

ACCESS COMMUNICATIONS

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{ a **bicom systems** case study }

OVERVIEW

ACCESS COMMUNICATIONS provides telecommunications systems design, installation, and maintenance services to customers ranging in size from small to enterprise level companies located mainly throughout the southeastern United States. Based in Florida, Access provides 'fully converged communication solutions - from traditional telephone systems to next generation hosted and managed IP communication solutions.'

The company started over 20 years ago as a voicemail services bureau and over time evolved to become an Interconnect. In 2003, the company was awarded a license to become a CLEC (Competitive Local Exchange Carrier), becoming a true 'one-stop shop' for telecommunications solutions. Access has been a Siemens and NEC Dealer for over 20 years before discovering Bicom Systems.

With the telecommunications industry constantly changing and advancing, companies like Access are forced to evolve or fall behind.

CHALLENGE

After about ten years of strong growth in both customer premise telephone PBX equipment as well as CLEC local and long distance telephony and Internet connectivity services, Access has recently faced a new challenge: customers are beginning to migrate to hosted environments 'in the cloud.' This creates a serious threat to Access' two sources of revenue, namely the sale of telephony systems and hardware and the same of telephony

and internet connectivity services. Traditionally, about 85% of their customers that buy telephone equipment end up buying telephony connectivity services from Access as well. But that is quickly changing as companies migrate to VOIP, fax over email, softphones, and other hosted solutions.

Access Communications realized that if they did not offer advanced VOIP and hosted products and services to their customers - the competition would. They spent over a year researching which platform to use. They are more than pleased with Siemens and NEC products, but needed a solution that they could use not just as premise equipment, but also as a cloud based hosted environment. That factor decreased the options substantially. Access looked into all of the remaining options and ultimately chose Bicom Systems.

SOLUTION

Access determined that Bicom Systems was the best solution - affordable, professional, and above all, flexible. Bicom provided a complete turnkey solution composed of a number of products: **SERVERware** as a Cloud IP Services Delivery Platform, **PBXware** in the **Multi-Tenant** edition to provide telephony services for both Access and its End Users, **TELCOware** as a provisioning platform with all the necessary telephony features, and delivered on **vSwitch** hardware. This complete and thorough solution met Access' every need in a cost effective, user-friendly, and easily expandable package.

The solution from Bicom Systems met their most pressing need by allowing Access to provide a full range of

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hosted VoIP solutions as well as to host themselves using Bicom Systems products. PBXware allows them to provide both traditional VOIP hosted solutions as well as SIP trunking to customers that do not want to replace their existing telephone PBX equipment.

Access plans to extend this solution even further by adding on Bicom Systems Contact Center applications soon.

IMPLEMENTATION

Access Communications was more than pleased with the implementation and installation process. After a number of demonstrations and conversations, they felt entirely confident in their choice of products and solutions. Any doubts that remained vanished once Bicom Systems employees visited for a week to install and train. Richard Slinin from Access was most impressed with Bicom's willingness and ability to customize and develop quickly. He said that a number of times he or his staff requested something specific that Bicom Systems did not have. The response was always that Bicom would research the feature or tool and provide it within 30 days. Richard Slinin emailed Bicom to say that "the training provided was outstanding and first class. And I don't mind saying that the system, its features,

capabilities, and ease of use far exceeded my expectations!!!"

RESULTS

Access Communications could not be more pleased with their new system and is reaping the benefits with customers. They can now cater to customers' specific needs, whether that means a 100% hosted solution or providing a SIP trunk to an existing NEC or Siemens PBX customer. And even where the customer requires a new on-site installation, a PBXware appliance can be delivered, allowing Access to maintain uniform delivery and support. They have now overtaken the industry and are able to provide the solution that customers are seeking. Extra features such as billing tools, shopping cart, CRM, etc. give them that extra organizational competitive edge that is so necessary to remain efficient in today's market. We are at a turning point in the telecommunications industry as it moves away from the hardware and dusty systems of yesterday and into the Cloud. Working together, Bicom Systems and Access Communications are able to stay ahead of the industry and continue serving customers. Bicom Systems wholeheartedly agrees with Richard Slinin's statement that "Overall – I could not be happier with the entire experience and we all feel as we have made some new good friends as well."



ACCESS COMMUNICATIONS

VISION STATEMENT:

Global solutions delivered locally.

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