

Reseller Case Study: IT solutions for local small and home offices

OfficeCalendar Case Study: Greznet, LLC

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– Ronald Grzechowiak, President & CEO
Greznet, LLC
OfficeCalendar Authorized Reseller

By Lookout Software

OfficeCalendar



Industry

- IT solutions for local small and home offices

Environment

- Microsoft Outlook

Challenges

- To offer his customers a low-cost, high-value alternate solution to Microsoft Exchange
- To provide high-end commercial software at a small market price

Solution

- OfficeCalendar for Microsoft Outlook

Benefits

- Able to provide his small and home office customers with yet another cost-effective software alternative
- Grows his business and services/solutions
- Increases his business's profits with the OfficeCalendar Authorized Reseller exposure and discounts

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– Ronald Grzechowiak
Greynet, LLC
OfficeCalendar Reseller

Scenario

Ronald Grzechowiak is the President and CEO of Greynet, LLC, an IT solutions and services company for small and home businesses, located in Bellmawr, New Jersey. Ronald prides his business in providing the very best cost-effective alternative software solutions for his customers, as well as the services entailed with the products he offers. After discovering OfficeCalendar, Ronald signed up and became part of the OfficeCalendar Authorized Reseller network.

Challenge

Greynet LLC is built on the foundation of providing corporate-level solutions and services for Ronald's small and home office clients, but at prices parallel to their budgets. “The goal with my business is to offer “alternative” solutions vs. expensive high end products for the Small Office – Home Office environment,” said Ronald. Ronald had a particular client searching for an alternative to MS Exchange Server, because said Ronald, “MSFT Exchange licensing is quite expensive, as well as the heavy duty maintenance of it.”

Solution

Ronald discovered OfficeCalendar on Google while searching for “alternatives for deploying Exchange.” According to Ronald, “Any program that I deploy I always like to learn myself to help support it and understand it. In addition, I need to understand it so I deploy the appropriate equipment. Planning is everything in this business for sure.” As for implementing OfficeCalendar, “Once I saw that the product satisfied the need I was looking to address, the decision to sign up as a reseller of OfficeCalendar was easy to make,” said Ronald.

How It Works

“We deployed the trial version on-site for our client and saw immediate results. The product gives their business productivity a significant boost,” said Ronald. Greynet's client now uses OfficeCalendar to mostly share calendars, and he sees the ability to share contacts and tasks as an added bonus.

Value

“I look for solid ‘alternative’ solutions to the high end products,” said Ronald, “My goal is to provide enterprise level technology at a SOHO [Small Office – Home Office] price. This fits perfect.” Shortly after signing up for the OfficeCalendar Authorized Reseller Program, Ronald signed up to become part of the OfficeCalendar Reseller Marketing Initiative Program, which includes deeper product discounts and widened exposure for Ronald's business within the OfficeCalendar website. “It also, more importantly, solidifies the product I promote when I am seen on it,” said Ronald. “Everything like this promotes integrity which is my bottom line and my best asset. Once I believe in it, it's a done deal.”

About OfficeCalendar

OfficeCalendar is an easy-to-use, low-cost alternative to Microsoft Exchange Server. OfficeCalendar enables the sharing of Microsoft Outlook calendar, contact and task information on practically any Windows-based network, even without a dedicated server.

Greynet, LLC