Case Study:

How One Service Provider is Saving Time and Reaching More Customers with Bicom Systems Cloud & UC Solutions

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Background

Robin Damen always had a knack for technology. He started selling computer products as a young student in the Netherlands and, as business picked up, eventually started a small computer company, Virtual Computing.

The timing could not have been better. His company began taking off at the same time that growth of the tech and communications industries exploded.

Challenge

Robin's story is a familiar one in the industry. Rapid growth and evolving technology were overwhelming, and he quickly found himself in need of support and resources outside of his organization.

Virtual Computing found what it needed in PBX vendor 3CX. The partnership went well at first, but Robin recalls realizing one day that "3CX was not cooperating with customers anymore."

Executive Summary

- **Virtual Computing** is an ICT Service Provider for SMBs in the Netherlands

- **PBXware Multi-Tenant edition** met their need for a hosted option that is reliable and innovative

- **gloCOM GO** is helping them expand with a mobile app

Frustrated, Robin took the first step forward by compiling a list of his grievances:

- Constant software changes made it difficult to use and sell the current solution. For example, the customer portal changed multiple times.

- Software upgrades were not user-friendly. For example, Robin had to change the provisioning address with each upgrade.

- Selling an on-premise solution meant a big chunk of his time was spent driving out to customer locations.

- The high cost was stretching his budget too thin for comfort.

Solution

Around this time, Robin learned that one of his customers was using PBXware by Bicom Systems. During a visit to their location he was able to tinker with the software.

PBXware in the Multi-Tenant edition is a telephony platform that supports business growth with:

- Unlimited tenants
- Easy setup, integration, and branding
- Unified Communications as a Service
- Hosted or on-premise
- Flexiblity, reliability, and scalability

The simplicity and ease-of-use of appealed to Robin. Though he was not immediately interested in Bicom Systems, the glimpse at an alternative software sparked a burning desire for change

Though he wanted to keep his options open, Robin downloaded a demo of PBXware and set up a call with an Account Manager. He immediately loved the system.

"The Multi-Tenant edition is easy to use and highly scalable," he says. Unlike their previous platform, "PBXware works consistently; no more restarting and troubleshooting."

After a testing phase that lasted a few months, Virtual Computing officially signed on as a Bicom Systems partner. They completed the migration process and expanded their product offering to reflect the newer technologies.

Results

Since adopting a Multi-Tenant Cloud solution, Robin is able to save time, meet his budget, and reach more customers. The latest technologies like Unified Communications grant him entry to new markets and boost customer retention.

Virtual Computing used to be a lower priority among Robin's many projects, but today it is a complete Cloud Computing company that keeps him busy.

Looking forward, Robin is especially excited about the gloCOM GO mobile app. In 2019 he plans to expand his offering to include a mobile phone solution.

What could your business do with the latest technologies and products? Contact Bicom Systems to get started today.

Virtual Computing is a full-fledged ICT service provider that offers SMBs daily customization, flexibility and personal service. Virtual Computing was founded by Robin Damen in 2006.

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Bicom Systems is an innovative Unified Comms provider with all of the pieces to start and grow a telephony company, from a virtualization platform to Multi-Tenant PBX to UCaaS apps

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