



GreenPages: Virtualizing the workspace

GreenPages Technology Solutions has become as virtual a workplace as current technology allows, which both pleases employees who can work from home more easily and also impresses clients.

"It's funny," comments Belinda Braley, GreenPages' human resources director. "You know how people say the shoemaker's kids have no shoes? Well, we help customers virtualize their environments and reduce the size and cost of equipment." But at the same time, she continues, GreenPages' employees were, for some time, eager to expand the possibilities of their own company.

So GreenPages decided to invest in creating "an environment that is 100 percent virtualized," as Braley puts it. Staff can now take their laptops home and access the company's network and make phone calls through the company phone line. "This is tremendous in giving people what they were asking for, which is the ability to not necessarily come into the office every day," Braley explains. On any given workday, about a third of the office is not at the company's headquarters because they're either working from home or working on-site at a client's business.

"We can say to clients and customers that we've done the thing we're talking



GreenPages' executive team, from left to right: Ron Dupler, CEO; Belinda Braley, VP Human Resources; Tobi Evangelisti, VP, Solutions; Glen Jodoin, VP, Marketing & Operations; Stephen Manero, CFO; Drew Lally, President

about and suggest you do in your environment," Braley remarks. "It helps our sales people trying to explain the benefit of doing it."

GreenPages works with a range of customers, including banks, hospitals, financial institutions and telecommunications firms, helping them maximize efficiency with their current technology structure or evolve into the next technology. Braley says employees at GreenPages respond to a range of unique company requests, from helping with the storage of large amounts of data to putting more robust security measures into place.

To keep employees up to date and able to solve any number of technology challenges, GreenPages pays for all the certification requirements of its employees, and gives them bonuses if they pass exams on the first try, with a slightly smaller bonus if they get it on the second go around. Plus employees get paid time off to study for exams. "We recognize that

that expertise is critical to what makes us successful," Braley says.

The company, in the past year, also acquired a smaller company based in Boston called Managed Technology Partners, and so picked up an additional 30 staff. A lot of these employees were working remotely already, Braley says, and so fit into the company's model.

And GreenPages continues to grow. Braley says she has 10 open positions, mostly in sales and engineering. To work for GreenPages is to be at the forefront of a world in flux.

"I think that our industry is very exciting because technology changes so rapidly, and, gosh, we have some really, really smart people working here, and we have people who we think are the very best at what they do," Braley says. "It creates an excitement and energy." ■

GREENPAGES TECHNOLOGY SOLUTIONS

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Top local executive: Ron Dupler, CEO, and Drew Lally, President

Year established: 1992

Maine employees: 161

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