Case Study:
A toolbox for growth

The Sky's the Limit

Fueled by ongoing innovation and modern technologies, STL lives up to the phrase behind its acronym: **S**ky's **T**he **L**imit.

Founded in 1991 as a basic telephony service provider, STL has grown into a thriving Managed Services Provider with no plans of slowing down now.

Justin Lightfoot, Datacenter Manager for STL, describes the organization as "basically the IT department for many businesses and companies in central Illinois."

STL provides small- to medium-sized businesses with total business packages including Cloud, Voice, and Staffing solutions.

Early Expansions

When STL first began expanding and adopting newer technologies, they did so with Thirdlane. Unfortunately, they did not find quite the functionality and stability that they expected. Worse yet, they found the support lacking - it was a struggle to get what they needed.

Not wanting to be held back any longer (after all, the sky is the limit for STL), they began searching for a new partner.

The Bicom Difference

STL first heard about Bicom Systems through a peer company. Based on the glowing review, they contacted Bicom and were immediately impressed with the feature-set and manageability.

They liked the fact that they would not have to host the system themselves nor obtain any hardware, plus they could use Bicom System's cloud with no hassle.

Growing with Features and Extensions

With over a year of use under their belt, STL has reached a level of proficiency in the Bicom solution and report always finding new things to do with it. They are achieving growth and expansion in a few ways:

First, STL has been adding-on features to get the most out of the Bicom solution. These are great both in-house and for their customers. For example, they recently set up Conference IVRs.

Second, STL is adding extensions thanks to the Multi-Tenant edition of PBXware. They have grown to 155 extensions and are about to add 50-60 more. Justin says they love "the flexibility and scalability" afforded by multi-tenant. Any user, even outside of their organization, can set up a phone and work as if they are sitting in the office.

Third, gloCOM, which Justin describes as "fantastic", has allowed for new levels of connectivity. They especially love the mobile app that keeps everyone connected. STL recently rolled out a reliable after-hours service thanks to gloCOM mobile.

A Win for Everyone

Finally, STL reports "loving Bicom Systems support." They are in contact once or twice a week with questions about unique things. Justin says that the support team either has an immediate answer or gets in touch with the engineers and finds a solution.

Similarly, Bicom Systems has enjoyed a positive experience with STL and loves the fact that they joined us via the reseller channel and its built-in referral network.

With a great business foundation and plenty of new tools in their toolbox, we expect STL will continue growing and finding that the sky really is the limit.

About STL

An acronym for Sky's The Limit, STL was founded in 1991 by Katie and Tim Norman. The dream was to build a company, driven by a culture of strong Midwestern values, that provides small to mid-sized businesses with total business packages that now include state-of-the-art Cloud, Voice and Staffing solutions. Learn more about STL at www.poweredbystl.com or contact them at 1-309-661-7851.