Building The Future Of Greenlight Networks With IDI Billing Solutions

Greenlight Networks is an ultra-high-speed, broadband service provider, offering residential and small business customers Internet speeds up to 5 Gigabits per second. Based in Rochester, NY and founded in 2011, the company builds, owns and operates its fiber-optic networks to provide amazingly fast Internet connections to its customers.

Rapidly expanding Communications Service Providers face a common challenge: How do their billing and OSS systems scale up with their increasing footprint and customer base? Greenlight Networks, a premier fiber internet provider in New York, recently encountered this very obstacle, as the growing demand for its high-speed internet solutions widened its service delivery map into new markets.

![IDI Billing Solutions logo]

✓ The Challenge:

Identifying The Right Solution For Rapid Growth

In recent years, Greenlight Networks' service footprint has doubled in size every 12 months. Expecting this rapid growth to continue for the foreseeable future, company leaders and decision-makers had reservations about their current billing system, realizing it was ill-suited to scale up with their increasing demands. As such, they needed an experienced billing and operations partner with a complete solution that could help them expand their burgeoning company.

Greenlight's ideal billing partner needed to function as a one-stop shop for its operational needs, providing a wide range of capabilities including workflow, order processing, inventory management, service desk ticketing, customer management and communications.

As Greenlight's swift expansion showed no signs of abating, it required an automated solution that could effortlessly scale up as necessary. The organization had historically relied on homegrown, in-house solutions for its billing needs, but that approach could not be sustained if it hoped to continue expanding into new markets without running into operational bottlenecks. It would also not be practical to increase their headcount in response to market growth and an ever-increasing portfolio of customers.

The Solution:

IDI And CostGuard®

Surveying the telecommunications billing and OSS landscape, Greenlight zeroed in on IDI Billing Solutions. As a company with a strong reputation in the industry, IDI's operational expertise and comprehensive solution represented the personal touch and hands-on attention of an agile, customer focused business, combined with software modules designed to provide reliable uptime, flexibility and scalability as a business grows.

Greenlight included IDI in its shortlist of candidates after viewing a strong demonstration of the CostGuard cloud-based application. The Greenlight team was also impressed by IDI's aggressive yet thorough implementation plan. As a lean organization, Greenlight highly prioritized a proven, hands-on implementation process that would integrate the new system as quickly and painlessly as possible.

The Greenlight team was impressed by IDI's aggressive yet thorough implementation plan.

The Implementation:

An Accelerated Launch

Greenlight sought to get CostGuard implemented and integrated with its other internal systems quickly, requesting an accelerated schedule that would hit a go-live date far sooner than the industry standard.

Greenlight stakeholders required speed-to-market and was ready to test IDI on their rapid implementation best-practices, including dedicated project management with the ability to cycle in resources to augment the Greenlight team as necessary.

Working together with the IDI team, Greenlight was able to launch CostGuard within four months. The implementation was an overwhelming success, as the IDI support team was readily available to help troubleshoot problems, answer questions and clear away potential obstacles.

"What was challenging was that we wanted to move quickly. We were learning on the fly, but IDI helped facilitate the implementation process at every turn. We set the tone, and IDI supported that decision, helping us reach our go-live date sooner than expected."

– David Shaffer, Vice President of Operations at Greenlight Networks.

✓ The Results:

Setting The Foundation
For Future Growth, Success

Customer ordering:
Greenlight replaced its previous, manual-based customer database, with CostGuard's automated and streamlined workflow tools, expediting the order process and allowing for scalable growth.

Inventory management:
CostGuard provides greater visibility into Greenlight's equipment inventory, replacing a spreadsheet-based process. System users can use CostGuard to track devices and assign network equipment like splitters and ports.

Service desk ticketing:
Greenlight now uses support ticketing workflows from the CostGuard platform to better integrate those tasks within operations.

Communications:
CostGuard's two-way email communications platform allows Greenlight to keep its subscribers constantly informed on a variety of customer needs.

All of these modules are a part of the integrated CostGuard system, allowing Greenlight to operate more smoothly, onboard new customers quickly and provide more accurate billing statements — all from one pane of glass.

"From start to finish — receiving a new order, automating workflows and then billing the customer when their services are turned up — CostGuard has improved the speed and accuracy of getting things done," said Shaffer.

CostGuard's streamlined processes and automated workflows empower Greenlight to minimize the amount of manual work required to handle day-to-day operational tasks and continue its rate of market expansion while reducing the need to hire additional staff to keep pace. Working with IDI has allowed the company to do more with the resources it has and achieve the flexibility and customer satisfaction needed as the business grows.

Working with IDI has allowed Greenlight to do more with the resources it has.

In addition, Greenlight has achieved a high level of data consistency and now houses all of its customer information under one umbrella. This comprehensive data repository makes it easier to get a full, 360-degree view of Greenlight customer accounts and supports a better means of communicating directly with their customers.

Greenlight's staff was impressed with IDI's responsiveness as well as the quick and straightforward fashion in which problems were resolved. IDI's experienced training organization, as well as the customer portal and knowledge center, provided valuable additional assistance throughout the process.

"IDI brought expert resources into the project that allowed for both a rapid deployment and for our team to continue servicing customers with our existing systems until the cutover," said Shaffer.

IDI: The Premier Provider Of Billing, Automation And Workflow Solutions

When Greenlight Networks first set out to find a new billing and OSS system, it wanted a software platform that could deliver scalability, reliability and usability in equal measure. It found that and more with IDI's billing, automation and workflow solutions.

"As our business grows, we are confident that anything we need to build, manage equipment inventory, bill or support can be handled by IDI Billing Solutions," said Shaffer.

Ready To Build A Better Experience? Talk To IDI Today.

Through innovative technology, people, partners, and systems, IDI is committed to providing a highly secure, world-class, cloud-based B/OSS platform that delivers the freedom and flexibility to streamline operational efficiency, monetize services, automate operations, and seamlessly scale as your business demands. To learn more, call **888.924.4110** or contact us **here**.