



CloudMTA Managed Service The GreenArrow Way

Getting started with a new email platform is a big decision. Here is what to expect when partnering with GreenArrow on your next move.

Our team has a combined 150+ years in the email industry. We've assisted big and small senders migrating to GreenArrow from the industry's other major platforms, and we care deeply about the success of our customers. Our experience and care shows up in everything we do, and it is why we aren't afraid to leave the exits unblocked by avoiding DNS-based vendor lock-in. Our customers stay with us because we are a partner in success, and industry experts you can trust to get you launched successfully, whether starting from scratch or migrating an existing operation.

This document describes our process, born from our decades of experience, grounded in industry best practices.

Discovery & Planning

We start by building a shared vision of what you need and how we can help fill those needs. We get specific about what matters to you and what you're actually signing up for.

We start by listening. What are you trying to fix? What's keeping you up at night? What does success look like in six months? We dig into constraints and edge cases early, because the vague stuff always surfaces later.

We build your implementation handbook together. We start with the big picture, then fill in the details as the conversation gets more specific. From Testing to API calls to DKIM signing behaviors to Bounce handling, the resulting shared document contains all the details you need to get launched, and is accessible for your reference at any time.

Your metadata fields are mapped to GreenArrow's. The metadata fields you're used to working with may be called something different in GreenArrow. To avoid confusion and ease the transition, we map your terminology to GreenArrow's.

A custom warm-up plan, crafted for your use-case. Starting with where you are today, our team works with you to develop a custom sending ramp-up plan that fits your traffic profile.

No surprises. We're transparent about what we need from you and when. You know the work, the cost, and what needs to happen on your end. Timelines and estimates are in your implementation handbook, and we're flexible when things need to adjust as the project progresses.

Launch

With the help of your personal team of GreenArrow experts, this is where the implementation handbook transforms into your production GreenArrow CloudMTA.

Your dedicated Systems Engineer and a dedicated Deliverability Expert, start to finish. They co-authored your handbook with you, so they already know it as well as you do. No need to repeat context or explain your constraints to different people every time you have a question.

One shared document is your source of truth. As decisions are made, plans adjusted, and tasks completed, the evergreen implementation handbook is updated to remain your single source of truth to reference along the way.

Technical work and deliverability tuning run side by side. Your Engineer builds the infrastructure and validates your integration tests. Your Deliverability Expert watches for delivery issues and advises on your ramp-up strategy as real data comes in. Both workstreams move forward together, with you.

Weekly calls with the full team. Both your Engineer and Deliverability Expert are on every sync. You get the complete picture without having to play telephone or wait for someone else to get back to you.

We orient your team before we hand it off. We cover the platform, reporting, and day-to-day operations, handing off the core tools and knowledge your team needs to be successful on GreenArrow. We step back when you're ready, and we don't rush that.

Steady State

You're live on GreenArrow and ramped up to your projected production volume. The relationship keeps going, focused and lightweight.

You've reached cruising altitude. The launch is complete. You are in steady operation: sending email, monitoring metrics, onboarding new clients, and making small adjustments as needed. It all works reliably, and you're breathing easy.

Deliverability stays on the radar. The email industry moves fast. Filters change, authentication standards get stricter, and sender reputation shifts. Your Deliverability Expert has their finger on the industry pulse, and tells you what actually matters for your sending patterns.

Room to climb. As you grow, GreenArrow scales effortlessly with you. Day-to-day growth happens naturally within normal operations. Larger jumps in volume may call for some planning with your Deliverability Expert, but that's exactly what we're here for.