

Critical Links Teams with MarketLink To Ramp Up Channel Program in the United States

By Jennifer Schnell

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Marketlink extends U.S. Channel Coverage for Critical Links' edgeBOX Product Line

FAIRFIELD, NJ – Critical Links, a global provider of unified voice, data and IT solutions for Small and Medium Businesses (SMBs) today announced a strategic partnership with MarketLink Services, the leading provider of outsourced marketing and sales services in the high-tech market, to expand the U.S. channel for Critical Links' edgeBOX unified communication offerings.

"With MarketLink, we can bring our comprehensive channel program to U.S. resellers targeted at small and medium size businesses," says Gregg Toback, Regional VP - North America, Critical Links.

"MarketLink's solid reputation and established relationships enables us to rapidly offer resellers our edgeBOX unified communications solutions."

"Unified communications is a red hot category, and the growth in the SMB market is driving interest across the entire reseller channel. Critical Links offers a very compelling solution in this exciting arena," says Dan Dempsey, CEO, MarketLink Services. "MarketLink strives to partner with leading manufacturers of products that are key to improving business productivity, and the edgeBOX solution is in the sweet spot of this initiative. We're excited to be the U.S. channel expansion team for Critical Links."

MarketLink is recruiting networking, datacom and communications resellers to drive this activity in the North American market.

About Critical Links

Critical Links is a global provider of converged voice, data and IT solutions for small and medium businesses (SMBs) that dramatically simplify and cost-reduce by consolidating over a single scalable and fault-tolerant platform.

Critical Links' flagship product, the edgeBOX™, is an award-winning multi-function gateway appliance that includes VoIP/IP-PBX, VPNs, security, NAC, QoS and a WiFi access point as well as a fax server, web server, e-mail server, print server and data storage. It is available on a range of hardware platforms that support up to 300 users, with different form factors and a host of broadband interfaces such as BRI/PRI(T1/E1), FX0/FXS, Ethernet, etc. Critical Links typically serves SMBs through a global network of VARs, System Integrators, OEMs and Service Providers. For more information, visit <http://www.critical-links.com>

About MarketLink Services

MarketLink Services has provided channel development, sales and marketing solutions for many start-ups, SME's and leading high-tech companies since 1997. Drawing on our vast experience and key relationships in the industry, MarketLink customizes sales, marketing and distribution plans for effective penetration into desired markets. We have built our success upon delivering measurable results for clients through targeted, strategic campaigns to achieve market dominance. The depth and breadth of experience in the MarketLink team enables us to deliver services that bridge the gap between manufacturer, reseller and consumer. For more information, visit <http://www.marketlinkservices.com>

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Marketlink, a Novi, Michigan-based technology launch company. Specialized in launch services for new businesses, channels and products for many leading technology companies.

Category Telecom, Technology, Wireless
Tags critical links, marketlink, VOIP, SMB, resellers, it solutions, voip/ip-pbx, security, appliance, Wireless, data storage
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