

GREENPEACE



Greenpeace Reduces Phone and Internet Service Costs as BetterWorld Tailors Several Products and Locations into a True Solution

Greenpeace USA

Greenpeace proves every day that ordinary people can accomplish extraordinary things. It was a group of thoughtful, committed citizens that came together in 1971 to create Greenpeace. A handful of determined activists leased a fishing vessel, called the Phyllis Cormack, and set sail from Vancouver for Amchitka Island in Alaska. Their mission was to protest US nuclear testing off the coast of Alaska with a brave act of defiance: to place themselves in harm's way. Today, they have grown from a small group of dedicated activists to an international organization with offices in more than 30 countries. Their fight to save the planet has grown more serious — the threat of global warming, destruction of ancient forests, deterioration of our oceans, and the threat of a nuclear disaster loom large.

The Challenge

Lower operational overhead and costs, provide a full array of telecom carrier services to locations in more than a dozen states in all regions of the U.S. – all under one bill, with one number to contact for questions and support. Bottom Line: Save money, streamline Greenpeace USA’s communications infrastructure and create better communication within the organization and with Greenpeace USA’s complex stakeholder map.

Greenpeace has a problem, and they have been fighting it for over 35 years – the world is heading towards environmental train wreck and the day of reckoning is fast approaching. As one of the early and continuing leaders in the fight against environmental issues such as global warming, deforestation, and to keep the pressure on, Greenpeace must have a rock solid communications infrastructure to support its efforts.

Pat Keyes knows this all too well, part of his job is to keep the organization ticking properly, helping to keep the flow of communications to their complex set of stakeholders functional, efficient and saving operational dollars wherever possible. A tough task indeed in today’s complex communications environment. With offices in all parts of the country, Greenpeace USA came to BetterWorld looking for an organization that had both mission alignment, a critical element for Greenpeace, as well as a way to tie the organization together, reduce costs, all with a single necktie

“Greenpeace is dedicated to working with green vendors. It has been great to have our voice and data service supplied by a green company.”

“It is a joy to have a single point of contact to resolve any issue that has arisen. The customer service has been excellent.”

PAT KEYES
Facilities Manager, Greenpeace USA
Washington, DC



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approach. As the leading telecom carrier in the U.S. solely serving organizations with social and environmental missions such as Green Mountain Energy, Seventh Generation and the National Center for Family Literacy, Greenpeace quickly recognized the fit with BetterWorld.

The Solution

BetterWorld Telecom Enterprise Solutions: Multiple products, nationwide coverage, technology agnostic – One Bill, One Call Support

After an extensive audit and with Greenpeace USA's requirements in hand, the BetterWorld team went to the drawing board: our goal was to look for immediate cost savings and we accomplished that by replacing many of their services at the Greenpeace USA HQ in Washington, DC, including:

- Dedicated Local PRI
- Dedicated Internet
- Local calling
- Long Distance
- Toll Free / 800

...then we set out to create a unified, low cost solution for Greenpeace USA's remote locations. With offices from Seattle, to Austin and Brooklyn – Pat was most interested in a uniform, simple solution that could be deployed at ALL locations. BetterWorld answered the call with one of our SME Solutions: BetterWorld Virtual PBX and Unified Communications paired with our DSL connections. Each office now has access to hundreds of features, including extension dialing across the enterprise, find me follow me integration with other devices, all directly served and supported by BetterWorld.

"We have set up our remote offices with VOIP from BetterWorld Telecom. The new office setup has been smooth and hassle free and the transition has greatly simplified our accounting and administrating of these offices. "

PAT KEYES
Facilities Manager, Greenpeace USA - Washington, DC

The Results

Dramatic Cost Savings and Unified Communications

After deploying BetterWorld's solution, Greenpeace USA reduced its monthly voice and data communications costs by over 25% at its main location and began moving the organization towards a more streamlined and common infrastructure with minimal capital expense and competitive monthly costs.

For more information, visit
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call 866.567.2273
email wecare@betterworldtelecom.com

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Customer Challenge

- High impact organization with an exceptional need for mission critical, reliable communications across the enterprise.
- Multi location footprint with offices in over 17 cities nationwide
- Introducing newer and more flexible technologies such as VoIP and Unified Communications at remote locations – creating a single-umbrella communications infrastructure
- Accomplish all of this while containing and even reducing costs

BetterWorld Telecom's Solution

- Headquarters Location: Reduce costs by over 30% over previous provider, while delivering a solution including BetterWorld Dedicated PRI Local Facility, 10 Megabit Ethernet Over Copper, and long distance/toll free 800 services.
- Remote Locations: Tie all locations together with BetterWorld Virtual PBX, VoIP, and dedicated data/VoIP T1s and DSL connections.
- Across the entire organization, minimize monthly and setup costs, deliver a high quality solution, one bill, one call for support.

About BetterWorld Telecom

In the \$900B US telecom carrier market, BetterWorld Telecom, LLC is the only nationwide, full-service voice and data telecommunications carrier focused on serving businesses and organizations that support social justice and sustainability. BetterWorld provides business-grade telecommunication solutions to thousands of customers in 40 states, comprised of local, long distance, toll free, conferencing, Internet access, VoIP, Virtual PBX and unified communications products. BetterWorld is the only certified carbon neutral carrier in North America and offers on average 28% savings off the competition, a 100% service guarantee, while donating 3% of revenues to causes that benefit children, education, environment, and fair trade.



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