

PRODUCT PROFILE

GreenLink Networks: Flexible Business VoIP

Developed by an MSP, GreenLink's solutions give partners and their customers choices in how services are delivered and a value proposition that lowers costs.

Flexibility is the hallmark of GreenLink Networks, a business VoIP services company founded by an MSP with a 100% channel model. That means giving customers choice in how services are delivered, providing multiple handset brands, and allowing them to buy, rent, or use their own equipment—all with reliable uptime and quality. It also means MSP partners can leverage that flexibility to help customers find the right solution to enhance business communications while lowering costs.

GreenLink Networks' SIP Plans

SIP trunks allow customers to connect legacy phone systems to VoIP and are priced at \$24.99 per trunk per month. GreenLink provides three options:

- SIP—2 CHANNELS PER TRUNK**
- SIP TO PRI—2 CHANNELS PER TRUNK (6 trunk minimum)**
- ANALOG—1 CHANNEL PER TRUNK (6 trunk minimum)**

GreenLink's services include cloud-based hosted PBX and SIP trunking, which also includes SIP to PRI or analog services, giving MSP partners and their customers more options if they are not ready to completely abandon legacy phone systems.

Lack of such flexibility was one of the pain points Jhovanny Rodriguez, GreenLink co-founder and vice president, experienced as an MSP offering VoIP to customers, along with low commissions and sometimes direct competition from vendors.

"We feel that the industry in general is very rigid in terms of the way that services are deployed," Rodriguez says. "Most vendors have the cloud PBX solution, but we wanted to extend that through SIP trunking to be able to bring VoIP lines to any legacy system out there. We sat across the table with many customers who said, 'Look, I'm not ready to move to a per-extension model.' And the conversation just ended there."

Now with GreenLink, MSPs can bring VoIP to a legacy system and lower costs for SMBs, providing a foot in the door when customers are ready to move to the cloud or if they need managed IT services, he says.

GreenLink, which launched in February 2015, has an agent-based model, so they handle all the billing, compliance, and taxes. "We were created for those providers that want to be somewhat hands-off. We have an implementation team that will deploy the solution, gather configuration information from the customer, and ship a plug-and-play phone to the partner. This allows a partner that doesn't have the resources to still add VoIP to their portfolio," Rodriguez explains.

Partners receive GreenLink VoIP service for free. "Just by becoming a partner, they are seeing an immediate savings," Rodriguez says. In addition, partners get:

- Up to 25% evergreen commission
- Up to \$1,000 commission for every 25 extensions sold
- At cost hardware
- Online quoting tool with electronic approval
- Savings calculator
- PBX management via partner portal
- Lead generation, go-to-market kit, and brandable assets
- Training (but no certification required)
- And more

With GreenLink's flexibility, MSPs can easily add VoIP to their menu of services. "We strongly feel that now that IP phones have made it to the network, VoIP is something that should be in every MSP's portfolio," Rodriguez says. "VoIP can become a great way to open the door for them, and a great way to lower costs for their prospect, just right out of the gate."



GreenLink Networks' Cloud-Based VoIP Solution

Standard features include:

- No setup or implementation fees**
- Unlimited remote support**
- Unlimited calling**
- Unlimited incoming fax**
- Fax and voicemail to email**
- Intercom options**
- Group paging**
- Unlimited hunt group**
- Call parking retrieval**
- Call forwarding**
- Call park**
- Voicemail**
- Directory listings**
- Extensions**
- Toll-free numbers**
- Local numbers**
- Music on hold**
- Dial by name directory**
- Plus additional monthly paid features**

In addition, GreenLink offers multiple brands to choose from, including Yealink, Polycom, Grandstream, and Cisco among others. The Cloud Phone Service is billed monthly and the cost per extension is based on the length of the term. The Pro plan starts at \$32.99 for month to month, \$24.99 for one year, \$19.99 for three years; nonprofit and government cost is \$19.99 with a one-year term.

For more information, visit getgreenlink.com.

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