-based ECM software company. Intellinetics partnered with Intel to create the IntelliCloud Channel Program that makes it easy to add turnkey document workflow solutions to the copiers, productivity software and services they already provide. IntelliCloud provides dealers a “deploy once, use many” innovation where one IntelliCloud customer sale/activation creates endless possibilities to add other software applications that deliver more value and increase revenue. For additional information, please visit: www.intellinetics.com.

Cautionary Statement

Statements in this press release which are not purely historical, including statements regarding Intellinetics’ intentions, beliefs, expectations, representations, projections, plans or strategies regarding the future are forward-looking statements. The forward-looking statements involve risks and uncertainties including, but not limited to, the risks associated with the effect of changing economic conditions, trends in the products markets, variations in the company’s cash flow or adequacy of capital resources, market acceptance risks, technical development risks, and other risk factors. The company cautions investors not to place undue reliance on the forward-looking statements contained in this press release. Intellinetics disclaims any obligation and does not undertake to update or revise any forward-looking statements in this press release. Expanded and historical information is made available to the public by Intellinetics and its Affiliates on its website or at www.intellinetics.com or at www.sec.gov.

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Bibicoff + MacInnis, Inc.

Terri MacInnis, 818-379-8500
VP of Investor Relations
terri@bibimac.com

Source: Intellinetics, Inc.