

CommPartners Empowers VARs and other SPs to Sell Linksys One Throughout the United States.

CommPartners, a nationwide IP-based solutions network company offering IP PBX, IP trunking and other IP-based applications for the Small-to-Medium Business/ Enterprise (SMB/E) markets was looking for a simple, “plug and play” solution to be sold through its VAR and wholesale partner channels. They had already built an IP network designed for business quality voice services and deployed a suite of hosted solutions comprised of a myriad of hardware choices, applications platforms and network options. The company had also obtained Competitive Local Exchange Carrier (CLEC) certifications in 49 states in the U.S. plus the District of Columbia with certification pending in Alaska.

“Over the last three plus years, CommPartners built an incredible ‘real world’ book of knowledge as we deployed IP solutions to the SMB market,” said Dave Clark, CEO and co-founder of CommPartners. “We understood our VAR Partners were looking for IP solutions where the provisioning and deployment complexities (various firewalls, types of routers, diverse configurations for end-points, etc.) are minimized, both for the solution provider and for the end user customer, and where the benefits are quickly realized in terms of ROI. While the business market has heard about the economic and productivity advantages of IP communications, they don’t want to sacrifice quality or reliability. That’s where having a solid, fully-integrated hardware and applications platform connected with our network designed for business quality voice would have tremendous appeal. ”



CommPartners is intent on offering solutions that feature more than low-cost voice services, and focused on offering a full menu of IP applications targeted at the SMB market that can drive additional revenue streams with less operational expense.

With the Linksys One platform integrated into our IP network core, we realized we would be well positioned to drive those new revenue streams and attract new reseller partners whose small business customers were demanding this type of easy, affordable and high-quality IP communications solution.

Our decision to offer activation and network services for the Linksys One platform was based on several factors, not the least of which were:

- The reduced time to market for network and system integration with a solution that could be rapidly and easily installed at low cost.
- Our ability to deliver activation and network services for the Linksys One platform that included local and long distance calling, international long distance, toll free calling, local number portability, directory listings, security, monitoring, management and Quality of Service (QoS) for Voice over IP (VoIP).
- Our ability to design an application layer enabling Linksys One integration with the existing CommPartners network provisioning and service activation processes (OSS).

“The combination of Linksys One hardware (Services Router, IP Phones with color displays and Analog Voice Gateway) and CommPartners’ activation and network services specifically developed for the small and medium-sized business customer finally makes affordable, converged communications a reality.”

- Dave Clark, CEO and Co-Founder

Hosted Solution Provider Profile

Company: CommPartners

Headquarter: Las Vegas, Nevada

General Manager: Dave Clark, CEO and Co-Founder

CommPartners is a nationwide IP-based network operator providing wholesale VoIP and enhanced IP applications to carriers, strategic partners and VARs. CommPartners’ IP network has been engineered to provide business-grade, IP-based voice and other value-added services. With nationwide IP network coverage, CommPartners delivers reliable, high-quality and competitively priced hosted IP services for business. Solutions are sold wholesale through “white label” service provider partners and through Value Added Resellers (VARs). CommPartners’ services are supported by CommPartners Management System (CMS), a scalable and automated OSS platform for multi-tiered billing and account management.

- Our ability to design an application layer enabling CommPartners Connect for Linksys One VAR sign-up, customer activation and subscriber account management through the Linksys One online portal.
- Full integration of CommPartners Connect for Linksys One into our existing back office, multi-tiered billing platform.”

Once the decision had been made CommPartners integrated Linksys One Service Node equipment into their CP core network in the Fall of 2006 and began putting it through its paces.

“We were pleased with the performance of the system, from the Service Node equipment and provisioning software to the remarkably quick and easy method of CPE activation because of the solution’s auto-discovery and self-configuration capability. With Linksys One we had a hybrid solution with Class 5 switching feature/functionality and applications in the CPE and Class 4 switching network functionality in the CommPartners core network. This is an ideal configuration capable of providing business-quality local and long-distance service to our VAR partners business customers.”

The Linksys One solution provides a value proposition for CommPartners, its VARs and wholesale Service Providers in the following ways:

- **Simplicity:** Linksys One is a complete, affordable, easy-to-install IP services platform that enables the delivery of data, voice and video applications to small businesses. It’s a solution engineered specifically for the SMB customer.
- **‘Sticky Services’ Platform:** Linksys One is an ideal platform for additional revenue growth for CommPartners, its VARs and SPs because it can be used to deliver new applications, services, and network appliances.
- **Competitively Priced:** Given the robust IP PBX feature set and the best-in-class data network product offerings Linksys One is an incredible price/performance value for small business customers.
- **Open New Markets for VARs:** Linksys One enables current SMB “trusted advisor” VARs to successfully sell, support and profit from the sale of IP services and equipment. It’s a tremendous opportunity to the VAR community to create new revenue streams and share in profit.
- **Leverages CommPartners’ Existing Distribution Model:** Since CommPartners doesn’t sell direct they were able to use their existing VAR and SP partners, as well as to recruit new Linksys resellers to help them sell the solution.
- **Single Solution Source:** Linksys One is backed by the world-class manufacturing and engineering expertise of Cisco/Linksys for both the hardware and software application layer. It is a solution that CommPartners and affiliates can offer with a great degree of confidence.